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| Nationality | | Egyptian - **Location** Egypt |
| Material status | | Single |
| Language | Arabic – English | |
| Education | *October 2004 - May 2006* :  **Faculty of Applied Arts,**  **Helwan University, Cairo. Egypt**  **P. HD. Graphic design & Advertisement Department**, Title:  *“* Development of a design strategy for the advertising marketing campaign through information technology "    *2017 till Now*  **Statistic Diploma,  Institute of Statistical Studies and research (ISSR)**  **Cairo University, Egypt**  *January 2013 –2014*  **Management of Technology diploma (MOT) in Nile University, 6October city**  Diploma Included to the following main topic :   * Basic of MOT * Fundamental of MOT * Innovation Management & Product Development Management * Project Management * Marketing Management * Entrepreneurship and Pivotal Technology * Technology foresight, Forecasting @Pivotal emerging Technology * Technology transfer & Acquisition, Intellectual Property Right & Government Regulation * Financial Accounting     *October 1998 - September 2001* : **Faculty of Applied Arts,**  **Helwan University, Cairo. Egypt**  **M. Sc. Advertisement Department**, With Title :- *“Artists Standards which ought to be Fulfilled in Food Package for Egyptian child”*  Where I studied the effect of the packing on the way of glancing the children attention………..etc  *October 1992 - July 1997* : **Faculty of Applied Arts, Helwan University, Egypt**   * **B.Sc. Advertisement Department** * Grade: Very Good with honors * Graduation Project: “Integrated Advertising Material for S.O.S Village” Where I concerned to the design of logo, posters, brochures, invitations, cards, writing paper for S.O.S Village, panels decoration, schematic graphic designing Project Grade: Very Good | |
| Employment | *2018 till now* –: **Associate Professor, National Research Center , Egypt**    *2011 -2018* –: **Assistant Researcher, National Research Center , Egypt**    And **Member in “ Technology Innovation and commercialization Office “**  *2009- 2011* : **Assistant Professor in Princess Nora Bent Abd El Rahman University, Saudi Arabian**  I taught the following design curricula, which took 560 hours:   * Color theory and advertising application. * Two dimensional designs.   **Participate in designing the following curriculum**   * Color of theory   *2008 -2009*–: **Assistant Researcher, National Research Center , Egypt**    *September 2006****-*** *2008* **: Assistant Professor, Design department Applied science college in Sultanate Oman**    Thought design courses at 560 hours by English language and will be assigned to the following main tasks:   * Lessons preparation, Develop, implement plans and teaching. * Assessing Students continuously * Preparing of student’s progress Report and evaluation. * Attendance at members of the faculty meetings * Participation in teacher training workshops. * Teaching materials preparation and maintenance**.**   **Prepared and thought the following courses:**   * Introduction of design. * Design Fundamentals. * Typography Design. * Core Studio Design A . * Core Studio Design B. * Computer for Design which includes:   + Microsoft Office Power Point.   + Microsoft Office Publisher.   + Adobe Photoshop CS.   **I also Participated in a variety of activities, e.g.:**   * Teacher Training Workshop. * April 2007 : The Cultural Week. * Setting up the First Design Exhibition in the Colleges of Education. * She was acting head for Department of design. * January 2008 : Blackboard Learning System course. * 10 January 2008 : Design Forum in Sultan Qaboos University. * Academic Support Committee for Quality Assurance. * Committee of Research and Consulting professors.   *April 2006 –September 2006* : **Assistant Researcher, National Research Center , Egypt**    *2003 -2005* :**Assistant Researcher, Faculty of Applied Arts, Helwan University, Egypt** | |
| Literature  Research published  Conference Seminar Work shop | *May 1998 -* **: Graphic Designer , National Research Centre “NRC”, Cairo Egypt**     * Design the logos for the National Research Center(examples at the end) * Design posters for several workshops, conferences held in NRC. * Design brochures for several committee and conferences held in NRC. * Design and implementation of several invitations cards, postal for the foreigners cooperators whether it conferences, meetings, workshops.. etc * Design the animation and the graphic background for the several web sites made by our unit. * Design the logos, flashes and all web sites graphics (examples at the end) * Using java on implementation of some of all the last graphics by doing some applets.   *May 1997 - May 1998* : **Graphic Designer,** **Ministry of Education , Cairo Egypt**     * Design of academic learning children programs logos * Design the visual effects, fantasy graphics, colors, logos, animations, .etc. Where the type of graphic and the color had an abundances effect on the attraction of the pupils to learn. This work will facial and fascinate the students to complete learning their lessons. Also this item is marginally linked to the interactivity between the students and the computer. So we get the whole benefits. This work copied on Cd “compact disks” and distributed on the schools as a beginner steps.   **Author of a book Under Title : -**  *2022* Author for Chapter Tittel: **Wind Power Forecasting Models,** BOOK TITLE: **Wind Turbines - Advances and Challenges in Design, Manufacture and Operation**, Published: May 13th, 2022, DOI: 10.5772/intechopen.103034  *2020* Author for Chapter Tittel: [**Global Prediction of Wind Energy Market Strategy for Electricity Generation**](https://www.intechopen.com/chapters/69923), BOOK TITLE: [**Modeling, Simulation and Optimization of Wind Farms and Hybrid Systems**](https://www.intechopen.com/books/10425), Published: March 25th, 2020, DOI: 10.5772/intechopen.89968  *2018*  Author for Chapter Tittel: **Economic Future of Concentrating Solar Power for Electricity Generation** BOOK TITLE: Thermal Power Plants - New Trends and Recent Developments, ISBN 978-1-78923-079-6 Book edited by: **Paweł Madejski, Intechopen publisher.**  *2010*  **:** *“* **Marketing strategy and advertising" Arabic Book**  *2009*  **: *“* Marketing management and advertising art " Arabic Book**  *2008* *“* **Development of a design strategy for the advertising campaign through information technology " Arabic Book**  *2013 till now*: Many research papers have been published about 14 in international scientific journals such as Elsevier & Scopus Journal.  *July 2022*  **Organization and Lecturing** the workshop entitled “Think and innovate competition ( engineering and environment )” , Organized by NRC E—Club, TICO, National Research Centre.  *March 2022*  **Lecturing and Organization** the workshop entitled “Think and innovate competition ( Food Industries)” , Organized by NRC E—Club, TICO, National Research Centre.  *March 2021* **Organization and speaking** at the webinar entitled “Scientific research between theory and practice and its relationship to economic knowledge” , National Research Centre.    *April 2021* **Completed the requirements to be recognized as a Certified Digital Citizen**  *Aug. 2019*Participation in “, 5th World Congress on Electrical Engineering and Computer Systems and Sciences (EECSS’19), Lisbon, Portugal , August, 2019  ***Dec. 2018*** Participation in 20th International Conference on Applications of Energy Engineering and Renewable Energy to be held in Bangkok, Thailand during Dec 13-14, 2018    *Nov. 2018* Participation in the module “Statistical Analysis Using STATA I”    DAAD Kairo Kairo Akademie, at the premises of Marriott Hotel, Zamalek Tower,  *Dec. 2018* Participation in the conference to launch the energies of the Egyptians under the auspices of His Excellency President Abdul Fattah al-Sisi  *Feb. 2018*  Attendance Frist Arab Economic ECO- Tourism-Forum, Under the patronage of the Egyptian Prime Minister, In Hilton Hotel in Cairo  *Feb. 2018* Organizing the conference (From Lab to Industry) in National Research Center under the supervision of Prof. Dr. Khaled Abdel Ghaffar - Minister of Scientific Research  *March 2017* This is certify your participation in organizing the “ Famelab Workshop” at National Research Center,  *Nov., 2017*Participation in organizing and attendance “ **4th Cairo International Exhibition for Innovation”** at Academy of Scientific Research and Technology (ASRT)  *Nov. 2017*Participation in organizing and attendance the  **“ Scifinder Your First Step in Scientific Research** “workshop at National Research Center  *Nov., 2017*Attendance **“Clarivate Analytics formerly Thomson Reuters Analytics, professional workshop”** at Academy of Scientific Research and Technology ( ASRT )  *Nov. 2017* **DIES Workshop, “Evolvement of Entrepreneurial Universities in the MENA Region**” , Steigenberger Hotel, Cairo, 15&16 Nov.2017  *Sept. 2017* Attended and Participation” **Egypt- South Africa International Workshop** (II) at National Research Center.  *Sept. 2016* Attended and Participation” **Egypt- South Africa International Workshop I**” at National Research Center.  *Nov. 2015* Attended “Cairo Innovation” “**2st Cairo International Exhibition of Innovation**” witch organized by Academy of scientific research and technology, Nahdet El Mahrousa, Intel, Mobinil, Philip –In Cairo International Exhibition of Innovation  *Feb. 2015* **Organization and Participation the EU Research and Innovation Funding” ( Horizon 2020** ) “ Information Day” at NR.  *2015 :* Participating “ **ISO quality system** “ in National Research Center  *Nov. 2014* Attended “Cairo Innovation” **“1st Cairo International Exhibition of Innovation”** witch organized by Academy of scientific research and technology, Intel – In Cairo International Exhibition of Innovation  *March 2014 :* Participation in **The first International Conference on Industry Academia Collaboration ( IAC)** – Organized by Hadath for innovation and Entrepreneurship in cooperation with Science and technology Development fund (STDF) and the academy of scientific research and Technology- Fairmont Heliopolis, Cairo  *March 2014* **Attended Horizon 20 20 workshop in NRC**  *March 2014 :* Participation in **The first International Conference on Industry Academia Collaboration ( IAC)** – Organized by Hadath for innovation and Entrepreneurship in cooperation with Science and technology Development fund (STDF) and the academy of scientific research and Technology- Fairmont Heliopolis, Cairo  *Sept. 2013* : Attended **Conference of Capitalization on Upper Egypt's Untapped Agribusiness Resources**: successes and Lessons Learned , Organized by USAID, ACDI, New Zealand Embassy.  *Oct. 2013* : **Egypt Intellectual Property** Seminar Access to IP for Innovation : from IP to NP , organized by Egypt Innovate and European Union  *Nov. 2013* : Participate in **Egypt Ideation camp**, Organized by Intel Company and Technology Innovation entrepreneurship center institution, Smart Village, Giza, Egypt.  *April 2013* Attending and Participation “ **Role and application of bio safety to protect the workers and the environmental from exposure to biological and chemical risks”**, National Research center  *Dec. 2010* Participation Paper under Title " Advertising globalization and identities-Arab trade Between theory and practice **"The Arab-Turkish Congress of Social , ATCOSS-2010**  *Sept. 2015* Participated in the module entitled “Developing **a Personality of Leadership** “ DAAD Kairo Academia, Cairo.  *Dec, 2013* **EU-Egypt Innovation Seminaries “Science-based Start-ups: Moving beyond Capital Barriers”**  *October 2012* Participated in the module entitled “ **Communication and Rhetorical Techniques** “ DAAD Kairo Academia, Cairo  *October 2012* Attended **course in “C++ Program”** in Databases and software research center at Institute of Statistical Studies and Research , Cairo University  *Sept. 2011* Attended a lecture (**E- Marketing & E- Commerce**) in Faculty of Engineering- Cairo University  *Oct. 2005* Capability Development & Training Center “**Science writing**” in National Research Centre, Cairo, Egypt  *Sept. 2005* Capability Development & Training , “**Microsoft Excel, Microsoft Access** “ in National Research Centre Cairo, Egypt    *Sept. 2005* Capability Development & Training Center “**Peace & Healthy of Occupation”** in National Research Centre, Cairo, Egypt    *Nov. 2004* Capability Development & Training Center “**Civil Defense**” In National Research Centre, Cairo, Egypt ,    *July –Oct. 2001* AMAC, Cairo, Egypt, 3d studio Max   * Build and draw the aerodynamic moving of the objects * Rendering and shading the large objects     *2013- Till Now:* Tem Member in Project of the Technology Innovation and commercialization Office  *2013* Member Project of**“Technology Innovation and Commercialization Office”** with funding by Academy of Scientific Research | |
| Experiences  and Skills | **Trainer (Instructor) Skills**  *May 1999 - 2001*   * Instructor of Adobe Photoshop in the Training Center, National Research Center * Instructor of Free Hand 8 in the Training Center, National Research Center   *July -August 2009*   * Participation in the summer training Program., National Research Center   *September to October 2009*   * Participation in the training ICDL Program, National Research Center.   *18 to 29 October 2009*   * Participation in the training Program about the field of Information Technology for Makdonia Country.   *September 2009- 2010*   * Instructor of the International Computer Driving License "ICDL" in National Research Center   *September 2015-*  Participation in the training Program about the developing a personality leadership in DAAD Cairo Academia  *January 2016*   * Prepare for some courses as following :  |  | | --- | | **Graphic Design courses** | | 1. **Business design model**   How do designers begin to get work, whether it’s freelance or in-house design work? This course explores strategies for gaining employment in the design industry. Students learn how to formulate realistic goals and develop a personal brand for networking with designers and clients. The class will study and apply techniques for brand development, resume design and writing, portfolio building, and self-promotion.  Discussions and critiques focus on the analysis of the skills necessary for landing a design job. Assignments are expected to demonstrate high quality presentation skills and writing ability. | | 1. **Intro to Marketing**   A grasp of traditional marketing concepts can be helpful to any designer working in a business environment. This course focuses on how marketing decisions affect the design process. Students develop a holistic understanding of marketing's role, exploring such time-honored concepts as the "seven Ps" of marketing: price, place, promotion, product, people, physical evidence, and process.  Class discussions will challenge students to connect marketing concepts taught in the course to applications in current marketing and advertising campaigns. Students will develop a marketing plan and present it in a critique forum for comments by other students. The quality of writing and research is a particular focus of assessment. | |  | | |