MOUHCINE HARITH

ILLUSTRATOR & GRAPHIC DESIGNER

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SUMMARY

Senior Illustrator & Concept Artist with expertise in Manga, Comics, NFT Art, and iGaming Visuals. Proven track record of delivering high quality character designs, branding assets, and immersive storytelling visuals for digital platforms, blockchain projects, and content marketing. I collaborate with writers, game developers and creative teams to create unique vision compelling visuals.

PROFESSIONAL EXPERIENCE

Graphic Designer   2014 - Present
- Created branding, marketing materials, and cover designs for businesses and creators.
- Designed social media graphics and merchandise to enhance brand identity.

Illustrator & Concept Artist   2017 - Present
- Developed character designs, storyboards, and concept art for games and visual novels.
- Crafted detailed environments and key visuals to support storytelling.

Comics & Manga Artist   2017 - Present
- Illustrated original manga and comics, managing paneling, inking, and storytelling.
- Published work on independent and digital platforms to reach a wider audience.

iGaming Content Marketing Graphics - Acutank Limited, Remote, Malta   2022 - 2024
- Designed high quality Japanese style visuals for an iGaming content marketing platform, improving user engagement by 70%.
- Created custom illustrations and UI assets for How-To guides on Pachinko, Mahjong, Baccarat, Roulette, Blackjack, Poker, and Sic Bo, ensuring engaging and visually appealing content.
- Developed brand aligned modern aesthetics, enhancing visual storytelling for a (25-40) year old male demographic, while capturing the classic aesthetics of traditional Japanese games.
- Collaborated with Japanese content writers & developers to replace placeholder images with engaging, high quality graphics.

PROJECTS

Manga & Novel Creation - Soul Searcher/ Fight Night/ Acid Rain   2022 - Present
- Collaborating with a writer to illustrate and design all visuals in a Japanese manga style.
- Creating digital character designs, storyboards, and detailed scenes to enhance storytelling.
- Ensuring visual consistency and artistic direction align with the novel's themes and narrative.
- Managing composition, inking, and shading to deliver high quality manga style illustrations.

Blockchain Art & NFT Collection Development   2020 - 2024
- Led visual development for NFT projects like Five Realms, Kaeru Kingdom, and The Hype Sheikhs, designing over 4,800 generative digital assets.
- Created high-quality illustrations, concept art, and character designs, ensuring brand consistency across NFT collections.
- Generated & structured metadata and JSON files for minting on blockchain platforms, optimizing deployment.
- Designed world-building assets, promotional materials, and NFT branding elements, increasing collector engagement.
- Worked closely with developers and marketing teams to execute successful NFT launches.
- Contributed to projects featuring visual characteristics similar to BAYC, MAYC, Azuki, and Cool Cats, integrating unique stylistic elements tailored for blockchain communities.
- For more details, client reviews, and a documented track of the projects I've worked on, check my <u>profile</u>.

EDUCATION

KAI 語学学校 - Tokyo, Japan   **2020**
Japanese Business Studies

JCLI 語学学校 - Tokyo, Japan   **2019**
Japanese Language Studies

Sidi Mohamed Ben Abdellah University - Fes, Morocco   **2017**
B.A. in English Literature & Studies

OFPPT - Sefrou, Morocco   **2016**
Technician Diploma in Computer Maintenance & Networks

SKILLS

- Proficient in Adobe Photoshop, Illustrator, Clip Studio Paint, Procreate and Sai Paint Tool
- Native Arabic speaker, Fluent in English, Japanese, Conversational Level in French
- Illustration Concept Art, Digital Painting, Manga Creation, Character & Environment Design
- Creative Collaboration, Working with Game Developers, Writers, Publishers and teams
- Storytelling & Narrative Art, Storyboarding, World-Building, Scene Composition
- Marketing & Branding Design - Promotional Art, Cover Designs, ndie Projects
- Client Consultation & Project Management

CERTIFICATIONS

- TOEFL English Proficiency Certificate *(2022)*
- JLPT N3 Japanese Proficiency Certificate *(2019)*
- Microsoft Certified Professional (MCP) *(2016)*
- Microsoft Certified Associate – Windows Servers 2012 *(2016)*
- Microsoft Office Specialist *(2016)*