



## **Designer and Design Educator**

from Jordan, with regional experience.

He obtained his MFA from Tama

Art University in Tokyo in 2010. One year later, Ahmad joined The German University in Cairo and worked with his colleagues for five years on developing its graphic design program. He also focused on promoting the social role of design, both locally and regionally, especially during the two years he headed its graphic design department.

One of his significant contributions was co-founding the "Hundred Best Arabic Posters" competition which initiated a regional dialogue on design through its exhibitions in Amman, Abu Dhabi and Cairo.

In 2017, he was assigned to help establish a creative team for Eradah in Cairo which produces educational alternative tools for youth development and worked as its Creative Director.

He worked for a year as a visiting lecturer at the American University of Sharjah - UAE, before he joined the American University in Cairo, in the summer of 2019.

Since he joined the AUC, he focused on restructuring the Foundation courses, as well as expanding the scope of the offerings of its Graphic Design program, such as the introductory course on Game Design and Development that paved the way for the introduction of the new Game Design minor offered by the Graphic Design program, in collaboration with the Department of Computer Science and Engineering.

## **Projects**

**2022.02-present**

### **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

## **Grants**

**2022.07-2023.06**

### **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.

## Training

2022.6-2022-7

### 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.

## Education

2008.04-2010.03

### Master's 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.

## Work

### Design Education

2021-2022

#### Initiator: Game Design Minor

Graphic Design Program

Department of the Arts,

American University in Cairo - Egypt.

2020.07-present

#### Associate Chair

Department of the Arts,

American University in Cairo - Egypt.

2019.07-2020.06

#### Associate Professor of Practice

Graphic Design Program

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

**2022.04-present**

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

**2022.07-2023.06**

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.

**2022.02-present**

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

**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

**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.

### Teatism Design

**2021.7**

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

**2020.5**

### Teasm Designer + Performer

"Midori No Hi" (Green Day)

Midorikai School

Urasenke Tea Organisation

Kyoto - Japan

2014.9-2015.6

### Teasm Design

Tea Room Project

German University in Cairo

Cairo - Egypt

## Publications

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 the 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

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

2022.07

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

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

Fayyoun - 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**

"Teatism & Design"

Japanese Embassy Hall

Cairo - Egypt.

**2011.07**

**Lecturer**

"Teatism & 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.

## Languages

Arabic: Native

English: Excellent

French: Intermediate

Japanese: Communicative

## Exhibitions

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.

