

# LAITH SAFA

## Art Director, Motion Designer, 3D Generalist

With 7+ years of experience, I excel as an Art Director, Designer, and 3D Generalist, blending creativity with business acumen to achieve impactful design solutions. Capable of optimizing work processes using project management skills to surpass expectations while maintaining exceptional quality standards throughout the work cycle. Committed to continually enhancing my technical skills to stay current with industry standards and design trends.

## EXPERIENCE

### Artifex

#### Senior Designer & 3D Artist

March 2021 - January 2024

- Collaborated with Founder and team to build and improve business strategy, creative campaigns, and brand identity.
- Conceptualized brand language to be used across all co-brands, such as podcasts and live events, ensuring uniformity across platforms.
- Led art direction and developed marketing material for weekly artist releases—over 60 to date.
- Directed and executed weekly social media campaigns, creating compelling 2D/3D animated assets that increased social media engagement by 150%.
- Implemented agile project management methodologies enhancing team productivity and transparency.
- Facilitated seamless collaboration by serving as the primary liaison between vendors, artists, and team members.

### Cossette

#### Animator & Motion Designer

September 2021- December 2021 (Contract)

- Lead animator responsible for executing social media campaign for General Mills' Pizza Pockets across different social media channels.
- Collaborated with Art Director to convert storyboard into animation-ready assets using Illustrator and After Effects.
- Adapted animations to fit diverse social media channels, optimizing content for platform-specific requirements.

### Acnrm & Asus

#### Art Director & 3D Artist

October 2020 - March 2021 (Contract)

- Conceptualized, directed, and executed a 3D music video animation for a product collaboration between Acnrm and Asus.
- Took ownership of world-building, 3D asset creation, and animation using Blender, ensuring the delivery of high-quality visuals.
- Collaborated closely with the Motion Designer to maintain consistency in the overall art direction and integration of 2D motion design elements.
- Implemented cutting-edge technology solutions to optimize render times, resulting in an 80% increase in efficiency and project turnaround.

### Mont Remo

#### Art Director & Co-Founder

October 2020 - September 2021

- Co-founded and launched a successful branding and web design studio
- Secured four clients within the first month of operation through targeted marketing efforts and networking initiatives.
- Created branding for numerous Ottawa-based businesses, making sure to understand client needs and provide creative solutions.

### VFMG

#### Senior Motion Graphic Designer (2D/3D)

September 2019 - September 2020

- Lead Cinema 4D and Octane look developer.
- Spearheaded in-house 3D & 2D motion graphic design efforts, translating client briefs into visually compelling animations.
- Coordinated with other team members, including graphic designers, editors, and sound designers to manage multiple projects seamlessly.

## CONTACT

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## CLIENTS

- Adidas
- Acnrm
- Asus
- 4YE
- Gunna
- Universal Music Group
- Cossette
- Inkbox
- CIBC
- Revolt World

## SKILLS

### Hard Skills

- Team Management
- Visual Product Development
- Art Direction
- 3D Art
- Developing Brand Guidelines
- Graphic Design
- Motion Design
- Creative Strategy
- Branding

### Tools and Software

- Adobe Creative Suite (Advanced)
- Houdini
- Blender
- Cinema4D

### Soft Skills

- Scrum Project Management
- Leadership
- Adaptability
- Branding
- Prototyping

## EDUCATION

### Bachelor of Information Technology, Interactive Multimedia and Design

Carleton University, Ottawa  
2014 - 2018

### Advanced Diploma of Applied Arts

Algonquin College, Ottawa  
2014 - 2016

### Hxouse No More Dreams Scholarship

Toronto  
2022

### Google Project Management Certificate

2024