



## HANI D. EL-MASRI

CONCEPT DESIGNER, ILLUSTRATOR,  
VISUAL DEVELOPMENT ARTIST and STORYTELLER.

Egypt : Atelier, 25 Giza Street, Heliopolis 1135, Cairo.

United States : 4335 Sarah Street, Burbank, CA 91505.

E-mail: [HaniElMasri1001@yahoo.com](mailto:HaniElMasri1001@yahoo.com) -- [Hani1001@gmail.com](mailto:Hani1001@gmail.com)

Website: [www.HaniElMasri.com](http://www.HaniElMasri.com)

### RESUME

#### SUMMARY OF EXPERIENCE

More than twenty-five years of an award-winning, creative career in illustration, graphic design, advertising and promotion of an unusually broad array of consumer products, as well as children's books and theater productions. Recipient of the first "Best Illustration for Children's Book" National Award in Egypt (1979), presented by Mrs. Jehane Sadat, First Lady of Egypt. Came to the United States in 1987 and freelanced until being hired by Walt Disney Imagineering in March of 1990 and moved to California in June 1990. WDI subsequently sponsored permanent residence status.

In 1995 was hired as a visual development artist by Dreamworks SKG, Steven Spielberg's studio to work on the animated 'Prince of Egypt', and stayed on for another two animation movies. Freelanced and consulted from 2000 till today. Naturalized in March of 2001. Came back to live and work in Egypt in February of 2005. Was awarded Best Egyptian Illustrator of 2004 by the National Council for Children Books, headed by Mrs. Suzanne Mubarak, First Lady, in May 2005. IBBY Honor Award, 2006 (International Board on Books for Young People, Basel, Switzerland.) for illustration of 'Behind the Secret Door'.

#### WORK HISTORY

##### **Feb. 2005 to Present :**

Consultant Art Director, [BiscoMisr, Egypt](#).

Children Books Illustrator, exclusively on the Thousand and One Nights.

##### **Nov. 1998 to Dec. 2004 :**

[Free Lance Concept Designer](#)

Clients Include:

- [Warner Bros. Animation](#), Osmosis Jones, 2001. (Screen credit)
- [Warner Bros. Entertainment](#) (Theme Parks)
- [Universal Studios](#) Recreation Group (Theme Parks)
- [Vulcan Inc.](#) ( Paul Allen ) Story board for Floating Museum.
- [Design Island](#), Florida, Robert Weis & Co.
- [Phil Roman](#) Entertainment.
- [Ocean Futures](#), Jean-Michel Cousteau, Comic book.
- [Elias Modern Publishing](#), the Scheherazade Collection. (three books)

##### **Nov 1995 - Nov 1998**

[DreamWorks SKG, Glendale, California](#)

PRINCE OF EGYPT: The first traditionally animated feature of the studio.

[Visual Development Artist](#) - Work Included:

- Design of all hieroglyphic murals and architectural details of the movie.

- Design of the two architectural orders of the movie (lotiform and palmiform).
- Design of all props used in animation and painted into backgrounds.
- Consulting on all cultural aspects, gestures, attitudes, pronunciation, religious beliefs, popular and formal state mythology (ancient Egyptian, historic ancient Middle Eastern neighbors).
- Introducing the animators and visual development team members to the Egyptian canon of drawing (as seen in the nightmare sequence, specifically), as well as designing key frames of story board.
- Extensive consultation with Production Designer, Art Directors, and other designers for historical accuracy of topography locations and monuments.

EL DORADO: Second traditionally animated feature of the studio.

Visual Development Artist - Work Included:

- Design of architectural components of the Spain sequence of the movie, architectural details and props.
- Design of all props of the Mayan World, including undocumented objects for story purposes.

SPIRIT, Stallion of the Cimarron : Third traditionally animated feature of the studio.

Visual Development Artist - Work Included:

- Design of all props for the movie, saddles, weapons, daily life objects and work tools for all sequences of the movie.
- Costume design for cavalry in fort sequence.
- Rendering all props on sheets to be used later for art book publication (2001), as part of Consumer Product campaign.

FREE LANCE WORK:

Magic World Theme Park, Dubai UAE:

Concept and Show Designer - Work Included:

- Series of lectures on Islamic architecture to designers and architects at Spectra F/X and Bechtel (San Francisco).
- Concept design of facades of the ancient village (their equivalent to Main Street, Disneyland).
- Concept design of main icon, Sindbad's Castle (equivalent of Sleeping Beauty's Castle, Disneyland).
- Consulting on cultural aspects, nomenclature, graphics and intellectual concepts of rides, restaurants and public areas throughout the projected theme park.

**1990 to Nov 1995**

[Concept and Show Designer, Walt Disney Imagineering, Glendale, California](#)

Responsible for creating environments, facades and props on diverse projects ranging from Toontown at Disneyland, California to special show of Egyptian collections at Walt Disney World in Florida.

Major projects included:

- Tokyo Disneyland's Critter Country; Concept design of Grandma Sara's Restaurant.
- Mickeyville, for TDL (was not built, but was the inspiration for Toontown, Disneyland).
- Toontown, Disneyland: Entirely responsible for all the designs and structure of Minnie's House and Goofy's Bounce House, from concept to props.
- WESTCOT: Lead designer for Africa and the Middle-East.
- Blizzard Beach, WDW, Florida: Architecture of village, props, fabric design for cast

members' shirts.

- King Tut: Concept of special proposed exhibit for the famous collection at World Showcase, EPCOT.
- Tokyo Disney Sea: Concept image, props and taxi boats for preliminary presentation.
- Disney Stores: Special production designs of four bas-reliefs, Gallery Store, Santa Ana; six stained glass windows, Union Square Store, San Francisco.
- Disney Traveling Show: Design and model-painting of dining courts.
- Moroccan Pavilion, EPCOT: Concept of renovation.
- Arabian Coast, TDS (Tokyo Disney Seas) : Concept for general architectural look and design of buildings and area development as seen in the actual park.
- Sindbad Ride, TDS: Concept to design of characters, backgrounds, props, styling of architecture, etc.

#### Company activities included:

- Special Events: John Hench's 55 Years of service Celebration  
Herb Ryman Foundation Annual Show  
Halloween at WDI
- Glendale Schools Mural Project: Worked with fellow imagineer, Julie Svendsen for three years as co-art director mentoring high school students in their design and production of murals for the City of Glendale.
- Personalized company cards for various occasions.
- Caricatures, illustrations and cartoons for WD EYE (occasional company magazine).

**1988 to 1989 ;**

**Illustrator and Graphic Designer, Culver Glassware, Inc., Rahway, New Jersey**

Responsible for creating designs used in glassware and china.

**1987:**

**Freelance Illustrator and Graphic Designer, Scotch Plains, New Jersey**

Major projects included:

- St. Regis Sheraton, New York: Illustrated series (8) of promotional postcards for King Cole Restaurant.
- Gigi Intimates, Houston, Texas: Designed company logo and stationary.
- Freelance illustration of The 1001 Nights for children's magazine in Kuwait (Al-Arabi Al-Saghir).

**1981 to 1986:**

**Partner, Art Director and Senior Artist, Grafika, Cairo, Egypt**

Major account work included:

- **Sheraton Hotels, Egypt** All illustration and graphic design of print advertising, posters, brochures, menus, letterhead, cards, etc., used by the company's 9 properties, 26 restaurants, 4 night clubs and 1 casino.
- **Al Arabi** Children's magazine in Kuwait: Design of several covers, including premiere edition; illustrations for The Thousand and One Nights, a monthly feature. This magazine has a distribution of 2.3 million and readership all over the Arab world.
- Advertising campaigns for two ice cream and dairy products -- "Kimo Ice Cream" and "Milkyland". Responsible for image creation of cartoon characters "Kimo" and "Milkyland Family", logotype design, packaging, cartoon commercials, advertisements, and promotional giveaways.
- **Letraset, England** Developed two Arabic-type designs.

- [Mecanorma, France](#) Developed 11 characters and three decorative borders plates.

**1977 to 1980 :**

[Art Director and Senior Artist, Impact/BBDO, Middle East Division](#)

(Impact/BBDO formed by joint venture with BBDO/USA advertising company.)

Started working as an illustrator and graphic designer in 1977 before being promoted to Art Director and Senior Artist in 1978. Responsible for advertising projects in the company's Cairo, Cyprus and Kuwait offices. Major clients included:

[EXXON](#) - designed EXXON company logo in Arabic for promotional use in all Arabic-speaking countries;

[Egyptian-American Bank](#) - developed all annual reports;

[OBEROI Hotels](#) - developed all advertising materials needed for the company's 3 luxurious hotels in Egypt.

**1975 to 1976 :**

[Freelance Illustrator, Cairo, Egypt](#)

Major projects included illustrating children's books and "Mickey" comic magazine (Walt Disney) in Cairo,

Egyptian National Theater: creating the stage and costume design for the production of "Isis" in Reims and Paris, France.

**ADDITIONAL EXPERTISE:**

Adobe Photoshop fluent. Very familiar with all stages of printing process(es), stat camera, color separation, offset silk screen, hot stamp, die cut, etc...

**EDUCATION:**

Bachelor Degree in Fine Arts, School of Fine Arts, Cairo University 1974. (Evaluated by World Education Services, Inc., as American Bachelor Degree in Fine Arts.) Graduated as interior designer with major in stage design.

College de la Sainte Famille, Jesuit Institute, primary through high school

**SPECIAL TRAINING:**

J.C. Decoupage Design Office, Paris, France

Summers of 1972 and 1973

Stage lighting: 'Maison de Culture André Malraux', Reims, France

Summer and Fall of 1975

**FLUENT LANGUAGES:**

Arabic, English and French

**PERSONAL INTERESTS:**

Ancient Calligraphy and Illumination (Latin-Arabic) certified Arabic Calligrapher, Cairo Fine Arts, 1973.

Egyptology and Ancient World Mythology

History of Architecture

Costume and Accessories (General)

The Thousand and One Nights, the Arab IX century collection of folk stories.

**MEMBERSHIPS:**

Society of Illustrators, New York, USA - 1987-1990

Society of Scribes & Illuminators, London, England - 1983-1988

Visual Artists Syndicate of Cairo, Egypt - 1974-1987

Motion Pictures Screen Cartoonists, Hollywood, 1996- Present.

*[Portfolio available upon request.](#)*