

MARWA IBRAHIM SALAHELDIN

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3D ARTIST AND MULTIMEDIA DESIGNER

Interdisciplinary artist and multimedia designer with a Master's degree in Media Design. Experienced in both academia and practice, with expertise in 3D sculpting and modeling, digital illustration, digital fashion and post-production including video editing and digital compositing. I also do graphic design, motion graphics, photography and videography. Founder of "ImmerGen", a startup agency focused on immersive solutions, dedicated to advancing digital fashion and media design through innovative, XR solutions. The Agency was executed from scratch by me through a blend of creative skills and technical abilities, including avatar creation, photogrammetry, brand management, UI/UX, and web development.

TECHNICAL AND CONCEPTUAL SKILLS

Zbrush	Illustrator	Illustration
Autodesk Maya	Photoshop	Digital Drawing
Substance Painter	Premiere	Design Thinking
CLO 3D/Marvelous Designer	InDesign	Digital Sculpting
Unreal Engine + Meta-Human Creator	After Effects	Visualization Skills
Reality Capture	Final Cut Pro X	Communication Skills

PROFESSIONAL/WORK EXPERIENCE

German International University - GIU

September 2021 - September 2024

Teaching Assistant & Multimedia Designer

Teaching 3D CLO digital fashion, 2D fashion illustration, fashion image and photography, Multimedia and fashion event, and main collection design courses. Participating in several initiations for the growth and expansion of the faculty in practice and educational level.

Accomplishments:

- **Conceptual Design Basics Course and Digital Fashion Course Teaching:** Taught Fashion Illustration course using adobe illustrator and Digital fashion Practice using CLO 3D.
- **Multimedia and Fashion Event Course Teaching:** Collaborated with 5th semester students to create the 1st Phygital fashion show at the GIU & Created digital Egyptian features avatar with various styling options based on students' concepts.
- **Cairo Design Week Participation:** Representing the GIU design faculty in AR Holographic Show of digital fashion using holographic fan with project titled "Cultivations from 2D to 3D"
- **Christian Dior × GIU Project:** Executed a phygital collection combining physical and digital garments and was nominated to present it to the Dior Maison Jury in Paris. Additionally, contributed to a VR interactive installation, "The Imaginary Garden," and created AR Snapchat filters showcasing student-designed Dior bags. My garment was exhibited at CDW 2024 and featured in Style Scene magazine and on the GIU website.
- **Participated in founding GIU Instagram:** Learning about Instagram algorithm, social media planning and designs for posts and stories execution.
- **Founding GIU Photography studio:** Founded the studio and its reservation system, Giving workshop license to the students, worked as Fashion photoshoot & Industrial design exhibitions photographer.
- Participated in the event "from waste to good taste" showcasing GIU student's garments in collaboration with Egypt clothing bank.
- Nominated to travel training trip to Berlin as one of the most influential in the faculty department.

Digital Studio

August 2017 - September 2020

3D Artist and Digital Composer

- Video editing internship.
- Part time job as a VFX compositor and 3D artist.
- Promoted as senior VFX compositor and 3D artist.

German University In Cairo - GUC

February 2016 - July 2017

Junior Teaching Assistant - Drawing and Animation Course

- Supporting and helping students in drawing techniques.
- Supporting students in animation techniques.

EDUCATION

German International University - GIU

September 2022 - April 2024

Master of Science in Media Design, New Media, Grade: A+ Excellent; Entitled "Effects of Extended Reality "XR" on Innovative Fashion Presentation Formats" An applied study, Research Through Design Approach, Interdisciplinary Multimedia Experience

- Designed an interdisciplinary Immersive solutions agency business model as a research answer, offering innovative XR experiences, including the notion of innovative XR fashion show design. This included conducting a Web 3.0 competitor analysis, developing brand management strategies, and crafting a cohesive brand identity with UI/UX design for a Wix-based website. Execution of visualization of immersive solutions included designing real-time realistic avatars using Unreal Engine, Metahuman, Reality Capture, and Zbrush, photogrammetry techniques, 3D sculpting and focusing on customized features, real-time rendering, and detailed textures.

German University In Cairo - GUC

October 2016 – July 2021

Premasters studies in Media Design - Applied Arts & Sciences, Graduated with Honors, 2021
A+ Bachelor of Media Design - Applied Arts & Sciences, 2020

- Designed 3D Interactive Animation short movie where the audience choose the plot.

COURSES AND WORKSHOPS

Nayzak Animation School

5 Months

3D Stylized Character Creation Diploma

Learnings and Gained Skills: 3D Stylized Character Design Conceptual art, 3D Sculpting skills, Zbrush software skills, Substance painter software skills, Arnold lighting and renderer technical skills.

3D animation Introductory Course

3 Months

Learnings and Gained Skills: Introduction to 3D hard surface modeling and texturing, Autodesk Maya software skills.

Nawwar Animation School

3 Months

2D basic Animation and 2D Motion graphics course

Learnings and Gained Skills: Motion graphics and kinetic typography, After Effects software skills

Animation Mentor School

1 Month

3D Cartooney animation for 3D animators Workshop

Learnt cartoony animation style
