

Holds a Bachelor of Fine Arts (Interior Design) and has about 15 years experience working in design and sales / marketing.

PERSONAL DATA

Nationality : Egyptian
Birth Date : 29/07/1983
Gender : Female
Residence : Heliopolis, Cairo

EDUCATION

: Bachelor of Fine Arts (Interior Design), Helwan University, 2005

LANGUAGES

Arabic : Native Language
English : Fluent

COMPUTER SKILLS

: Windows, MS Office (Word, Excel, Power Point), Internet

TRAINING COURSES AND CERTIFICATIONS

- : Training at Basic Business Skills Acquisition – Cairo (2005): Main stage in the learning curve, I have developed my language and computer skills, which includes marketing, sales, banking, accounting, business delegation and report writing.
- : Interior Design Trainee at Track Co. – Window & Door system (2003 – 2004): It was the first tactile experience to place all software gained in university in more of a professional manner. Helped in AutoCAD design / layout production; got involved in marketing events which triggered my passion in this particular field; this included Inter Build 03 & 04, Le Marche 03 and Le Casa 04.

CHRONOLOGICAL EXPERIENCE RECORD

Dates : From 2011 till now
Employer : NG Design Office (Architecture Consultant Office)
Projects :

- Al Ahram University, New Campus, New Cairo.... Full Architecture package of Nursing Faculty and Administration Building
- Al Ahram New Culture Club, New Cairo.... Full layout furnishing concept

for the Culture and Social Building

- Apex International Schools and Arts and Sports Academy..... Full Architecture package of the project (in progress)
- Collage Du Sacre Coeur, New Theater, Ghamra.... Full Architecture package and interior design
- Collage De La Saint Famille (G.C.).... Full interior for the New Conference room
- Collage Du Sacre Coeur, Heliopolis, Renovation of Theater.... Full Renovation, Refurnishing and new interior design
- Good News Group, Administration Building, Giza.... Full interior design
- Panmed Medical Clinic, New Cairo.... Full layout furnishing
- Egyptian Central Bank Club, New Cairo.... Full interior design for Social Building including the Wedding hall ceremony
- The Elderly House, Heliopolis.... Full Architecture and interior for Special Needs Section
- The Maronite Church, Heliopolis.... Architecture renovation and Full interior design for church
- Sumed Compound, Borg El Arab.... Full Architecture package for all buildings models
- New Cairo Building.... Full Architecture package design, for all apartments models in building
- The Depot Mall, New Cairo.... Full interior
- Private Villa, Oraby.... Full Architecture package and interior design, bedrooms furniture design
- Private Town house, Oraby.... Full Architecture package and interior design including furniture design
- Private Villa, Moon Valley, New Cairo.... Full Architecture package and interior design including furniture design
- Private Villa (GE-32), Golf East El Gouna owned by Orascom H&D hotels and development.... Full interior design concept including Kitchens furniture design
- Private Apartments, Maadi, Zamalek Heliopolis.... Full interior
- Pandora Stores, City Stars, Cairo Festival City.... Full Architecture package and Full interior coordination with the brand criteria and the mall criteria
- Image and GC store, Cairo Festival City.... Full Architecture package and Full interior coordination with the brand criteria and the mall criteria

Job title : Senior Interior Designer / Architect

Job Description :

- Responsible for the layout and design concepts and Preliminary presentation in a big scale projects such as Educational buildings, Administration buildings, religious buildings, Malls, Motels, Theaters, Social buildings in clubs, commercial Stores, Private Villas and apartments.
- Selected and secured suitable illustrative materials.
- Formulated the development working drawings and related documents including, Power and Lighting display, Ceiling design with AC, Sound, Firefighting display, Working Details, B.O.Qs.
- Coordinating with all the consultants related to the project phases from the schematic design stage till the final one.
- Coordinating with all the site contractors and suppliers from the start of the project implementation till the client delivery stage.

Dates : From 2009 till 2011
Employer : El Shahed Group – La Poupeé Décor
Job title : Creative Designer
Job Description :

- Formulated layout and design concepts.
- Selected and secured suitable illustrative materials.
- Conceived and delegated production of material and detail to artists and production team.
- Assigned and directed designed concepts into art layouts using CARAT software (specialized program for kitchen – home design) which was mastered in two weeks time.
- Reviewed, approved and presented final layouts to clients and department head for approval.

Dates : From 2007 till 2009
Employer : ROCK Tiles (Al Alamia Co. for Industry)
Job title : Media Coordinator
Job Description :

- Initiated ideas for the product / events, up to delivery point - from the early stages of implementing ceramic design up to the product packaging.
- Liaisoned with design suppliers from Italy and incorporated them with the Co. design department.
- Assisted in the yearly design catalogue launch.
- One of the challenging tasks commenced is managing the yearly show room; Le Marche.
- Accessories and interior products where personally selected and rented out from suppliers.
- Re-designed the co-operate identity of the company.
- Designed the layout of letterheads, business cards and the actual product packaging.
- All of the advertisement campaign where carried by coordinating with top publishing media in Egypt; such as Al-Ahram, Alam Elyoum and others from business magazines to leisure and household media - all designs and delegations where personally incorporated.

Dates : From 2006 till 2007
Employer : AMERICAN FURNITURE Co.
Job title : Interior Designer / Sales Executive
Job Description :

- The time spent with American Furniture was highly rewarding. It enhanced my understanding of interior design by putting the theories I have learnt in university into practice. It also improved the appropriate and effective communication skills with craftsmanship and clients.
- Projects worked for varied from private households to celebrity households and public sector which is exciting to work with as it gave me the chance to present new exciting results, although lower budget projects where also exciting as it was always challenging to present best results.

- Field of experience :**
- **Design:**
 - On a practical level I have a clear understanding on how interiors operate. On a conceptual level I understand how material and form can express a poetic intention and know how to implement it. Projects include Window/Door framing technology, Furniture layout/design, Apartment, Villas, Administration buildings, Motels, Theaters, Social buildings in clubs layout/interior designs, Ceramic design/ product packaging, company marketing. Planned and conducted surveys on site, prepared reports and followed their presentation to clients.
 - During the time I spent in profession and university, I have learnt to use AutoCAD, Photoshop CS2, and place it to use and also including my knowledge of Photoshop Pro and Adobe Illustrator.
 - I am also competent Apple Mac Journal auditor. I enjoy drafting and lining work both the computer and the more traditional drawing board. I also enjoy photography and model making.
 - The on-site experience gave me more strength on following up projects on site and reporting every detail to the managing department, dealing with people from different backgrounds whether from professional craftsmen to porters and clients.
 - My design skills where placed on different platforms varied from product design to product presentation.
 - **Sales / Marketing:** Developed wholesale travel department. Focused on individual and group travel programs for executives, employees, groups. Designed incentive programs for sales force within companies.
 - **Advertising:** Evaluated profitability of advertising strategy. Responsible for selecting best vehicles for copy and promotion. Utilized demographical information and readership data of trade publications and journals for determining advertising campaign. Personally wrote and designed ads for major ad projects.
 - **Research:** Examined which specific facilities and destinations would best service each group's style, budget and conference needs. Survey industries and develop individual presentations for conference planning.
 - **Budgeting:** Planed budgets for each program. Negotiated hotel contracts. Cost out internal operational expenses (reservations, documentation, ticketing, itinerary planning). Budget out advertising expenditures from copywriting to final printing and placement stages. Reduced operational costs by 20% in first year of program.
 - **Accomplishments:**
 - Analyzed and evaluated marketing research data and applied to customer base.
 - Planed and developed marketing strategies.
 - Coordinated with product management on product design.
 - Developed and managed cross-product marketing materials.
 - Designed promotional programs; supervised training.
 - Developed and managed budgets.
 - Worked with ad agencies, type houses, editors, printers, art directors, producers and audiovisual studios.
 - Coordinated public relations materials and executed press releases for new products.
 - Overseen scheduling and participation in trade shows and seminars; developed required promotional materials.

- Developed tactical sales support materials.
- Participated in the development of business strategies.
- Responsible for quality, consistency of information, upkeep and distribution of marketing database information.