ISMAIL BENASSER

Visual Artist & Multidisciplinary Designer

Paris, France
Portfolio: **ismailbn.com**
Contact: **ismailbn.com/contact**

Available — freelance & full-time

PROFILE

Paris-based freelance visual artist and multidisciplinary designer, trained in the design and direction of 3D animated films. From brand identity and print to 3D, motion, VFX and e-commerce, I create inventive yet timeless solutions for communication problems — clean, smart and effective, with a particular focus on visual identity and brand image.

EXPERIENCE

Present

Freelance Visual Artist & Designer

Independent · Paris, France

Graphic design, 3D, motion and visual production for clients.

2022 — 2025

Head of Graphic Design

MJF · Nantes, France

- Art direction
- Task planning and organisation of the graphic design department
- Quality control of design and print output

Sept. 2019 — May 2022

Care Design Artist

Easyflyer

Franco-American online printing company, part of the Cimpress group.

- Graphic design across multiple print media
- Preparation of print proofs (BAT)
- File quality verification & control (prepress)

Apr. 2016 — Sept. 2019

Design Artist

Vistaprint

E-commerce brand offering physical and digital marketing products to small businesses.

- Graphic design for more than 100 communication materials
- Client handling — Canadian (bilingual French/English), American, French and British customers

Jan. 2017 — Apr. 2017

Graphic Designer

Tree — SwissContact

Training enterprise.

SERVICES

Brand identity & logo design · Graphic design & print · 3D modelling & CGI · Motion design & animation · VFX, simulation & matte painting · Character design · E-commerce website, SEO & online ads · Photography & retouching

SKILLS

3D ANIMATED FILM

Character creation · Modeling · Texturing · Animation · Rigging / Skinning · Storyboard · VFX · Matte painting · 3D layout · Rendering (Mental Ray / V-Ray)

GRAPHIC DESIGN

Logo design · Design concept · Design editing · Design recreation

TOOLS

3D & REAL-TIME

Maya · ZBrush · Cinema 4D · Unreal Engine 5 · Substance Painter

RENDERING

Redshift · Arnold · Octane · V-Ray

SIMULATION & VFX

Houdini · EmberGen · Marvelous Designer · RealFlow · Nuke · PFTrack

AI & GENERATIVE

Midjourney · Stable Diffusion · ComfyUI · Runway · Kling · Sora · Adobe Firefly

EDIT, GRADE & MOTION

DaVinci Resolve · Fusion · After Effects · Premiere Pro

DESIGN

Photoshop · Illustrator · InDesign · Figma · Adobe XD

WEB & MARKETING

WordPress · WooCommerce · PHP · JavaScript · HTML / CSS · MySQL · SEO tools · Meta Ads · Google Ads

LANGUAGES

French · English · Arabic

EDUCATION

Since Sept. 2018
Cinema
Université Paris 8
Master en Cinéma

Sept. 2015 — Jun. 2017
2D / 3D Animation
Institut Supérieur des Beaux-Arts de Tunis
Master en animation de l'image

May 2015 — Nov. 2015
Advanced 3D animation training
CGS 3D Agency + Institut Supérieur des Arts Multimédia de la Manouba

From Sept. 2014
Design & production of 3D animated films
Institut Supérieur des Arts Multimédia de la Manouba — Tunisia
Licence co-construite en conception et réalisation des films d'animation 3D

Oct. 2011 — Jun. 2014
Graphic advertising
Institut Supérieur des Arts et Métiers de Gafsa — Tunisia
Licence appliquée en design image

Oct. 2010 — Jun. 2011
Computer science
Lycée 2 Mars 1934
Baccalauréat sciences de l'informatique

INTERESTS

Painting · Drawing · Photography

SELECTED WORK

- **Mawahib Store** — Brand identity and a fully custom e-commerce website with a web-to-print module, built from A to Z. ismailbn.com/works/mawahib-store
- **Mars Bleu 2021** — Colorectal-cancer screening poster for the Mars Bleu 2021 campaign. ismailbn.com/works/mars-bleu-2021
- **Tunisia Digital Summit 2017** — Animated opener for the Tunisia Digital Summit 2017 — particles, light and logo reveal. ismailbn.com/works/tunisia-digital-summit
- **Food Factory** — Stylised 3D buildings, machines and UI cards for a production / crafting game. ismailbn.com/works/food-factory
- **Époque Arabe — Kairouan** — Kairouan in the Arab era, a 3D environment for the series "Histoire de la Tunisie — 3000 ans". ismailbn.com/works/epoque-arabe
- **The Warrior** — An armoured warrior, from a hand-drawn pencil sketch to finished post-produced visuals. ismailbn.com/works/guerrier