

LOAY HAMMOUD

(Graphic Designer / 3D Visual Content Creator):+96171238070 / <https://www.linkedin.com/in/loay-hammoud> / loayhammoud61@gmail.com

OBJECTIVE

As a creative professional with a broad skill set spanning graphic design, 3D content creation, and video editing, I bring a unique ability to produce both traditional and cutting-edge visuals. From cinematic 3D environments and product animations to motion graphics, social media posts, and branding assets, I excel at delivering versatile content that captures attention. With a background in marketing, I design not only for visual impact but also with strategy and audience engagement in mind. I am seeking a graphic designer role where I can contribute my diverse creative toolkit to craft compelling campaigns that stand out.

RELEVANT EXPERIENCE

Visual Content Creator (Freelance / Spec Projects) | 2023 – Present

Self-taught and Applied Experience

- Designed engaging social media content (static posts, carousels, and branded visuals) tailored to various industries such as fashion, food, and tech.
- Produced cinematic 3D environments and product visualizations using Blender and Maya, enhancing storytelling and campaign aesthetics.
related motion graphics and product animations, blending 2D and 3D elements to deliver visually compelling brand content.
- Edited promotional videos and short-form content in DaVinci Resolve, optimized for social media platforms. KELSKI HEAD EDITOR yt\tiktok [\(1363\) Kelski - YouTube](#)
- Developed branding assets including logos, typography, and color palettes for mock brands, presented through professional design mockups.
- Secured high-profile clients such as ITCAN Solutions, modeling tech components for presentations and client catalogs.
- Contributed 3d models and game assets to indie game developers, with a focus on hard-surface modeling both high- and low-poly use.

SOME OF MY PROJECTS: [LoayH. - Portfolio](#)

ADDITIONAL EXPERIENCE

Danash Contracting and Trading CO. Sarl

transferable towards gaining an impression and mapping input to generate demand and lead generation

September 2024-January 2024

- Researched and negotiated contracts nationally and internationally (including Taiwan and Indonesia).
- Supported sales and administration teams< managing client relations and e-commerce operations
- Developed technical skills in AutoCAD, PostgreSQL, and advanced spreadsheets.

EDUCATION

BA – Marketing communication

LEBANESE INTERNATIONAL UNIVERSITY 2024,

Participated in research on empathy and consumer mapping with Dr. Dana Bayoun, focusing on customer brand choice and loyalty under economic change.

KEY SKILLS

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| ✓ Graphic Design
(Photoshop, Illustrator, InDesign) | ✓ 3D Modeling & Animation (Blender, Maya, Substance Painter, Marvelous Designer) | ✓ Motion Graphics & Video Editing (DaVinci Resolve, After Effects basics) |
| ✓ Branding & Content Creation | ✓ Social Media Visual Design | ✓ Typography, Color Theory, Layout, and Composition |

ACHIEVEMENTS-CERTIFICATES

- Bright CHAMPS AWARD C++ (2023).
- UC Davis :CONTENT MARKETING AND COPPYWRITING. 5 week course
- Meta AD manager training. • Google Garage fundamentals of marketing.

- Model United Nations delegate. MUN

2019-2020