



# Hend Youssef Esmat

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Online Portfolio

[www.behance.net/hendesmat](http://www.behance.net/hendesmat)

## Education

**MA Animation: 2016-Present:** University of the West of England (UWE)

**Bachelor of Science in Applied Sciences and Arts' 2014:**  
German University in Cairo (GUC)

- **Major:** Media Design
- **GPA:** 0.95, Excellent with Highest Honors (German Grading System)

**Egyptian General Certificate of Education: Math (Thanaweya Amma)'09**  
Collège du Sacré-Cœur, Ghamra, Cairo

- Overall score: 97.4%

## Awards & Honors

**German University in Cairo (GUC)**

- Ranked in top five of the graduating class
- Received Academic Excellence Award '2013: Illustration Summer Course in Berliner Technische kunsthochschule (BTK) Berlin, Germany.

**German Academic Exchange Service (DAAD)**

- Received Excellence in Academic Achievement Travel Grant '2011: Intensive German courses in Ludwig Maximilians University of Munich- Munich, Germany.

## Computer Skills

**Excellent command of**

**Motion Graphics:** Adobe After Effects, Illustrator and Photoshop

**Film Editing:** Adobe Premiere and Final Cut

**Fair command of**

**Programming languages:** HTML 5, CSS, Processing and MAX MSP

**3D Softwares:** Autodesk Maya, Motion Builder and Mudbox (Diploma -130 hours- from Russian Cultural Centre in 2014)

**Sound:** Audacity and Ableton

## Languages

**Arabic:** Native tongue

**English:** Excellent Command: IELTS score overall 8 (2016)

**French:** Excellent Command: DELF B2 (2008)

**German:** Fair Command (Level A2.1)

## Work Experience

**2014-2016: Teaching Assistant (TA): German University in Cairo**

- Courses: Video/Animation Techniques and Digital Compositing 1 and 2
- Creating -along with the professors- the structural layout of the semester
- Preparing theoretical material and handling practical tutorials
- Assisting students in Bachelor and Pre-Masters projects conceptually and technically
- Structuring and delivering a weekly practical tutorial: "Computer Tools for Media Design" to teach new students necessary software skills for their course of study
- Handling class related administrative work

**2012-Present: Volunteer Freelance Media designer**

**Designer "Banati Street Children Foundation":**

- Creating events' posters, invitations and other publications

**Video Editor "Benebni Haya": 2012-2013:**

- Creating documentation and TV ads of 1-year footage of developmental work in rural areas in Fayoum

**2010-Present: Freelance Media designer: Self Employed**

- Executing animation services for companies and startups (Motion Graphics, 2D Animation, Stop Motion, Storyboards and Brand Identity)
- Working with agencies such as OMD, creating animated video explainers for organizations like Vodafone, Pepsi and Misr El Kheer
- Devising scripts, concept art, pre-production as well as illustrations and animation for the "National Employment Pact Initiative" after being commissioned by the Deutsche Gesellschaft fur Internationale Zusammenarbeit (GIZ)
- Setting up teams according to each projects' needs: arranging production schedules, dividing roles and account management

**June - July 2014:TA for "Journey in Filmmaking with Nadine Labaki"**

- Operated as part of the Edraak team, founded by the Queen Rania Foundation, in providing the first Arab platform for Massive Open Online Courses (MOOC)
- Helped develop course content in the pre-launch phase, led by Nadine Labaki (Renowned Arab Director)
- Directed and monitored the students' weekly discussions and answered questions

**2012 and 2013: Intern and Part-Timer: Qabila Media Production**

**Animator-Intern: July-Aug 2012:** short animation movie: "The Aviation Dream"  
- Executed digital camera work, vfx and scenes' transitions for the first two sequences

**Illustrator-Part-Time: Sep-Nov 2013:** Egyptian Constitution Awareness Campaign  
- Created storyboards and illustrations for several episodes in a series of Motion Graphics Videos "DMFD-Daleel Al Mowaten le Fahm Al Dostour"

## Screenings, Festivals & Extracurricular Activities

**2015: Internationales Trickfilm Festival in Stuttgart: 48H Animation Jam**

- Officially selected with my colleague to participate in a competition held by one of the leading animation festivals in Europe
- Competed with 4 other international teams of two in creating 1-2 mns of animation in 48 hours

**2014-2015: Screenings of Pre-Masters project: Chasing Memories**

- Shortlisted as a finalist in the animation category of the Zayed University Middle East Film Festival (ZUMEFF) in Abu Dhabi
- Featured in Ahram Online, one of Egypt's largest news organisation
- Screened in several venues around Cairo such as "Zawya Cinema", and other cultural events such as "Animation Weekend at the Cairo French Institute"

**2011-2012: Publications Head: AUC Int. Conference on Global Economy**

- Worked with the High Board on formulating the creative vision for the conference
- Headed and taught a team of 12 to generate artistic output and publications
- Branded and promoted the conference through designing tens of publications