

POOYAN SHAHROKHI

Creative Director & Visual / CG Artist

Film • VFX • 3D • Real-Time Experiences •
Advertising • Architecture • AI

PROFESSIONAL PROFILE

Creative Director and multidisciplinary visual artist working across cinema, visual effects, CGI, animation, advertising, architectural visualization, interactive experiences, and AI-driven creative production. Experienced in developing and delivering visual, cinematic, advertising, and architectural projects across Iran, the Kurdistan Region of Iraq, and Canada. Active from 2021 to 2026 across film productions, television series, visual effects, Unreal Engine real-time experiences, animation, advertising, architectural design, content production, and digital products. Focused on building projects at the intersection of Creative Direction, Cinema, CGI, Technology, and Artificial Intelligence.

EDUCATION



Bachelor's Degree
in Architecture

PROFESSIONAL POSITIONING



Creative Director



Visual / CG Artist



Film & Visual Effects Artist



Creative Technologist

Working at the intersection of art,
cinema, advertising, architecture, and technology.



POOYAN

CREATIVE DIRECTOR FILMMAKER VISUAL STORYTELLER

I'm a creative director and filmmaker with a passion for visual storytelling, blending imagination with technology to create impactful experiences.

CREATIVE SKILLS

Creative Direction
Art Direction
Film Direction
Visual Storytelling
Concept Development
Advertising Concepts
Visual Communication
Creative Strategy
CGI Production
Visual Effects
3D Animation
Architectural Visualization
Real-Time Visualization
Interactive Experiences
Motion Design
AI-Assisted Creative Production

TEACHING & MENTORSHIP

Islamic Azad University Sanandaj
Instructor

Jahad Daneshgahi Sanandaj
Instructor

Sama Technical College Sanandaj
Instructor

Technical & Vocational Training Organization Sanandaj
Instructor

Jahad Daneshgahi Sanandaj
Startup Coach & Mentor

PROFESSIONAL COLLABORATIONS

Ayeneh Resaneh — Tehran
Creative & Production Collaboration

AR Studio — Canada
Creative & Production Partnership

SOFTWARE

3D & REAL-TIME

3

U



3ds Max
Unreal Engine
ZBrush

RENDERING



V-Ray
Corona Renderer

FILM & POST PRODUCTION

Ae

Pr

Ps

After Effects
Premiere Pro
Photoshop

ARCHITECTURE & BIM

A

R

AutoCAD Revit

ARTIFICIAL INTELLIGENCE



Generative AI
AI Image Generation
AI Video Generation
AI-Assisted Film Production
AI-Assisted Design
Creative AI Workflows



PROFESSIONAL PROJECTS

VISUAL EFFECTS

FILM, CGI & VFX WORKS

Experienced in creating high-quality visual effects, CGI and VFX for short films, feature films and television productions.

2021-2026

01 CITY UNDER THE ORANGE TREE

Short Film
Visual Effects / CGI



02 SUICIDE IN THE STYLE OF NIETZSCHE

Short Film
Visual Effects / CGI



03 WE ARE ALL ANIMALS

Short Film
Visual Effects / CGI



04 LOST STEPS

Short Film
Visual Effects / CGI



05 1988

Feature Film
Visual Effects / CGI



06 BAYAN

Feature Film
Visual Effects / CGI



07 THE LAST BULLET

Short Film
Visual Effects / CGI



08 THE RETURN

Short Film
Visual Effects / CGI



09 THE DAY AFTER YESTERDAY

Television Series
Visual Effects / CGI



10 ARGHAVAN

Feature Film
Visual Effects / CGI



11 ARGHAVAN

Short Film
Visual Effects / CGI



12 PARVANEH

Short Film
Visual Effects / CGI



VISUAL STORYTELLING
THROUGH IMAGINATION
AND PRECISION

“EVERY FRAME
TELLS A STORY.
EVERY DETAIL
CREATES BELIEF.”



CREATIVE APPROACH
Combining art, technology
and storytelling to deliver
memorable visual experiences.



TECHNICAL EXPERTISE
Proficient in industry-standard
software and advanced VFX
techniques.



PASSION FOR DETAIL
Focused on realism, mood
and emotion in every
visual creation.

01 COMMERCIAL & ADVERTISING PRODUCTION

2021-2026

Developing creative concepts, producing CGI, shooting, editing, and delivering commercial content for brands and organizations.



- 01 Narmak — TV / Commercial Advertisement
- 02 Unique Filter — Commercial Advertisement
- 03 Saral Shimi — Commercial Advertisement
- 04 Aqua — Commercial Advertisement
- 05 Rahavard — Commercial Advertisement
- 06 Arg Exchange — Commercial Advertisement
- 07 Shahre Denj — Commercial Advertisement
- 08 Farzad Real Estate — Commercial Advertisement
- 09 Ontorai — Canada — Commercial Advertisement



02 ANIMATION & MOTION DESIGN

2021-2026

Producing and designing 2D and 3D animation, CG commercials, and engaging motion graphics.



- 01 Children of the Zurkhaneh — 3D Animation
- 02 Chia Chips — 3D Commercial Animation
- 03 Disneyland Paris — Short 3D Animation
- 04 Mazandaran Electricity Department — 2D Motion Graphics
- 05 Kak Habib — 2D Animation
- 06 Sanandaj Anti-Smuggling Department — 2D Motion Graphics

03 CONTENT PRODUCTION & VISUAL COMMUNICATION

2021-2026

Creating and producing visual content for brands, businesses, and organizations with a focus on identity, digital advertising, and social media.



- 01 Pink Apple Clinic
- 02 Family Land Complex
- 03 Natural Clinic
- 04 Pink Pharmacy
- 05 Sana Center Complex — Sanandaj
- 06 Kichi Bazaar
- 07 Red Crescent Society — Sanandaj
- 08 Saadatmand Jewelry



CREATIVE APPROACH
Ideas that connect and inspire.



VISUAL STORYTELLING
Turning messages into memorable visuals.



MOTION EXPERTISE
Bringing movement to life with purpose.

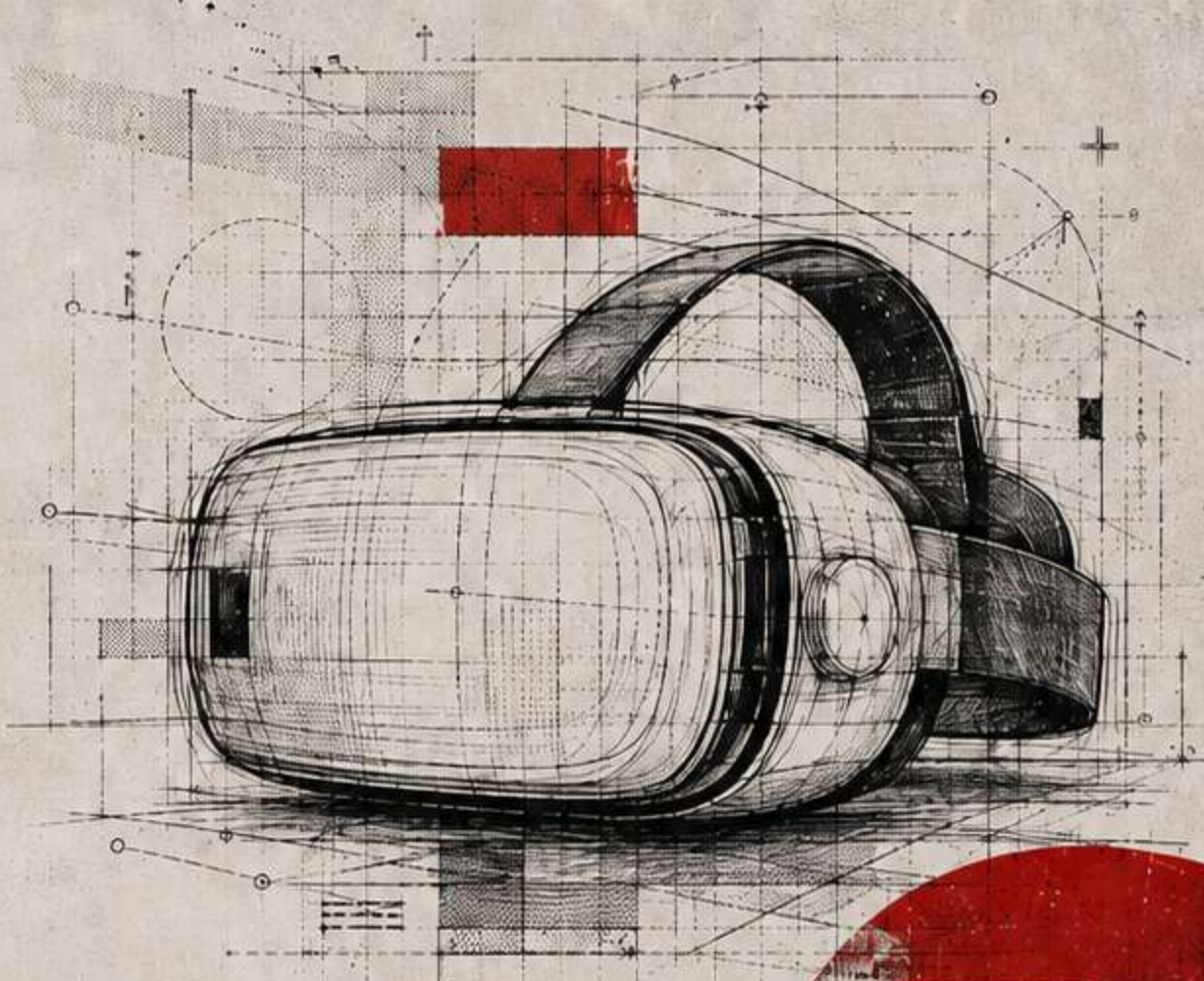


BRAND COMMUNICATION
Designing for clarity, impact, and trust.

REAL-TIME, INTERACTIVE & ARCHITECTURAL VISUALIZATION

2021-2026

Designing and developing immersive 3D experiences, interactive architecture and real-time environments with a focus on presenting architectural and real estate projects using CGI and Unreal Engine.



01 ROYAL — KIRKUK, IRAQ



Interactive Real-Time
Architectural Experience



04 FLORIA — ERBIL, IRAQ



Interactive Real-Time
Architectural Experience



02 EMARAT — KIRKUK, IRAQ



Interactive Real-Time
Architectural Experience



05 Q TOWER — CANADA



3D Architectural
Visualization



03 QUARTIER FRANÇAIS — ERBIL, IRAQ



Interactive Real-Time
Architectural Experience



06 PARDIS — KISH, IRAN



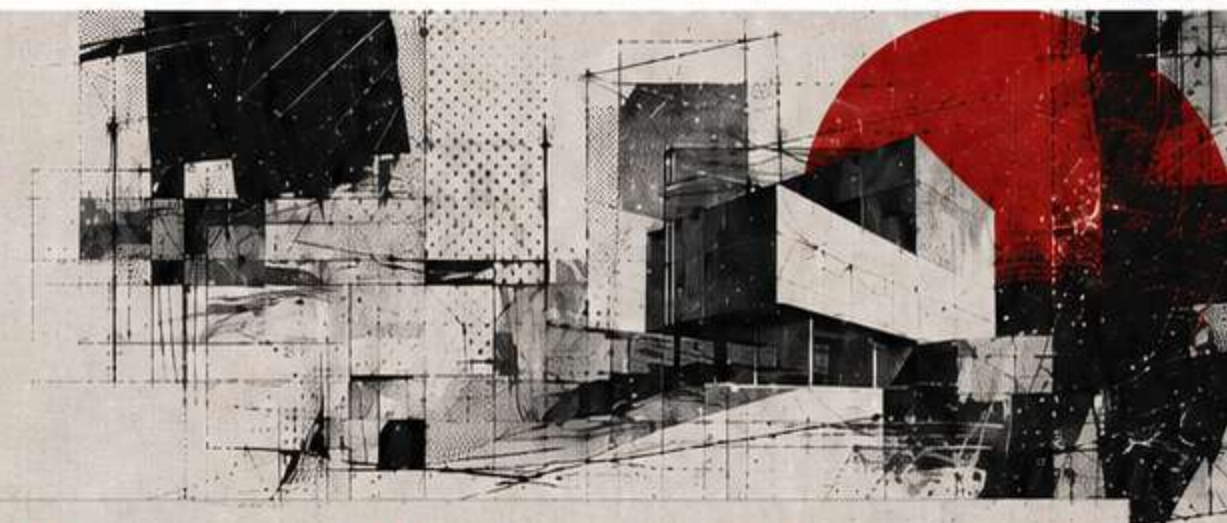
3D Architectural
Visualization



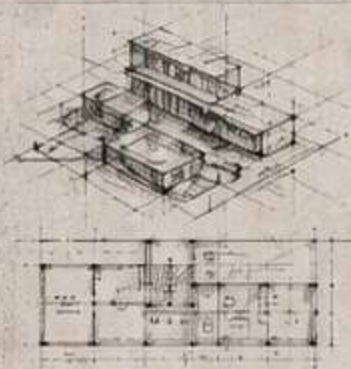
ARCHITECTURAL DESIGN

2021-2026

Experience in architectural design, concept development, spatial planning and visualization for residential and commercial projects.



01 FAMILY LAND COMPLEX — SANANDAJ



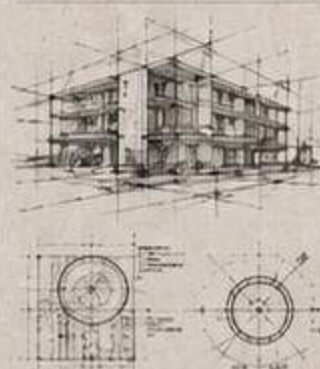
02 NAJARESTAN TOWER — AGHDASHTTE, TEHRAN



03 BAHAR RESIDENTIAL COMPLEX — SANANDAJ



04 A8 RESIDENTIAL COMPLEX — SANANDAJ



05 SAFARI RESIDENTIAL COMPLEX — SANANDAJ



06 VARIOUS ARCHITECTURAL STUDIES & CONCEPTS



FROM CONCEPT
TO EXPERIENCE,
FROM VISION
TO REALITY.



IMMERSIVE EXPERIENCES
Real-time interactive environments
that bring architectural projects
to life.



PRECISE VISUALIZATION
High-quality visuals with attention
to detail, lighting, materials and
atmosphere.



TECHNOLOGY DRIVEN
Powered by Unreal Engine,
CGI and advanced visualization
workflow.

DIGITAL PRODUCTS & CREATIVE TECHNOLOGY

2021-2026

Designing and developing digital products that connect technology with meaningful user experiences.



DR. OCTOPUS

Website & Mobile Application



QUARTIER FRANÇAIS

Website & Mobile Application



HERO PLUMBING

Website



AR STUDIO

Website



ROYAL SNOOKER

Website



21

TO

26

FOCUS AREAS



UI/UX
DESIGN



WEB & APP
DEVELOPMENT



DIGITAL
EXPERIENCES

LEADERSHIP & CREATIVE MANAGEMENT

FOUNDER & CREATIVE DIRECTOR — VIST

Leading creative projects from concept to delivery. Specialized in visual production, advertising, CGI, and digital experiences. Experienced in project management, creative direction, and collaborating with multidisciplinary teams.



CREATIVE
VISION



TEAM
LEADERSHIP



PROJECT
MANAGEMENT



STRATEGIC
EXECUTION

