Designer and Design Educator

In 2010, Ahmad Saqfalhait obtained his MFA in graphic design from Tama Art University in Tokyo, and worked in Jordan, Saudi Arabia, United Arab Emirates, and finally in Egypt.

During his 5 years of teaching at the German University in Cairo, he developed with his colleagues its graphic design program by focusing on the role of design in social development, both locally and regionally.

One of his achievements was co-founding in 2015 the "100/100 Hundred Best Arabic Posters" competition which initiated a regional dialogue on design through its exhibitions and publications.

In 2019, when Ahmad joined the American University in Cairo, Egypt, as an Associate Professor of design, he collaborated with key people to establish a new multidisciplinary game design minor, aiming to connect academia to the local gaming industry, with a vision to create social impact through games.

He is currently in his 2nd year pursuing his PhD at Tama Art University in Tokyo, exploring game design for social impact.

Education

2024.04-(expected 2027.03)
PhD in the Arts
Graduate School,
Interactive/Information Design,
Tama Art University
Tokyo, Japan.

2008.04-2010.03
Master of Fine Arts
Graphic Design (GP 3.83),
Tama Art University
Tokyo, Japan.

1994.09-1999.08
Bachelor of Arts
Graphic Design (GP 71.9%),
Applied Science Private University
Amman, Jordan.

Languages

Arabic: Native
English: Excellent
French: Intermediate
Japanese: Communicative

Training

2025.04
Program Review Workshop: End-of-Cycle Reflections,
One day workshop offered by the American university in Cairo-Egypt

2024.09-2024.12
Circular Design

Weekly workshop on upcycling design offered by Tama Art University, Tokyo, Japan

2024.02
Designing Effective Group Work and Assessing Creative Work
One day workshop offered by the American university in Cairo-Egypt

2023.10
Leadership Development Program
Three day workshop offered by the American university in Cairo-Egypt

2022.06-2022-07
Analogue Game Design
24 hours of theory and practice covering fundamentals of Analogue Game Design.
Makouk Game Studio
Cairo, Egypt

2019.11-2020-05
Game Design and Development
140+ hours of training covering all foundations for digital game design and development using various applications and design methods.
Nibla Game Studio - Cairo, Egypt.

2019.11-2020-05
- Teaching Enhancement Certificate I
- Community-Based Learning Track
- Assessment for Learning Track
- Active Learning Track
Center for Learning and Teaching -

American University in Cairo, Egypt.

Work

Design Education
2019.07-Present
Associate Professor of Practice
Graphic Design Program
Department of the Arts,
American University in Cairo - Egypt.

2021-2022
Founder: Game Design Minor (18Cr.)
Graphic Design Program
Department of the Arts,
in collaboration with the Department of Computer Science & Engineering
American University in Cairo - Egypt.

2020.07-2024.04
Associate Chair
Department of the Arts,
American University in Cairo - Egypt.

2018.08-2019.06
Visiting Lecturer
Visual Communication Program,
Department of Art and Design,
College of Architecture, Art and Design,
American University of Sharjah - UAE.

2018.02-2018.05
Assistant Professor (Adjunct Faculty)
Graphic Design Program
Department of the Arts,
American University in Cairo - Egypt.

2016.09-2017.05
Assistant Professor (Adjunct Faculty)
Graphic Design Program,
Department of the Arts,
American University in Cairo - Egypt.

2014.09-2016.08
Acting Head
Graphic Design Department,
Faculty of Applied Sciences & Arts,
German University in Cairo - Egypt.

2013.09-2014.08
Lecturer
Faculty of Applied Sciences & Arts,
German University in Cairo - Egypt.

2011.09-2013.08
Instructor
Graphic Design Department,
Faculty of Applied Sciences & Arts,
German University in Cairo - Egypt.

Game Design

2023-2025
AUC's Creative Endeavours Grant:
Digital Game for Impact - The Effect of
Urbanisation on Cultural Heritage
Directing and managing a collaborative
game design and development project
between The Built Environment
Collective Megawra, and a creative team
of 10 people,
Cairo - Egypt.

2022.2-2022.11
Unicef Games for Impact on Child
Nutrition
Directing and co-advising a collaborative
game design and development project
between AUC, Unicef and Largelabs
game development studio
Cairo, Egypt

2022.04-2022.09
Game Design Consultant
Arab Data Bodies Digital Game Project
A multidisciplinary team from the
University of California (Santa Barbara
and Santa Cruz)
California - USA

2018.03-2018.09
Game Designer & Creative Writer
Alex Bank commissioned "Hady Bady"
financial literacy for kids.

2017.06-2018.01
Creative Director
Eradah (Alternative Educational Tools
for Youth Development)
Cairo - Egypt / Riyadh - Saudi Arabia.

Graphic Design

2022.09-2022.10
Design Director + Graphic Designer
Abha Biodiversity Survey Booklet
ARAMCO via Fieldfare Ecology
Art Direction, Design and Layout of a
100+ pages publication
Saudi Arabia & Jordan

2012.01-present
Graphic Designer
Japan Foundation
Cairo - Egypt

2006.12-2011.7
Graphic Designer
Japanese Embassy
Amman - Jordan

2002.03-2011.08
Graphic Designer
Self-employed
Jordan, Japan
and the United Arab Emirates

2000.11-2002.02
Graphic Designer
Syntax Design
Amman, Jordan.

Teaism Design

2021.7
Teaism Designer + Performer
"Five Continents Tea Gathering"
Representing Africa
Tankosha Publishing
Giza Plateau, Cairo - Egypt.

2020.5
Teaism Designer + Performer
"Midori No Hi" (Green Day)
Midorikai School
Urasenke Tea Organisation

Kyoto - Japan

2014.9-2015.6
Teaism Design
Tea Room Project
German University in Cairo
Cairo - Egypt

Publications

2022.10
Interview
Interview by Beirut Animated on Game
Development Scene in Egypt
Cairo - Egypt

2021.11
Book Foreword
"Mohamed Tawfik's Comic Book"

2020.5
Book Foreword
"Absolute Egypt" by Raghada Moataz
Supervised by Philipp Paulsen
Published by Khatt Books

2019.07
Research Support
Nuqat's Cultural Vibrancy in Arab Cities
(Mapping εthe cultural infrastructure
and the innovation clusters)
Link

2018.12
Winners Publication

"100 Best Arabic Posters"
Winner in the 2nd Round Catalogue
www.100bap.com,
Abu Dhabi - UAE and Cairo - Egypt.

2018.04
Newspaper Interview
Personal Profile: "Hospitality of an Arab
Tea Person"
Mainichi Newspaper
www.mainichi.jp
Tokyo - Japan.

2017.10
Supervisor
"Generation Gap" by Safeya Fawzi
Published in: "Bilingualism in
Visual Communication" by Diane Mikhael
Jabal Amman Publishers
Amman - Jordan.

2017.02
Contributor
"A Perspective on Graphic Design in
Egypt"
Design Cairo Online Magazine
Cairo - Egypt.

2016.11
Co-founder / Co-supervisor
"100 Best Arabic Posters"
Catalogue (151 Pages)
www.100bap.com,
Cairo - Egypt.

2016.10

Contributor
"The Future is Here"
On Design Education in Egypt
"Cairo Now!" Special Issue
Cairo Observer Magazine (Printed)
Mada Masr (Online Article)

Workshops
2025.05
Co-developer & Co-Instructor
"Serious Games Workshops"
Offered a one day workshop with Ondřej
Paška from Charles Games.
Sponsored by Czech Centres in Egypt,
hosted by The Arab Digital Expression
Foundation (ADEF), Cairo - Egypt

2022.08 - 2022.09
Co-developer & Co-Instructor
with Alaa Alhadidy
Facilitated by CLUSTER, and funded by
the Embassy of the Netherlands
"Urban Signage Design Workshop"
6 days (7 hours/day) in Ard Ellewa
Cairo, Egypt

2022.08
Mentor
"Megawra Internship"
30 hrs of mentorship to a group of 10
interns at Megawra Built Environment
who worked on different creative
projects such as illustration,
photography, writing, research, sound
and graphic design.

Cairo, Egypt

2018.03 - 2018.07
Instructor
"Communication & Graphic Design"
120 hrs Diploma at Kemet Art & Design,
Cairo, Egypt

2017.09+10
Instructor
"Oman Vision 2040"
Corporate Design Workshop,
Muscat, Oman.

2016.04
Co-founder / Co-supervisor
"100 Best Arabic Posters"
www.100bap.com,
Poster Design Workshop with
Prof. Bernard Stein
Cairo, Egypt.

2013-09-2016-08
Instructor
"Design Academy"
Portfolio Preparatory Workshop
German University in Cairo
Cairo - Egypt.

2012.11
Co-instructor
"Communication Through Signs"
Design Workshop
German University in Cairo and
Koeln International School of Design
Cairo, Egypt, Koeln - Germany.

2012.03
Instructor
"Katakana"
Japanese Writing System
German University in Cairo
Cairo, Egypt.

2011.04
Performer / Host
"Creativitea Room"
Interactive Japanese
Tea Making Event
TEDxDeadSea
Dead Sea, Jordan.

Talks

2025.07
Author, Presenter and Panellist
"How can production and theory be organically linked to create a synergistic Effect?"
Tama Art University and Chinese Cultural Center, Tokyo, Japan.

2025.05
Author and Presenter
"Creative Resistance,"
Palestine: Our Warm Home in Matsudo, Chiba, Japan.

2025.03
Co-Author and Co-Presenter
"Design for Social Impact"
Birzeit University, Birzeit,

Palestine.

2024.11
Author and Presenter
"Palestine: Culture, History, and
Occupation"
Fujinomiya East High
School, Fujinomiya City, Shizuoka
Prefecture, Japan

2024.03
Panellist
"Countering Egyptian Appropriation in
Media, Themed Experiences, and Video
Games,"
Northeastern University, Boston, USA

2023.11
Author and Speaker
"Design for Culture"
Graphic Design in Arabic Event
Al-Galala University,
AUC Tahrir Square Campus

2022.09
Speaker
"How can we design our games in
Arabic"
Animatex Animation Event (3rd edition)
Cairo, Egypt

2022.06
Panellist
Online Discussion
Part of 100/100 exhibition
Birzeit University,

Birzeit, Palestine

2022.03
Co-host and Moderator
Trial and Error Symposium
Organised by 100/100
Falaki Theatre
Cairo, Egypt

2021.04.08
Presenter
Linking Cultures Virtual Lecture Series:
Tea Influence on Japanese Design
Part of the joint project initiated by
Zurich University of the Arts, and
included Berlin University of the Arts,
Superior School of Visual Arts in
Marrakesh, American University of Beirut,
and American University in Cairo

2021.04
Moderator
Absolute Egypt Book Zoom Talk
Warehouse421
Abu Dhabi, UAE

2020.10+11
Curator and Moderator: "Animation and
the Gaming Industry"
Moderator: "Understanding our Market
and the Industry"
Moderator: "Working From Home"
Moderator: "Studying Animation in
Egypt"
Animatex Animation Film Festival
Cairo, Egypt

2020.11

Speaker

Design Innovation and Entrepreneurship

American University of Beirut

2018.10

Speaker

12th Annual Japanese Days International

Conference:

"Form & Freedom: The Japanese

Perspective"

Japanese Studies,

Faculty of Oriental Studies.

University of Warsaw

Warsaw, Poland

2017.11

Speaker

Design Conference

Helwan University

Cairo, Egypt.

2017.03

Speaker

"Designing Choices"

TEDxWadiElRayyan

Fayyoum - Egypt.

2017-01

Presenter

Final Round Presentation

Faculty Position

American University of Beirut

Beirut - Lebanon.

2016.12

Panellist

"A MENA Perspective On

Visual Communication",

Warehouse421

Abu Dhabi - UAE.

2016.08

Speaker

"Moving Forward with the

Arabic Design Scene"

TEDxGUC

Cairo - Egypt.

2014.10

Speaker

"Tea Mission in Africa"

Pecha Kucha at GUC

Cairo - Egypt

2012.12

Lecturer

"Teaism & Design"

Japanese Embassy Hall

Cairo - Egypt.

2011.07

Lecturer

"Teaism & Japanese Crafts"

"Handcrafted Form" Exhibition

Jordan Museum

Amman - Jordan.

Initiatives

2019.10-present

Founder

Game Design and Practice
Weekly gatherings between game
designers and game players
American University in Cairo,
Cairo, Egypt

2015.11
Co-founder
"100 Best Arabic Posters"
www.100bap.com,
Cairo - Egypt.

2013.09-2015.05
Initiator / Co-supervisor
Japanese Tea Room
Advanced Design Course,
Graphic, Product, and Architecture
German University in Cairo
Cairo - Egypt.

2010.08-present
Founder
"Chanoyu Arabia"
Japanese Way of Tea Cultural Group
Amman - Jordan, Cairo - Egypt.

Jury

2022.06
Graduation Projects Final Jury
Game Development Academy
Intake 42
Information Technology Institute
Cairo, Egypt

2021.06
Graduation Project II Final Jury

Design & Visual Communication
Department, German Jordanian
University
Amman, Jordan

2021.04
Graduation Project II Pre-Final Jury
Design & Visual Communication
Department, German Jordanian
University
Amman, Jordan

2018.11
President of Jury
2nd Master in Arabic Typography, Brand
and Digital Design.
Higher School of Visual Arts of
Marrakesh
esavmarrakech.com
Marrakesh - Morocco

2017.01
Jury Member
Wajha Competition
Redesigning Local Shops Facades in the
Arab World.
Amman - Jordan

2011-2017
Jury Member
Various graduation projects Jury at
American and German Universities in
Cairo - Egypt.

Exhibitions

2025.10

Exhibitor

Graduate School "90th Anniversary
Doctoral Exhibition"

Tama Art University

Tokyo - Japan

2016.12

Winner

"100 Best Arabic Posters"

Winner in the 2nd Round Catalogue

www.100bap.com,

Abu Dhabi - UAE and Cairo - Egypt.

2016.12

Co-founder / Co-curator

"100 Best Arabic Posters"

www.100bap.com,

RiseUp Summit

Cairo - Egypt.

2016.11

Co-founder / Co-curator

"100 Best Arabic Posters"

www.100bap.com,

Warehouse421

Abu Dhabi - UAE.

2016.10

Supervisor

"The Flat World" by Yosra Gamal

Global Grad Show

Dubai - UAE.

2016.09

Co-founder / Co-curator

"100 Best Arabic Posters"

www.100bap.com,

Amman Design Week

Amman - Jordan.

2009.12

Participant & Presenter

"Co-CoRE"

International Art & Design Critiques

Beijing - China.