PORTFOLIO · 2026

Mahmoud Shaker.

3D Artist · Exhibition & Booth Designer

EXHIBITION & BOOTH DESIGN · 3D VISUALIZATION · VISUAL COMMUNICATION

HELLO

I'm a graphic designer with **6 years in advertising**, now focused on **3D exhibition & booth design** — turning brand identities into spaces people can walk into.

This portfolio presents seven self-initiated booth concepts designed and visualized in Blender.

6+	07	3D
Years in advertising	Booth concepts	Blender · 3ds Max

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ABOUT ME

From advertising & graphic design to 3D exhibition spaces.

I'm Mahmoud Shaker, a graphic designer with around **6 years of experience** in the advertising industry, with a strong background in 2D design and visual communication.

Recently I've been moving my career toward **3D design**, with a working knowledge of 3D modeling, materials, texturing, lighting, rendering and scene composition. I have a particular focus on **Exhibition & Booth Design** — understanding the brief, planning the space, applying brand identity, choosing materials and the basics of fabrication.

This portfolio presents a collection of self-initiated concept projects that show my style and ability in designing and visualizing 3D booths. My goal is to bring my advertising experience into 3D exhibition design and keep growing through real, hands-on projects.

6+	07	26
Years in advertising & graphic design	Booth concepts in this portfolio	Years old

SKILLS

- 3D Modeling
- Materials & Texturing
- Lighting
- Rendering
- Scene Composition
- Booth & Exhibition Design
- Space Planning
- Brand Identity Application
- Visual Communication
- 2D Graphic Design

TOOLS

Blender	Primary 3D tool — modeling, shading, lighting, rendering
3ds Max	Currently learning — industry exhibition workflow
Adobe Photoshop & Illustrator	Graphics, artwork & post-production
AI Tools	Ideation, concept exploration & faster workflow

MY WORKFLOW

From brief to final render.

Every booth in this portfolio follows the same process — form first in a neutral clay model, then brand, material and light.

01

Brief & Research

Understanding the client, audience, objectives, budget and the message the booth must deliver.

02

Space Planning

Zoning the footprint — reception, display, meeting and storage — and planning visitor flow from the open sides.

03

3D Modeling

Building the structure as a clean white clay model in Blender to resolve form, proportion and layout first.

04

Materials & Lighting

Applying brand colors, finishes, graphics and lighting — LED lines, spots and backlit panels.

05

Render & Present

Final renders and in-context visualization, with AI tools used to speed up concept exploration and presentation.

SELECTED WORK

Booth Concepts



01 MSD

Pharmaceutical & Healthcare
3 × 3 m



02 AstraZeneca

Biopharmaceutical
4 × 3 m



03 Novartis

Pharmaceutical & Life Sciences
4 × 3 m



04 Sanofi

Pharmaceutical & Healthcare
4 × 4 m



05 Abbott

Healthcare & Medical Devices
5 × 4 m



06 Zoetis

Animal Health
6 × 3 m



07 stc

Telecommunications
6 × 4 m

All projects are self-initiated concept designs created for practice and portfolio purposes. They are not commissioned by, affiliated with, or endorsed by the brands shown. All trademarks belong to their respective owners.

PROJECT 01

MSD

A compact, human-centered booth built around MSD's Corporate Responsibility message.

CLIENT
MSD

INDUSTRY
Pharmaceutical & Healthcare

BOOTH SIZE
3 × 3 m (9 m²)

BOOTH TYPE
Corner booth · 2 open sides

SOFTWARE
Blender · AI-assisted visualization

PROJECT
Concept design



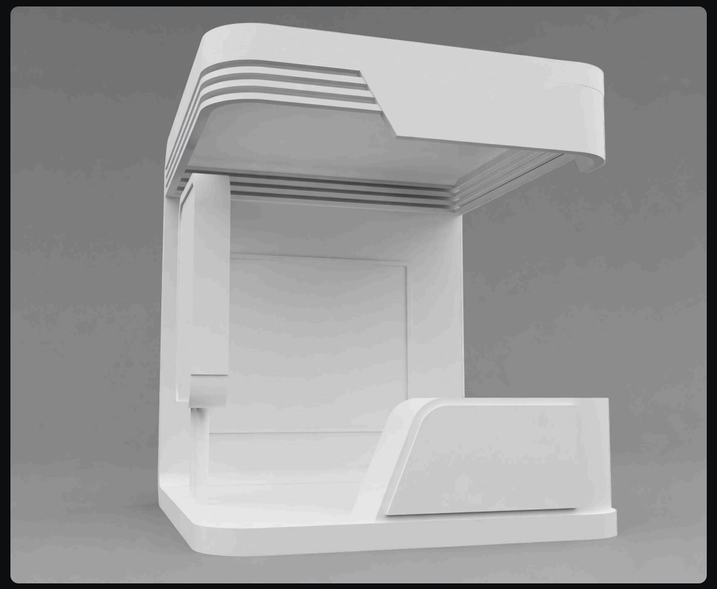
MSD BOOTH · FINAL VISUALIZATION

THE OBJECTIVE

Create a compact corporate presence that communicates MSD's Corporate Responsibility Report in a warm, human way — welcoming visitors while keeping a clean, premium medical-brand feel.

THE CHALLENGE

Fitting a reception counter, a large visual and a small meeting area into only 9 m², while keeping the booth open, uncluttered and recognizable from both aisles.



01 CLAY MODEL · FORM & LAYOUT



02 FINAL · BRAND, MATERIALS & LIGHT

DESIGN SOLUTION

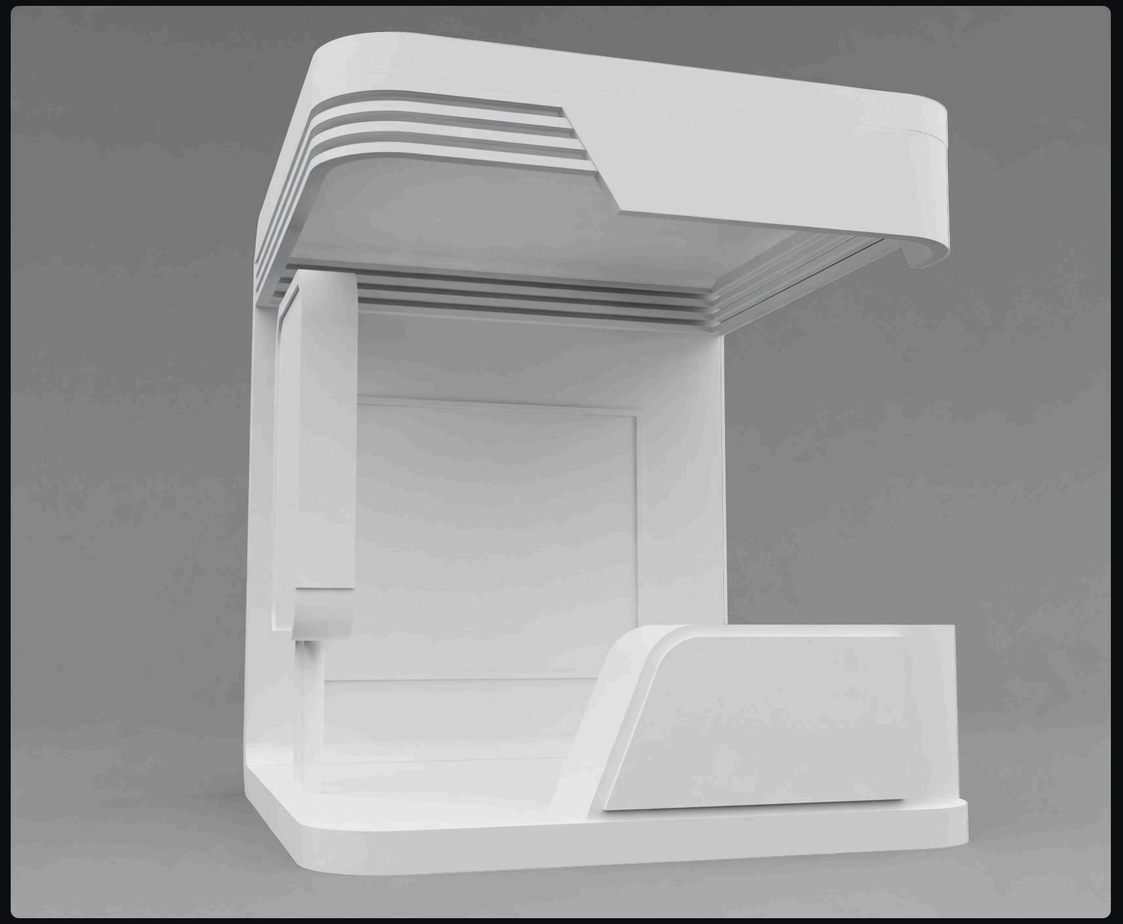
- Rounded wrap-around canopy with layered teal fins that frames the brand on both open sides
- Angled reception counter with backlit 3D logo facing the main aisle
- Freestanding double-sided lightbox on slim posts — a second visual without closing the space
- Suspended LED ring pendants and an LED floor reveal for a soft, glowing silhouette

MATERIALS & FINISHES

Matte white lacquer · Teal painted MDF · Backlit fabric (SEG) graphics · Wood-effect flooring · Illuminated acrylic letters

From clay model to final render.

Form, proportions and layout were resolved first in a clean, neutral clay model — before brand, materials and light were applied.



CLAY · FORM & LAYOUT

PROJECT 02

AstraZeneca

Three therapy areas, one product wall and a meeting space — organized in 12 m².

CLIENT
AstraZeneca

INDUSTRY
Biopharmaceutical

BOOTH SIZE
4 × 3 m (12 m²)

BOOTH TYPE
Corner booth · 2 open sides

SOFTWARE
Blender · AI-assisted visualization

PROJECT
Concept design



ASTRAZENECA BOOTH · FINAL VISUALIZATION

THE OBJECTIVE

Present AstraZeneca's three key therapy areas — Oncology, CVRM and Respiratory — alongside its product portfolio, while giving the team a comfortable place to meet healthcare professionals.

THE CHALLENGE

A lot of information for a small footprint: the booth needed product display, digital content, brand storytelling and seating without feeling crowded.



01 CLAY MODEL · FORM & LAYOUT



02 FINAL · BRAND, MATERIALS & LIGHT

DESIGN SOLUTION

- Wave-cut ceiling bulkhead that adds movement and defines the meeting zone
- Central screen and therapy-area panels for a clear information hierarchy
- Framed backlit shelving niche as a dedicated, well-lit product wall
- Reception counter anchored by a single slim column — open to both aisles

MATERIALS & FINISHES

White lacquer panels · Brand-color edge trims · Wood-veneer shelving with LED · Backlit graphics · Warm LED floor reveal

Explored in two color directions: brand purple & gold, and a premium warm-bronze lighting study.


AstraZeneca
ONCOLOGY
CVRM
RESPIRATORY
TAGRISSO 80 mg
IMFINZI 500 mg
FARXIGA 10 mg
SYMBICORT 160/4.5
TAGRISSO 40 & 5
FARXIGA 5 mg
BRILINTA 90 mg
IMFINZI 120 mg
SYMBICORT 80/4.5
FARXIGA 10 mg
TAGRISSO 80 mg


AstraZeneca


AstraZeneca
Innovation for a healthier tomorrow
Patients People Possibilities


AstraZeneca
AstraZeneca
Oncology
Early Detection
Targeted Therapy
CVRM
Cardio - Renal -
Metabolic Health.
CVRM
Holistic - Evidence -
Driven Solutions
RESPIRATORY
Asthma - COPD
Management
ONCOLOGY
CVRM
RESPIRATORY
Heart - Kidney - Diabetes
Cancer Cell Proliferation
Cardiometabolic Health - Metabolic
Asthma - CPPD
TAGRISSO
FARXIGA
SYNJARDY
AstraZeneca
AstraZeneca


TAGRISSO
IMFINZI
FARXIGA
SYNJARDY
TAGRISSO
FARXIGA
BRILINTA
IMFINZI
SYNJARDY
FARXIGA
TAGRISSO

From clay model to final render.

Form, proportions and layout were resolved first in a clean, neutral clay model — before brand, materials and light were applied.



CLAY · FORM & LAYOUT

PROJECT 03

Novartis

A sculpted, tech-forward booth telling a story of innovation in health and genetics.

CLIENT
Novartis

INDUSTRY
Pharmaceutical & Life Sciences

BOOTH SIZE
4 × 3 m (12 m²)

BOOTH TYPE
Corner booth · 2 open sides

SOFTWARE
Blender · AI-assisted visualization

PROJECT
Concept design



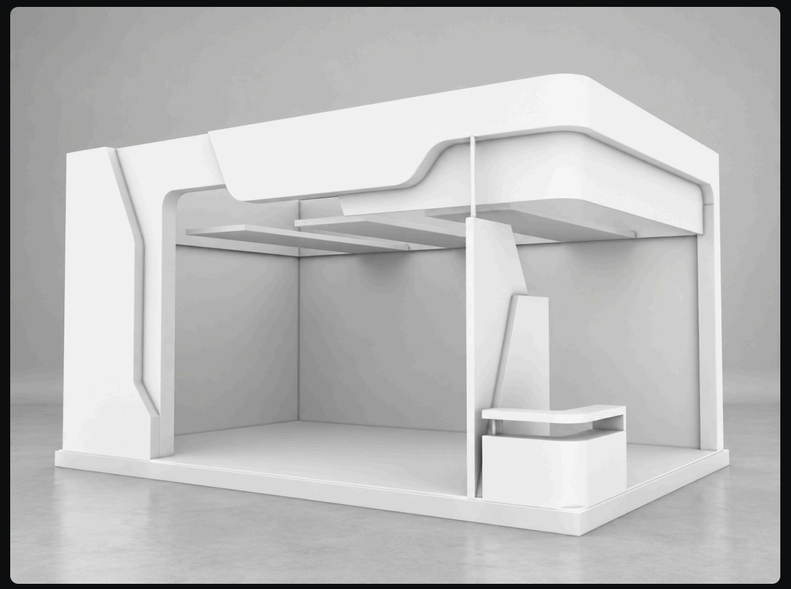
NOVARTIS BOOTH · FINAL VISUALIZATION

THE OBJECTIVE

Communicate Novartis' message of health innovation and genetics through an immersive, technology-driven booth with space for focused meetings.

THE CHALLENGE

Creating a premium, modern feel in a small space, and clearly separating a quiet meeting zone from the public information counter.



01 CLAY MODEL · FORM & LAYOUT



02 FINAL · BRAND, MATERIALS & LIGHT

DESIGN SOLUTION

- Sculpted header with an angled sweep and a blue LED line tracing the ceiling profile
- L-shaped video wall wrapping the corner for an immersive backdrop
- Angled pylon that divides the meeting area from the information counter
- Lit product showcase and info counter with orange brand accents

MATERIALS & FINISHES

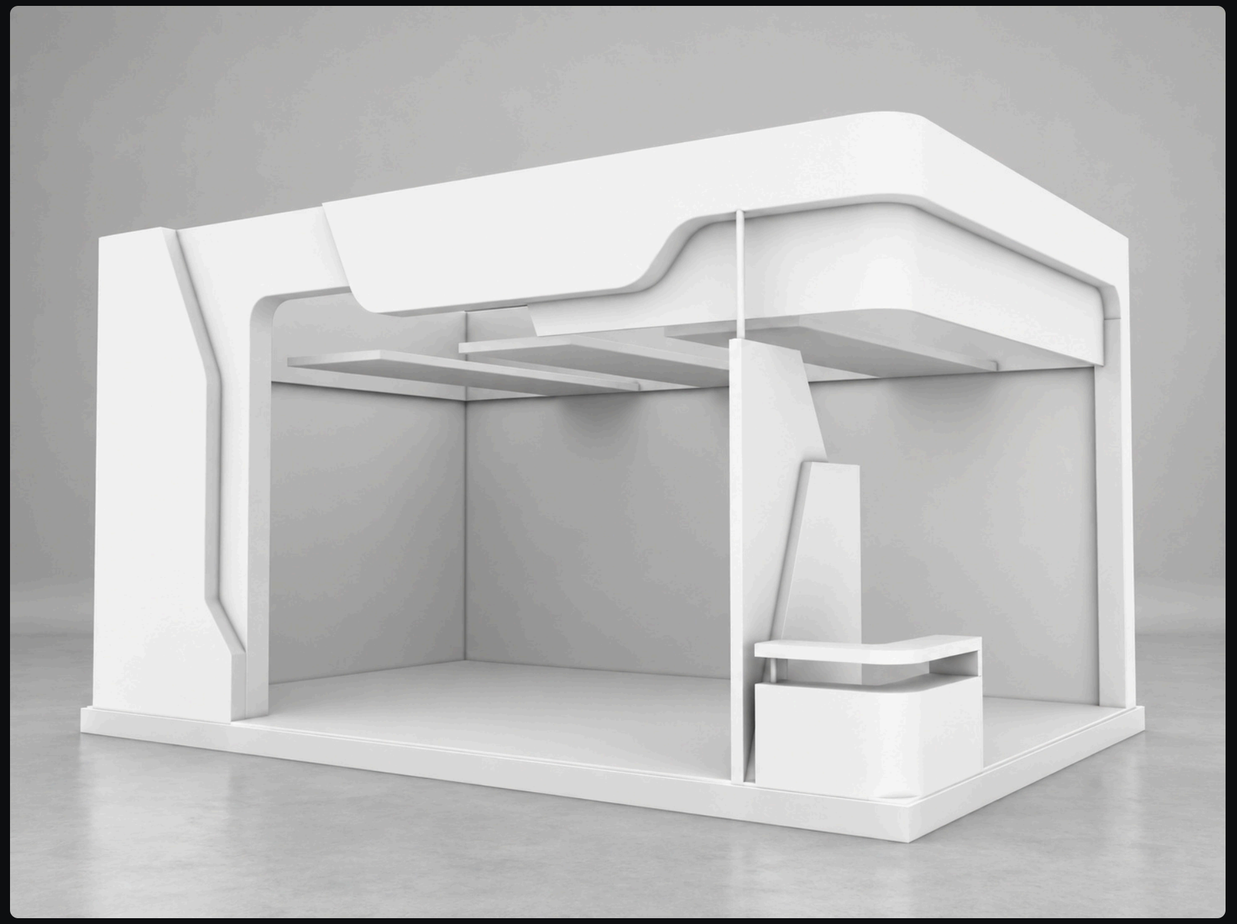
White solid-surface finish · Orange brand inlays · LED video wall · Blue LED strip lighting · Acrylic product displays


NOVARTIS
NOVARTIS
ADVANCING
HEALTH
INNOVATION
Cardiovascular
Therapy
Next Generation
INNOVATION
IN GENETICS
INNOVATION LAB
PHARMA
SOLUTIONS


NOVARTIS
NOVARTIS
ADVANCING
HEALTH
INNOVATION
INNOVATION LAB
PHARMA
SOLUTIONS

From clay model to final render.

Form, proportions and layout were resolved first in a clean, neutral clay model — before brand, materials and light were applied.



CLAY · FORM & LAYOUT

PROJECT 04

Sanofi

A hospitality-driven corner booth showcasing six therapy areas.

CLIENT
Sanofi

INDUSTRY
Pharmaceutical & Healthcare

BOOTH SIZE
4 × 4 m (16 m²)

BOOTH TYPE
Corner booth · 2 open sides

SOFTWARE
Blender · AI-assisted visualization

PROJECT
Concept design



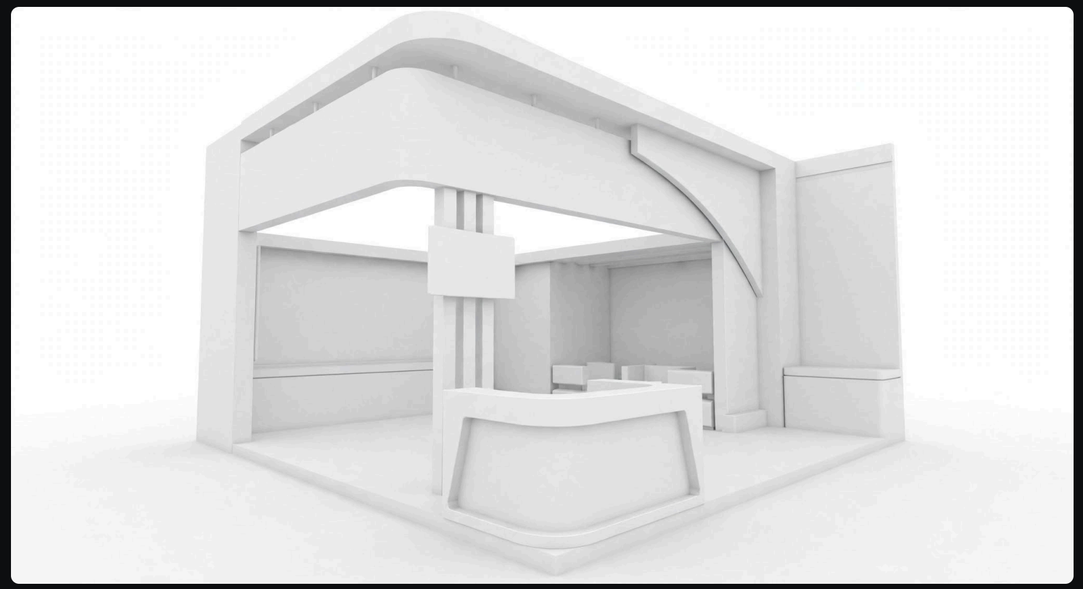
SANOFI BOOTH · FINAL VISUALIZATION

THE OBJECTIVE

Design a welcoming, hospitality-focused booth that presents six Sanofi therapy areas while giving visitors a comfortable place to sit and talk.

THE CHALLENGE

Maximizing seating and graphic display while keeping strong brand visibility from two aisles and an easy, open entry.



01 CLAY MODEL · FORM & LAYOUT



02 FINAL · BRAND, MATERIALS & LIGHT

DESIGN SOLUTION

- Curved fascia sweeping into a dark accent panel with a purple LED arc
- Vertical brand tower for visibility from across the hall
- Slatted entry pylon with integrated purple LED lines
- L-shaped reception, six therapy-area graphics and bistro seating zones

MATERIALS & FINISHES

White lacquer structure · Graphite accent panels · Purple LED lighting · Herringbone wood flooring · Printed graphic panels

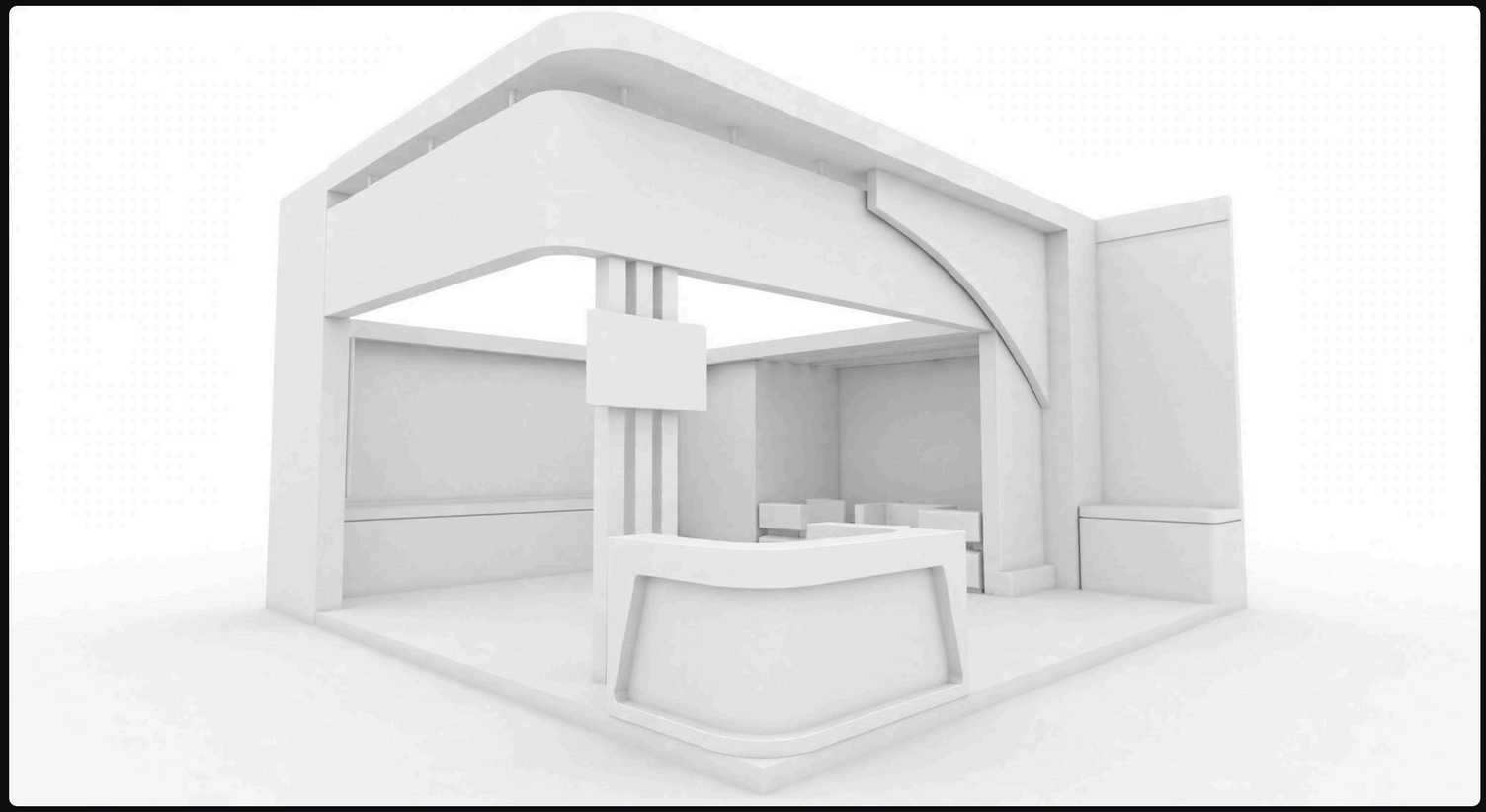

sanofi
sanofi
INSULIN SOLUTION
VACCINE PORTFOLIO
CARDIOVASCULAR HEALTH
ONCOLOGY INNOVATION
IMMUNOLOGY SOLUTIONS
DIABETES CARE
sanofi


sanofi
sanofi
INSULIN SOLUTION
VACCINE PORTFOLIO
ONCOLOGY INNOVATION
IMMUNOLOGY SOLUTIONS
DIABETES CARE
sanofi


sanofi
sanofi
INSULIN SOLUTION
Beyond Today
A Brighter Tomorrow
sanofi
VACCINE PORTFOLIO
Prevent • Protect • Care
sanofi
CARDIOVASCULAR HEALTH
Advancing Hearts
A Healthier Tomorrow
sanofi
ONCOLOGY INNOVATION
sanofi
IMMUNOLOGY SOLUTIONS
sanofi
DIABETES CARE
Knowledge • Mangement • Support
sanofi
sanofi

From clay model to final render.

Form, proportions and layout were resolved first in a clean, neutral clay model — before brand, materials and light were applied.



CLAY · FORM & LAYOUT

PROJECT 05

Abbott

A bright, open booth that brings Abbott's healthcare portfolio and 'Life to the Fullest' message together.

CLIENT
Abbott

INDUSTRY
Healthcare & Medical Devices

BOOTH SIZE
5 × 4 m (20 m²)

BOOTH TYPE
Corner booth · 2 open sides

SOFTWARE
Blender · AI-assisted visualization

PROJECT
Concept design



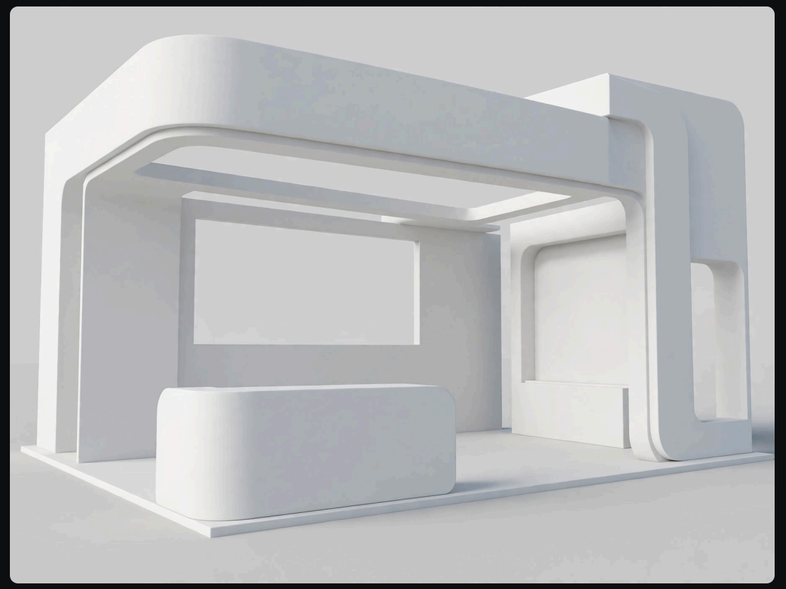
ABBOTT BOOTH · FINAL VISUALIZATION

THE OBJECTIVE

Present Abbott's broad healthcare portfolio — cardiovascular, diabetes care, nutrition, diagnostics and established pharmaceuticals — in a clean, optimistic space that also supports product display and visitor meetings.

THE CHALLENGE

Showing many business areas and products without visual clutter, while keeping a strong, instantly recognizable brand presence from both open sides of the booth.



01 CLAY MODEL · FORM & LAYOUT



02 FINAL · BRAND, MATERIALS & LIGHT

DESIGN SOLUTION

- Rounded portal frame with a continuous blue LED band that outlines the whole structure
- Large central LED screen flanked by a clear therapy-area icon panel
- Signature curved side tower carrying the 'Life to the Fullest' message
- Two backlit product walls, a branded reception counter and a meeting table

MATERIALS & FINISHES

High-gloss white lacquer · Brand-blue painted panels · Blue LED strip lighting · LED video screen · Backlit shelving · Light-oak flooring


ABBOTT
LIFE
TO THE
FULLEST™
SCIENCE
FOR A HEALTHIER
BRIGHTER TOMORROW
ABBOTT
BETTER HEALTH
BRIGHTER LIVES
AROUND THE WORLD
ADVANCING
HEALTH FOR
A BRIGHTER
TOMORROW
CARDIOVASCULAR
DIABETES CARE
NUTRITION
DIAGNOSTICS
ESTABLISHED
PHARMACEUTICALS
ABBOTT

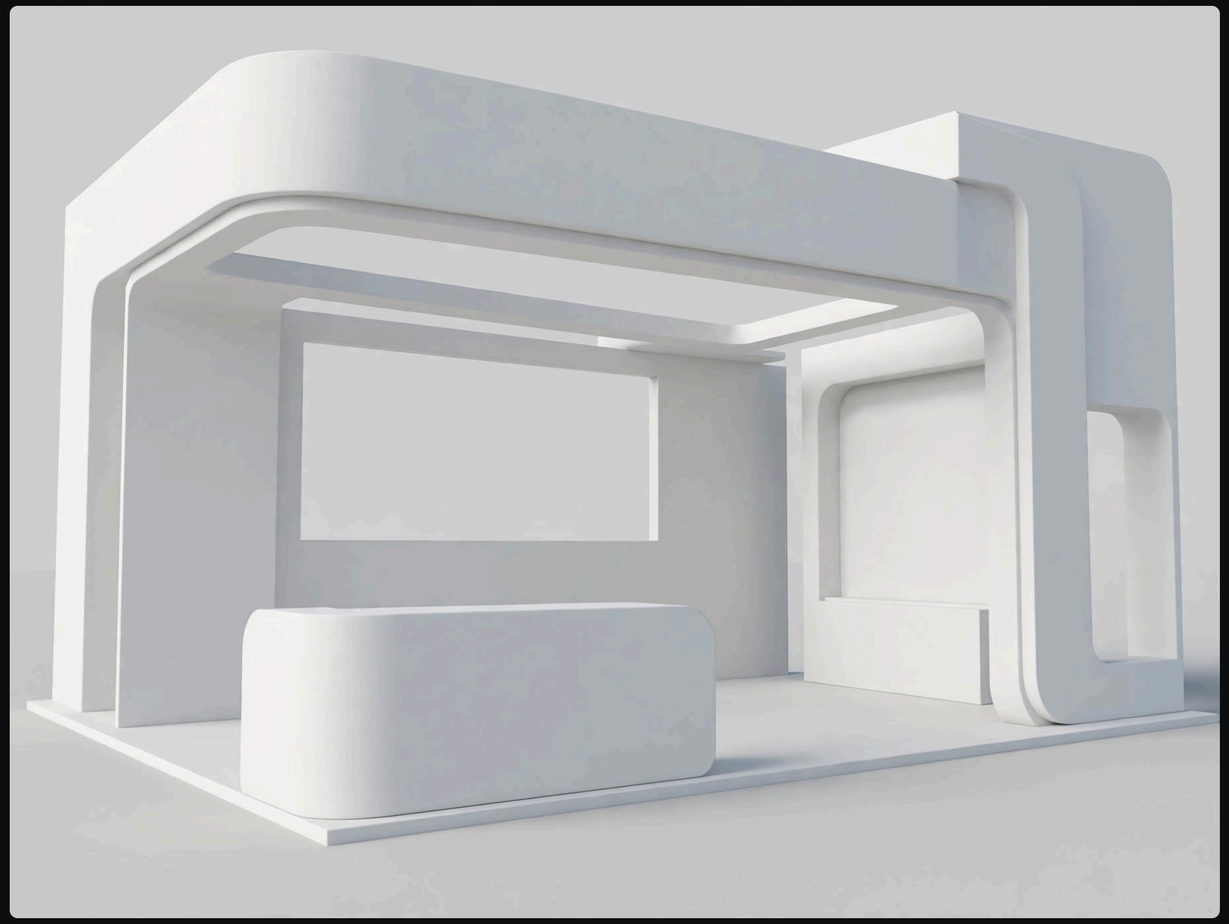

ABBOTT
LIFE
TO THE
FULLEST™
SCIENCE
FOR A HEALTHIER
BRIGHTER TOMORROW
ABBOTT
BETTER HEALTH
BRIGHTER LIVES
AROUND THE WORLD
ADVANCING
HEALTH FOR
A BRIGHTER
TOMORROW
CARDIOVASCULAR
DIABETES CARE
NUTRITION
DIAGNOSTICS
ESTABLISHED
PHARMACEUTICALS
ABBOTT


ABBOTT
LIFE TO THE FULLEST™
SCIENCE FOR A HEALTHIER BRIGHTER TOMORROW
ABBOTT
BETTER HEALTH BRIGHTER LIVES AROUND THE WORLD
ADVANCING HEALTH FOR A BRIGHTER TOMORROW
CARDIOVASCULAR
DIABETES CARE
NUTRITION
DIAGNOSTICS
ESTABLISHED PHARMACEUTICALS
PEOPLE HEALTH POSSIBILITIES
ABBOTT


ABBOTT
LIFE TO THE FULLEST™
SCIENCE FOR A HEALTHIER BRIGHTER TOMORROW
ABBOTT
BETTER HEALTH BRIGHTER LIVES AROUND THE WORLD
ADVANCING HEALTH FOR A BRIGHTER TOMORROW
CARDIOVASCULAR
DIABETES CARE
NUTRITION
DIAGNOSTICS
ESTABLISHED PHARMACEUTICALS
PEOPLE HEALTH POSSIBILITIES
ABBOTT

From clay model to final render.

Form, proportions and layout were resolved first in a clean, neutral clay model — before brand, materials and light were applied.



CLAY · FORM & LAYOUT

PROJECT 06

Zoetis

A warm, welcoming booth for the world's leading animal health company — built around pets, livestock and trusted science.

CLIENT
Zoetis

INDUSTRY
Animal Health

BOOTH SIZE
6 × 3 m (18 m²)

BOOTH TYPE
Corner booth · 2 open sides

SOFTWARE
Blender · AI-assisted visualization

PROJECT
Concept design



ZOETIS BOOTH · FINAL VISUALIZATION

THE OBJECTIVE

Communicate Zoetis' message of advancing animal health for pets and livestock, while giving the team a clear product wall, a reception point and a small meeting area for veterinarians.

THE CHALLENGE

Balancing a strong orange brand presence with a calm, trustworthy healthcare feel, and fitting products, two screens, a counter and seating into a compact 18 m² corner.



01 CLAY MODEL · FORM & LAYOUT



02 FINAL · BRAND, MATERIALS & LIGHT

DESIGN SOLUTION

- Flowing orange header that rises over the corner and carries an illuminated Zoetis logo
- Backlit product wall with organized shelving and storage cabinets below
- Signature vertical fin column with an LED line that frames the open corner
- Two large screens telling the companion-animal and livestock stories, plus a pill-shaped branded counter and meeting table

MATERIALS & FINISHES

Brand-orange lacquered MDF · Warm white panels · Backlit illuminated logo letters · LED strip coves & spotlights · LED screens · Light-oak flooring


zoetis
zoetis
Healthier
Animals
Brighter
Tomorrows
zoetis
Advancing
Animal Health
Together
zoetis


zoetis
zoetis
Healthier
Animals
Brighter
Tomorrows
zoetis
Advancing
animal health
for a healthier
world.
zoetis
zoetis


zoetis
Healthier
Animals
Brighter
Tomorrows
zoetis
Trusted
Science.
Healthier
Lives.


zoetis
zoetis
Advancing
animal health
for a healthier
world.
zoetis


zoetis
Healthier
Pets
Brighter
Tomorrows
Advancing companion animal health for the moments that matter.
zoetis
For Animals.
For Health.
For You.
zoetis
Advancing
animal health
for a healthier
world.
zoetis
Healthier
Livestock
Stronger
Communities
Advancing animal health for a more sustainable food supply.

From clay model to final render.

Form, proportions and layout were resolved first in a clean, neutral clay model — before brand, materials and light were applied.



CLAY · FORM & LAYOUT

PROJECT 07

stc

A calm, premium hospitality booth for Saudi Arabia's leading telecom brand — built around one sweeping purple curve.

CLIENT
stc (Saudi Telecom Company)

INDUSTRY
Telecommunications

BOOTH SIZE
6 × 4 m (24 m²)

BOOTH TYPE
Corner booth · 2 open sides

SOFTWARE
Blender · AI-assisted visualization

PROJECT
Concept design



STC BOOTH · FINAL VISUALIZATION

THE OBJECTIVE

Create a refined corporate presence for stc that welcomes partners and VIP guests, presents the bilingual brand clearly, and offers a quiet lounge for business conversations.

THE CHALLENGE

Keeping a strong, instantly recognizable purple identity while staying minimal and premium, and separating a relaxed lounge from an active reception in a compact corner footprint.



01 CLAY MODEL · FORM & LAYOUT



02 FINAL · BRAND, MATERIALS & LIGHT

DESIGN SOLUTION

- Signature header that sweeps down into a curved purple wall, outlined with a continuous LED line
- Pill-shaped reception counter with a purple swoosh that echoes the header curve
- Bilingual Arabic / English logo on the header, with illuminated stc logos on the side wall and counter
- Lounge corner with armchairs and rug, semi-screened by warm wood-tone vertical slats

MATERIALS & FINISHES

White lacquered MDF · Brand-purple painted panels · Illuminated acrylic logos · LED strip lines & downlights · LED display · Wood-tone slats · Light grey flooring with purple LED platform edge


الاتصالات السعودية
Saudi Telecom Company
stc
stc
stc
stc


الاتصالات السعودية
Saudi Telecom Company
stc
stc
stc
stc


الاتصالات السعودية
Saudi Telecom Company
stc
stc
stc
stc

From clay model to final render.

Form, proportions and layout were resolved first in a clean, neutral clay model — before brand, materials and light were applied.



CLAY · FORM & LAYOUT

GET IN TOUCH

Let's design your next booth together.

Open to full-time, freelance and project-based opportunities in 3D visualization and exhibition & booth design.

Get in touch → mahmoudshaker202530@gmail.com

NAME

Mahmoud Shaker

ROLE

3D Artist · Exhibition & Booth Designer

EMAIL

mahmoudshaker202530@gmail.com

FOCUS

Exhibition & Booth Design

Thank you.