



DR. AYMAN RAAFAT ELGNDY

16 Nov. 1980 , Married

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A. ACADEMIC EMPLOYMENT

2018 - present

GUC - German University of Cairo

Faculty of Applied Science and Arts

MD – Media Department

www.guc.edu.eg

HOD - Head of Media Department

Lecturer | Digital media, animation and video techniques

(Full time)

ayman.elgndy@guc.edu.eg

Academic duties

- HOD - Head of Media Department.
- Managing Department staff planning and the flow of the educational process.
- Member of the GIU Berlin – German International University in Berlin professorship recruitment committee.
- Supervising proctoring of GUC Final Exams.
- Organizing and supervising bachelor examinations committees.
- Creating and managing Workshop registration online systems for Faculty of Applied Science & Arts.
- Managing Servers Structure for Faculty of Applied Science and Arts.
- Students' voice in curriculum review committee for Media Department.
- Member of Final exhibitions and Events Committees for Faculty of Applied Science and Arts.
- Participating and representing GUC in international conferences and workshops

Teaching duties

- Supervising postgrads PhD and MSc thesis for (animation, interactive design, film making and digital compositing)
- Teaching and supervising animation tracks for Pre-masters and bachelors
- Teaching the following courses
 - Animation Realtime course for 6th semester
 - Animation and video techniques course for 5th semester
 - CMD – Computer media Tools course for 4th Semester
 - Digital Compositing Course for 6th and 7th Semester

*Staff Evaluation Summary (Average) : 1.5/6

1 is best / 6 is worse

2011 - 2018

CIC - Canadian International College
Faculty of Mass Communication
www.cic-cairo.edu.eg

Associate Professor | Broadcasting
and Multimedia Techniques
(Part time)

Academic duties

- Participating in Upgrading and Updating the broadcasting studios, Cameras and Mac Computer Labs for Faculty of Mass communication
- Member of final projects Jury and evaluation committees

Teaching duties

- Teaching the following courses
 - Multimedia course "RTV"
 - Digital media and New Media courses "RTV" " Advertising and PR "
 - Electronic Media course "RTV"
 - Graphics for TV broadcasting course "RTV"
 - Online and Digital Journalism course "JOR"
 - Advertising Production course Radio and Television "RTV" "PR & ADV"
 - Broadcasting and Cinematography Training Level 1 , 2 , 3

* Fall 2015 teaching Load reached 31 hours/week

2015 - present

Exceed media Training
Canada – UAE
www.exceed-media.com

Instructor | Adobe Certified trainer
– Apple Certified Trainer
(Part time)

Academic and teaching duties

- Updating and developing certified courses outlines
- Design and prepare Course outlines
- Demonstrate online Webinars
- Provide distance learning and online training
- Teaching the following courses
 - Final Cut Pro Apple Certified Digital Video Editing Course
 - Adobe After Effects Certified Motion graphics / infographic Course
 - Digital videography and Lighting course
 - Digital Animation Course
 - Adobe Photoshop Certified Course
 - Adobe Illustrator Certified Course
 - Adobe InDesign Certified Course

* Evaluation Summary (Average) : Excellent

2015 - present

LPI Luminous Power Institute
Sultan of Oman
<https://lpi-edu.com>

Education manager | trainer, Adobe Certified
Instructor
(Part time)

Academic Duties

- Updating certified courses outlines
- Supervising Evaluations and Authorized Certifications
- Manage and consult international IT courses and certified instructors
- Organizing international Courses Logistics
- Manage international training schedules
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Teaching Duties

- Adobe After Effects Certified Motion graphics / infographic Course
- Adobe Photoshop Certified Course
- Adobe Illustrator Certified Course
- Adobe InDesign Certified Course
- Adobe Premiere Pro Certified Course

* Evaluation Summary (Average) : Excellent

2014 - 2018

Sadaf Institute
Sultan of Oman

Instructor | Adobe Certified trainer
(Part time)

www.sadafs.com

Academic and teaching duties

- Developing certified courses outlines
- Supervising Evaluations and Authorized Certifications
- Teaching the following courses
 - Adobe After Effects Certified Motion graphics / infographic Course
 - Adobe Photoshop, Illustrator, InDesign Certified Courses
 - Adobe Premiere Pro Certified Course

2014 - 2018

Zahra Elkhalij Institute
Sultan of Oman

Instructor | Adobe Certified trainer
(Part time)

Teaching duties

- Teaching the following courses
 - Adobe After Effects Certified Motion graphics / infographic Course
 - Adobe Photoshop, Illustrator, InDesign Certified Courses
 - Adobe Premiere Pro Certified Course

2010 - present

Fusion Advertising
MEA

Partner | Manager – Creative Director
a.raafat@fusionvfx.com

www.fusionartlabs.com

Professional Duties

- Managing creative and design team
- Marketing and Advertising
- Create strategic and operational media production
- Develop and manage project budget(s)
- Maintain relationships with customers, designated vendors & industry organizations
- Directing videos
- Advanced video/audio editing
- Digital compositing
- 3D design and animation
- Color grading

2003 - present

Fusion VFX International Academy
MEA

Owner | Education Manager - Adobe Certified
trainer – Apple Certified Trainer – Autodesk
Certified Instructor
a.raafat@fusionvfx.com

www.fusionvfx.com

Academic duties

- Developing and updating certified courses outlines
- Managing international Authorization
- Managing course evaluations
- Organizing international events
- Consulting international media production and postproduction studios

Teaching duties

- Teaching the following courses
 - Final Cut Pro Apple Certified Digital Video Editing Course
 - Adobe After Effects Certified Motion graphics / infographic Course
 - Cinematography and Lighting course
 - Adobe Photoshop, Illustrator, InDesign Certified Course
 - Autodesk 3Ds Max certified course
 - Maxon Cinema 4D certified course
 - Toon Boom Animation Certified Course
 - Digital photography course

2015 - 2017 **HU - Helwan University** Associate Professor | Adjunct lecturer
Faculty of Applied Arts (Part time)
Cinema, TV & Photography department
www.helwan.edu.eg

Academic and teaching duties

- Participating in the Annual higher education academic conferences
- Member of final projects jury and evaluation committees
- Teaching the following courses
 - Digital Video Editing Course
 - Digital Media Production Course

2012 - 2017 **RTI – Radio and Television Institute** Associate Professor | Adjunct lecturer
Maspero | Ministry of Information (Part time)
www.maspero.eg

Academic and teaching duties

- Creating Workshops for Local and International Egyptian TV channels
- Teaching the following courses
 - Digital Video Editing Course
 - Digital content for Social Media Course
 - Motion graphics Course
 - Video Journalism Course

2005 - 2011 **MIU – Misr International University** Lecturer | Video editing, Animation and Digital
Faculty of mass Communication Compositing, 3D Animation
www.miuegypt.edu.eg (Part time)

Academic and teaching duties

- Member of final projects jury and Participating in Upgrading the Computer Labs of Faculty of Mass communication
- Teaching the following courses
 - digital video editing course
 - Digital compositing and media production course
 - 3D design and Animation Course

2003 - 2010 **YAT education** Technical developer | Instructor
YAT Advertising Art Director
www.yatlearning.com (Full time)

Academic duties

- Updating certified courses outlines
- Managing international Authorization requirements
- Managing Course evaluations
- Supervising Course requirements (SW / HW) upgrading
- Writing and developing course handbooks and courseware files

Teaching duties

- Teaching the following courses
 - Audio / video post-production courses
 - Adobe After Effects Certified Motion graphics / infographic Course
 - Adobe Photoshop Certified Course
 - Autodesk 3Ds Max foundation, intermediate and Advanced certified course
 - Adobe Premiere Pro Certified course

Professional Duties

- Managing creative and design team
- Directing videos
- Advanced video/audio editing
- Digital compositing
- 3D design and animation

2003 - 2010

ITI - Information Technology Institute

Instructor
(Part time)

www.iti.gov.eg

Teaching Duties

- Teaching the following courses
 - Audio production courses
 - Adobe Audition Certified Audio editing Course

B. Training Employment | Sampled accomplished teaching projects highlights

2003 to present

Teaching achievements Highlights

more than 30,000 hours of successful teaching hands-on training till now.

(2023)

- **Client: Ministry of information –Oman TV – Sultanate of Oman**

www.omaninfo.om

Through LPI and Fusion and Adobe Authorized training center AATC.

- As an ACI Adobe Certified Instructor (USA)

Consultation with hands-on training on the job

- Advanced video editing and visual effects using Adobe premiere pro.
- Advanced Digital compositing and motion graphics using Adobe After effects.

لبرنامج التدريب المعتمد دوليا من أدوبي

(2023)

- **Client: Dubai Media – Government of Dubai – UAE**

<https://www.dmi.gov.ae>

Through Exceed media an Adobe Authorized training center AATC.

- As an ACI Adobe Certified Instructor (USA)
- As a CI Maxon Cinema 4D Certified Instructor (Germany)

- Teaching Advanced video editing and visual effects using Adobe premiere pro.
- Teaching Advanced Digital compositing and motion graphics using Adobe After effects.

تدريب و تطوير فريق عمل مؤسسة دبي للإعلام بحكومة دبي علي برنامج أدوبي برمير المستوي الاحترافي
تدريب و تطوير فريق عمل دبي للإعلام ، حكومة دبي علي برنامج أدوبي أفترافتس المستوي الاحترافي

(2022)

- **Client: Strategico Abu Dhabi , twofour54 partner - UAE**

<https://strategico.ae/>

Through Exceed media an Adobe Authorized training center AATC.

- As an ACI Adobe Certified Instructor (USA)

- Teaching Advanced Digital infographics with motion graphics using Adobe illustrator and After effects

تدريب و تأهيل العاملين والخرجين ، بالتعاون مع سنتراتيكيكو علي برنامج أدوبي إليستراتو وأفتر أفكتس

(2021)

- **Client: Hitachi Energy – Inc**

www.hitachienergy.com

Through Exceed media an Adobe Authorized training center AATC.

- As an ACI Adobe Certified Instructor (USA)
- As a CI Maxon Cinema 4D Certified Instructor (Germany)

- Teaching Advanced Digital infographics with motion graphics using Adobe illustrator and After effects

تدريب و تطوير العاملين بشركة هيتاشي العالمية علي برنامج أدوبي إليستراتو برمبير برو وأفتر أفكتس .

(2021)

- **Client: Arabian Gulf university, Bahrain**

<https://uob.edu.bh>

Through Exceed media an Adobe Authorized training center AATC.

- As an ACI Adobe Certified Instructor (USA)

- Teaching Advanced Digital infographics with motion graphics using Adobe illustrator and After effects

تدريب و تطوير الأساتذة والعاملين ، بجامعة الخليج العربي بدولة البحرين علي برنامج أدوبي إليستراتو وأفتر أفكتس

(2021)

- **Client: Kion group – Linde – Inc**

www.kiongroup.com

Through Exceed media an Adobe Authorized training center AATC.

- As an ACI Adobe Certified Instructor (USA)

- Teaching Advanced Digital publishing using Adobe indesign and Adobe illustrator

تدريب و تطوير العاملين بشركة كيون العالمية وليندي العالمية علي برنامج الانديزاين والاليستراتور للنشر الرقمي

(2010 - 2021)

- **Client: ERTU Maspero, Egyptian Radio and Television Union & Nile SAT – EGY**

www.maspero.eg

Through Radio Television Institute RTI

- As an HootSuite Academy Social media marketing Certified Professional (Canada)
- As an ACI Adobe Certified Instructor (USA)

Consulting and Teaching

- Social Media Marketing using Digital Media.
- Teaching Digital media
- Teaching Promo design and channel Identity and infographic
- Teaching broadcasting virtual studio

تقديم دورات المونتاج والمؤثرات الخاصة لتطوير فريق عمل القنوات التلفزيونية والفضائية المصرية بمعهد الإذاعة والتلفزيون والقنوات الفضائية والإقليمية بجمهورية مصر العربية " ماسبيرو "

(2021)

- **Client: Ministry of Petroleum & Mineral Resources – EGY**

www.petroleum.gov.eg

Through Enpi training

- As an HootSuite Academy Social media marketing Certified Professional (Canada)

Consulting and Teaching

- Social Media Marketing using Digital Media.
- Teaching Digital media

تقديم دورات التسويق الاليكتروني الخاصة لتطوير فريق قطاع البترول والغاز بوزارة البترول بمعهد التدريب بشركة أنبي للبترول بجمهورية مصر العربية .

(2017 - 2019)

- **Client: ROP Royal Oman Police - Sultanate of Oman**

www.rop.gov.om

Through LPI and Fusion Academy an Adobe Authorized training center AATC.

- As an ACI Adobe Certified Instructor (USA)

- Teaching graphic Design and printing techniques
- Teaching adjustments and manipulation

تدريب و تطوير العاملين بشرطة سلطنة عمان قسم التصميم علي معالجة الصور والتصميم الرقمي المستوي الاحترافي لبرنامج التدريب المعتمد دوليا من أدوبي

(2018)

- **Client: National Telecom Regulatory Authority (NTRA) - EGY**

<https://mcit.gov.eg>

Through Fusion Academy an Autodesk Authorized training center AATC.

- As an ACI Adobe Certified Instructor (USA)
- As an ACT Apple Certified Trainer (UK)

- Teaching Audio/Video and Photo Adjustments

تدريب و تطوير العاملين بالقرية الذكية وزارة الاتصالات المصرية علي المونتاج للصوت والصورة ومعالجة الصور

(2016 - 2019)

- **Client: Ministry of Defense - Sultanate of Oman**

www.mod.gov.om

Through Fusion Academy an Adobe and Autodesk Authorized training center AATC.

- As an ACT Apple Certified Trainer (UK)
- As an ACI Adobe Certified Instructor (USA)
- As an CI Black Magic Design Davinci Resolve Certified Instructor (USA)

- Teaching Video Editing and Color Correction
- Teaching graphic Design and printing techniques
- Teaching Video Visual Effects & Digital Compositing
- Teaching Cinematography and video standards

تدريب و تطوير العاملين بوزارة الدفاع بسلطنة عمان علي برنامج المونتاج والتلوين وإنتاج الفيديو الرقمي المستوي الاحترافي لبرنامج التدريب المعتمد دوليا

(2017)

- **Client: Muscat Municipality - Sultanate of Oman**

www.mm.gov.om

Through LPI and Fusion Academy an Adobe Authorized training center AATC.

- As an ACI Adobe Certified Instructor (USA)

- Teaching Adobe Video Editing and visual effects using premiere pro and after effects
- Teaching graphic Design using Adobe photoshop and illustrator
- Teaching sound editing using Adobe Audition
- Teaching publishing using Adobe InDesign and Acrobat

تدريب و تطوير العاملين ببلدية مسقط ، بسلطنة عمان علي برامج المونتاج والتصميم الرقمي المستوي الاحترافي لبرامج أدوبي المعتمدة

(2017)

- **Client: National Records and Archives Authority NRAA - Sultanate of Oman**

<https://nraa.gov.om>

Through LPI and Fusion Academy an Adobe Authorized training center AATC.

- As an ACI Adobe Certified Instructor (USA)

- Teaching Adobe Infographic using Adobe Photoshop and illustrator and Acrobat

تدريب و تطوير العاملين بهيئة الوثائق والمحفوظات ، بسلطنة عمان علي برامج الإنفوجراف والتصميم الرقمي المستوي الاحترافي

(2016)

- **Client: Edita – Egyptian snack food – EGY**

<https://edita.com.eg>

Through Fusion Academy an Autodesk Authorized training center AATC.

- As an ACI Autodesk Certified Instructor (USA)

- Teaching Autodesk 3Ds Max Design and Animation

تدريب و تطوير العاملين بشركة إيديتا قسم التسويق والتصميم ، بجمهورية مصر العربية علي برامج التصميم والتحرك ثلاثي الأبعاد المستوي الاحترافي

(2013)

- **Client: National Center of Meteorology , NCM, Minister of Presidential Court, United Arab Emirates - UAE**

www.ncm.ae

Through Fusion Academy an E-on Software Authorized training center.

- As an E-on software Certified Instructor (France)

- consulting and Teaching for E-on software Vue Xtreme 3D natural environment physical simulation and Animation

تدريب و تطوير العاملين بقسم الميديا بالمركز الوطني للأرصاد التابع لديوان الرئاسة بدولة الإمارات العربية المتحدة، علي برامج التصميم والتحرك لمحاكاة الظواهر الطبيعية ثلاثي الأبعاد المستوي الاحترافي

(2013 - 2019)

- **Client: PAS – Petroleum Air Services, Egyptian General Petroleum Corporation - EGY**

www.pas.com.eg

Through Fusion Academy an Autodesk Authorized training center AATC.

- As an ACT Apple Certified Trainer (UK)
- As an ACI Adobe Certified Instructor (USA)
- As an CI Black Magic Design Davinci Resolve Certified Instructor (USA)

Consulting and Teaching

- Video Shooting and Storyboarding
- Video editing using Final Cut Pro
- Motion graphics and visual effects using Adobe After Effects
- Color correction and color grading using Davinci Resolve

تدريب و تطوير العاملين بوزارة الطيران خدمات البترول الجوية قسم التسويق والتصميم، بجمهورية مصر العربية علي التصوير الفيديو وبرامج المونتاج والتلوين والمؤثرات الخاصة والتحرك المستوي الاحترافي

(2013)

- **Client: National Telecom Regulatory Authority (NTRA) of Egypt – EGY**

<https://mcit.gov.eg>

Through Fusion Academy an Autodesk Authorized training center AATC.

- As an ACI Autodesk Certified Instructor (USA)

- Teaching Autodesk 3D Max Design and animation

تدريب و تطوير العاملين بوزارة الاتصالات ونظم المعلومات قسم التصميم، بجمهورية مصر العربية علي برامج التصميم والتحرك ثلاثي الأبعاد المستوي الاحترافي وخوض الاختبارات الدولية لبرنامج التدريب المعتمد دوليا

(2011 - 2013)

- **Client: Arab International Optronics (AIO) - Egyptian Army Forced - EGY**

www.mod.gov.eg

<http://www.nspo.com.eg>

Through Fusion Academy an Autodesk Authorized training center AATC.

- As an ACI Autodesk Certified Instructor (USA)
- As an ACT Apple Certified Trainer (UK)
- As an ACI Adobe Certified Instructor (USA)
- As an E-on software Certified Instructor (France)

- Teaching Autodesk 3D Max Design and animation
- Teaching video Editing and visual effects
- Teaching 3D simulation and Animation using Eon Software Vue Xtreme

تدريب و تطوير العاملين بوزارة الدفاع جهاز مشروعات الخدمة الوطنية وقسم نظم المعلومات قسم التصميم، بجمهورية مصر العربية علي برامج التصميم والتحرك ثلاثي الأبعاد المستوي الاحترافي، برنامج تدريب معتمد دوليا

(2010-2011)

- **Client: AUC - American University in Cairo - EGY**

www.aucegypt.edu

Through Fusion Academy an Autodesk Authorized training center AATC.

- As an ACT Apple Certified trainer (UK)

Teaching Video Editing and motion using Apple Final Cut Pro

تدريب و تطوير العاملين وأعضاء هيئة التدريس بالجامعة الأمريكية بالقاهرة، بجمهورية مصر العربية علي برامج المونتاج والمؤثرات الخاصة بالفاين لكت من شركة أبل ، برنامج التدريب المعتمد دوليا

(2019 - 2010)

- **Client: Egyptian State Information Service of Egypt - EGY**

www.sis.gov.eg

Through Fusion Academy an Autodesk Authorized training center AATC.

- As an ACI Adobe Certified Instructor (USA)

- Teaching Film Making production using Adobe premiere Pro and Adobe After Effects

تدريب و تطوير العاملين بالهيئة العامة للاستعلامات بجمهورية مصر العربية ، قسم الفيديو، علي برامج صناعة الأفلام والمونتاج والتحرك والمؤثرات الخاصة للصوت والصورة المستوي الاحترافي

C. Professional Employment | Sampled Accomplished Projects Highlights

2003 to present **Professional Advertising and Media production Projects Highlights**
Participating in more than 1000 Advertising and Media Production and Post Production projects starting from script writing, Directing and Cinematography to Video editing and Digital compositing, also have been working in the field of 3D design to 3D Animation and Visualization
<**Sampled Media production Projects highlights**>
www.aymanelgndy.com/work-samples

2010 to present **Fusion Advertising Agency** Creative Director
(Partner)
www.fusionartlabs.com

- 2018 – 2023 **Project :** Trato Mobile Application
- Client : **Trato development** – www.gotrato.com
 - Job role : Creative design corporate identity CI
Project manager / Digital Media Director
- 2022 **Project :** Humania progressing wellbeing - Batterjee Group
Africa Health Excon Motion graphics video
- Client : **Humania progressing wellbeing** – <https://www.humaniacap.com>
 - Job role : Creative Director / Animator
- 2022 **Project :** 15 episodes : Faces - Metaverse
- Client : **MGR | Viu ,AbuDhabi TV , sada elbalad TV , safwa TV**
 - Job Role : Graphics and Digital compositing
Visual Effects Supervisor (VFX)
- 2022 **Project :** 30 episodes : Pablo
- Client : **MGR | AbuDhabi TV , AIMehwar , OSN**
 - Job Role : Graphics and Digital compositing
Visual Effects Supervisor (VFX)
- 2021 **Project :** Saudi German Hospital Safety and Security Film
- Client : **Saudi German Hospital – SGH** - <https://sghcairo.net/>
 - Job role : Creative Director / video editing – Color grading
- 2021 **Project :** Dutso Dairy TVC
- Client : **Dusto Dairy (Nederland)** - <https://dutso-dairy.com/>
 - Job role : Creative Director / 3D design and Animation
- 2021 **Project :** Saudi German Hospital - MAYO clinic Award winning 2021 video
- Client : **Saudi German Hospital – SGH** - <https://sghcairo.net/>
 - Job role : Creative Director / Animator
- 2021 **Project :** 50 episodes : Sayda Zeinab
- Client : **MGR | Viu MENA, AIMehwar TV , sada elbalad TV , safwa TV**
 - Job Role : Graphics and Digital compositing
Visual Effects Supervisor (VFX)
Creating Titles Opening / Closing
- 2021 **Project :** Sky Benha Compound Visualization
- Client : **Sky Benha Developments**
 - Job role : Creative director / 3D visualization and animation

- 2020 **Project :** 30 episodes : Infiltration 2
- Client : **SBA | Saudi broadcast Authority – First media Production , SBC TV - KSA**
 - Job Role : Graphics and Digital compositing
Visual Effects Supervisor (VFX)
Creating Promo
- 2019 **Project :** 60 episodes : Sakan banat
- Client : **MGR | Bein Drama TV, El Nehar TV**
 - Job Role : Graphics and Digital compositing
Visual Effects Supervisor (VFX)
Color Grading
Creating Promo
- 2019 **Project :** Sipes paints motion graphics promo video
- **Client : Sipes Paints**
 - Job role : Creative director / Motion graphics animator
- 2018 **Project :** Dubai Sky Club and Resort 3D Visualization
- Client : **Dubai Civil Aviation Authority - UAE**
 - Agency : **Creative Motion for media Production - UAE**
 - Job role : Creative director / 3D visualization and animation
- 2018 **Project :** Assuyrian University (IRAQ) Concept design and 3D visualization
- Client : **Project Manager : Firas Eyada
Germany - Dusseldorf**
 - Job role : Creative director / 3D visualization and animation
- 2017 **Project :** Opium Resort north coast 3D visualization
- Client : **Karma Developments - EGY**
 - Job role : Creative director / 3D visualization and animation
- 2016 **Project :** "KAU" King Abd-EI-Aziz University Celebrating 50 years Film, KSA
- Client : **KAU | Cinema Shot - KSA**
 - Job role : Motion Graphic Director / Animator
- 2015 **Project :** Boxhill university Kuwait 3D animation and Visualization
- Client : **Boxhill university | brainstormwll design - Kw**
 - Job role : 3D animation and Visualization
- 2014 **Project :** Liwan City Dubai 3D animation and Visualization
- Client : **Mazaya developments | brainstormwll design - UAE**
 - Job role : 3D animation and Visualization
- 2014 **Project :** EL-OTT Film , by Amr Waked and Farouk El Feshawy
- Client : **Zad Films Production - EGY**
 - Job role : Trailers/ Credits Creative Editing & Compositing
- 2013 **Project :** EG Airport tracker int. Film
- Client : **NANSC National Air Navigation Services Company - EGY**
 - Job role : Director and film maker
- 2012 **Project :** Saving nature int. Music Concert opera house
- Client : **Opera house | Spero foundation - Gr**
 - Job role : Director / film maker

2008 - 2016

JWT

Media Art Director
(Part-timer – Freelancer)

www.jwt.com

Project : Lipton – Sunsilk – Lux (ATL / BTL) campaigns

- Client : **Unilever**
 - Job role : Creative media presentation designer / Animator

Project : Vodafone TVC campaign

- Client : **Vodafone**
 - Job role : Creative media presentation designer / Animator

Project : bank Masr presentation Advertising campaign

- Client : **Bank Masr**
 - Job role : Presentation designer / Animator

Project : Nestle Ice cream interactive game

- Client : **Nestle**
 - Job role : interactive game designer / Animator

Project : HSBC interactive Media

- Client : **HSBC**
 - Job role : Interactive Designer / Developer

2010 to 2012

**VMLY&R
Y & R Young & Rubicam agency**

Media Art Director
(Freelancer)

www.vmlyr.com

Project : Sony Mobile animation

- Client : **Sony**
 - Job role : 3D modeling and 2D / 3D Animation

Project : Congistal Medicine advertising campaign

- Client : **Pfizer**
 - Job role : 3D modeling and design

2006 to 2015

YAT advertising agency

Media Art Director
(Freelancer)

<https://yatcommunication.com/>

Project : WHO birds flu TVC

- Client : **WHO (World Health Organization – MEA)**
 - Job role : Director and Animator

Project : WHO Saving Mothers Life PSA

- Client : **WHO (World Health Organization – MEA)**
 - Job role : Director and Animator

Project : WHO Defeat malaria PSA

- Client : **WHO (World Health Organization – MEA)**
 - Job role : Director and Animator

Project : World Sight Day PSA

- Client : **WHO (World Health Organization – MEA)**
 - Job role : Director and Animator

D. Certifications and Qualifications

All Digital and hardcopies certificates are available upon request.
 Also can be Verified online through Credly or the credential links below each certificate.
www.credly.com/users/ayman

2018 – 2023

Black Magic Design

United States of America

<https://education.hootsuite.com>



- Certificate:
 - **Black magic design Davinci Resolve Certified Trainer**
 - **Black magic design Davinci Resolve Certified Professional**
- Qualification:
 - certified trainer for Color grading and video editing

2018

HootSuite Academy

Vancouver, Canada

<https://education.hootsuite.com>



- Certificate:
 - **Social media marketing Certified Professional**
- Qualification:
 - social media strategy, community building, content marketing & advertising

*credential link :
<https://www.credential.net/898ea1a4-90db-4aa6-b01d-8a398b5422ca#gs.3w9kdl>

2016

Maxon GmbH

Germany

www.maxon.net



- Certificate:
 - **Maxon Cinema 4D certified Instructor CI**
- Qualification:
 - Awarded after joining the Maxon Certified trainer Program at Digital Art School - Augenpulver Design Germany.

Instructor : Eng. Pavel Zoch PhD

2010 - 2015

HU Helwan University

Faculty of Applied Arts
 Photography Cinema & TV Department

Cairo, Egypt

www.helwan.edu.eg

- Certificates :
 - Academic Degrees
 - **PH.D in Applied Arts - Photography Cinema & TV**
 - Thesis entitled: "Controls of High Definition Image Production in Advertising for Television Commercials"
 - Supervisors : Prof. Dr. Adel El Hifnawy - Prof. Dr. Mohamed Elsayy
 - **MS.c in Applied Arts - Photography Cinema & TV**
 - Thesis entitled: Studying the effective factors in designing & compositing 3D graphics with digital Video
 - Supervisors : Prof. Dr. Mohamed Elsayy - Prof. Dr. Wael Anany

2015 **Deutsche Welle Akademie** Bonn, Germany
<https://akademie.dw.com>

- Certificate:
 - **DW Akademie certified in Media Production**
- Qualification:
- Awarded after attending Media Production "Summer School Course" includes: online blog, short film, photo album & copywriting.
- Instructors: Almuth Schellpeper, IMS Senior Lecturer,
 DWA Petra Kohnen, Head of Int. Language Program,
 DWA
 Frank Norden, Trainer, DWA

2010 - 2015 **Apple Inc.** London, United Kingdom
www.apple.com



- Certificates:
 - **Apple Certified Trainer**
 - **Apple Final Cut Pro Certified Professional**
- Qualification:
- Certified Trainer and Professional for Post production Video editing and Effects.
- Instructor: Chris Robert, Apple Mentor Trainer, Video Producer/ Editor

2010 - present **Adobe Inc.** United States of America
 Tokyo, Japan
www.adobe.com



- Certificates:
 - **Adobe Certified Instructor**
 - **Apple Certified Video Specialist**
 - **Apple Certified Expert**
 - **Apple Certified Community**
 - **Apple Certified Campus Leader**
 - **Apple Creative Educator**
 - **Apple Education exchange Trendsetter**
- Qualification:
- Certified Instructor and Expert for Adobe photoshop , Adobe premiere pro and Adobe After effect
- Certified Video Specialist for post-production video editing, motion graphics and digital compositing

*credential link :
<https://www.credly.com/badges/dba79935-5cd0-4f3f-ad4f-c63ab9b4b654>
<https://www.credly.com/badges/4e36cb5f-8017-4735-93d4-68c1c160e3c7>
<https://www.credly.com/badges/756f1a42-1f43-4221-a184-68e0804b025e>
<https://www.credly.com/badges/4ca0433e-2038-4fb1-8206-a372824e213d>

2010 - present **Future Media Concepts, inc.** United States of America -
 Canada
 Tokyo, Japan
www.fmctraining.com

- Certificates:
 - **Adobe Certified Instructor**
- Qualification:
- Certified Instructor for Adobe Creative Cloud
- Certified Instructor for Adobe premiere pro
- Instructor: Ritchard M. Harrington, PMP, RHED Pixel

2009 - present

Autodesk, inc.

United States of America -
Canada
Tokyo, Japan

www.fmctraining.com



- Certificates:
 - **Autodesk Certified Instructor (Gold Level)**
 - **Autodesk Authorized Instructor**
 - **Autodesk Certified Instructor**
 - **Autodesk Certified 3Ds Max Professional**
 - **Autodesk Certified 3Ds Max Professional Surface and look development**
 - **Autodesk Certified 3Ds Max Professional models to motion**
 - **Autodesk Certified Associate**

Qualification:

- Certified Instructor and professional for 3D design visualization and Animation with 3Ds Max



*credential link :

<https://www.credly.com/badges/645bac16-a20a-4173-9654-182acab01d97>
<https://www.credly.com/badges/d4f38cfe-697f-41c6-a660-7c13da461c88>
<https://www.credly.com/badges/7cc0ddb9-d7b2-41cc-82c7-d8de8ba15b11>

<https://www.certipoint.com/portal/pages/credentialverification.aspx>
#wB4kn-22rs

2014 - present

Vinsys, inc
Autodesk

India

www.vinsys.com



- Certificates:
 - **Autodesk Certified Instructor**

Qualification:

- Certified Instructor and professional for 3D design visualization and Animation with 3Ds Max

Instructor: Anand Geethagovindan an Autodesk ACI Evaluator

2012 - present

Knowledge Point
Autodesk

United Kingdom

<https://knowledgepoint.com/>

- Certificates:
 - **Autodesk Authorized Instructor**

Qualification:

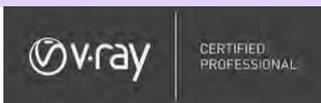
- Certified Instructor and professional for 3D design visualization and Animation with 3Ds Max

2017 - present

Chaos Group

Sofia, Bulgaria

www.chaos.com



- Certificates:
 - **Chaos Group V-RAY Certified professional**

Qualification:

- Certified professional for V-RAY 3.0 Rendering for 3Ds Max

*credential link :

<https://www.chaos.com/education/certified-professionals?product=vray-3ds-max&country=EG>

2010 - present **Toonboom** Montreal, Canada
www.toonboom.com



- Certificates:
 - **ToonBoom harmony premium Certified Trainer**
 - **ToonBoom harmony premium Certified Professional**
 - **ToonBoom Animate pro Certified Professional**
 - **ToonBoom Digital Pro Certified Professional**
 - **ToonBoom Certified instructor**
 - Authorized representative of Toon Boom Animation Inc in Egypt.
- Qualification:
- Certified Trainer and professional for 2D animation with Toonboom harmony premium
- Instructor : Harry Ravelomanantsoa, Toon Boom, Director of Sales

2016 - 2017 **LPI – Learning Performance Institute** United Kingdom
<https://www.thelpi.org/>



- Certificates:
 - **FLPI (Fellow) Learning Performance Institute**
- Qualification:
- Certified senior L&D professionals with more than 5 years' experience

2015 - 2016 **LPI – Learning Performance Institute** United Kingdom
<https://www.thelpi.org/>



- Certificates:
 - **MLPI (member) Learning Performance Institute**
- Qualification:
- Certified L&D professionals with 2 to 5 years' experience

2014 - 2015 **LPI – Learning Performance Institute** United Kingdom
<https://www.thelpi.org/>



- Certificates:
 - **ALPI (Associate) Learning Performance Institute**
- Qualification:
- Certified L&D professionals with 2 years' experience

2014 - 2017 **LPI – Learning Performance Institute** United Kingdom
<https://www.thelpi.org/>



- Certificates:
 - **INSTITUTE CERTIFIED TRAINING PRACTITIONER**
- Qualification:
- Certified Instructor and completed the Learning and Performance Institute's TPMA Programme (Trainer Performance Monitoring & Assessment)

2015 **UEA - University of East Anglia** United Kingdom
Future Learn

- Certificates:
 - **Statement of Participation in Advertising and Branding**

- Qualification:
- Certified in digital branding after participating in The Secret Power of Brands Course

- Instructor: Prof. Robert Jones, Visiting Professor
 "UEA" University of East Anglia in United Kingdom

2013 **Web Academy** Dubai, United Arab Emirates
Sadat Academy & Google Corp.

- Certificates:
 - **Mini MBA, Master of Business Administration**

- Qualification:
- Certified in digital marketing as part of Google Master Business Administration for Web Program

2010 **E-on Software** Paris, France
<https://info.e-onsoftware.com>

- Certificates:
 - **E-on Vue Xstream Certified professional**

- Qualification:
- Certified in in creating digital natural environment with animation and stimulations

E. Academic Extracurricular Activities

i. Publications & Writing

Academic Publications

published research papers in international Academic journals and Magazines

AACIA
 April 2021

- Journal : **The Arab Association of Civilization and Islamic Arts journal – AACIA**
 Paper title : Using immersive media to develop the most intuitive way to view, build and share interactive animated Augmented reality AR
 " - 2 -
 DOI: 10.21608/mjaf.2020.46686.1992

https://mjaf.journals.ekb.eg/article_138888_819a934347e26446117326f033b76376.pdf?lang=en

ASJP - University of
 Mostaganem-Algeria
 (2021)

- Journal : **Algerian scientific journal – ASJP**
International Journal of Social Communication VOL:08 / No: 1
 ISSN: 2437 – 1181 EISSN: 2710-8139
University of Mostaganem-Algeria
 Paper title : Developing internal communication using modern digital methods

<https://www.asjp.cerist.dz/en/downArticle/524/8/1/164161>

- AUE - Springer (2020)
 - Journal : **Springer American University in the Emirates** VOL :03
Paper title : Useful methods for organizing media files and projects in postproduction workflows
<https://aueirc.aue.ae/aueirc-2020/program-aug-2020/#call-for-papers>
- AACIA April 2019
 - Journal : **The Arab Association of Civilization and Islamic Arts journal – AACIA**
Paper title : Studying modern methods and composting digital 2D animation with 3D animation for animation film production
DOI: 01801.01 /mjaf.2019.10800.1029
https://mjaf.journals.ekb.eg/jufile?ar_sfile=188191&lang=en
- AACIA April 2019
 - Journal : **Adobe education exchange**
Paper title : The New Project Aero 6 steps Sampled workflow Infographic
Edex.adobe.com
<https://edex.adobe.com/teaching-resources/the-new-project-aero-6-steps-sampled-workflow-infographic>
- 2017 -2018
 - Magazine : **Broadcasting Art magazine, by Egyptian National Television, EGY**
Publisher in the multimedia section of the magazine
- 2009 - 2010
 - Magazine : **Alam El-Computer Monthly Magazine, UAE**
Monthly Publisher in the multimedia section.
- 2004 - 2008
 - Writing and developing **YAT Education** Multimedia and Graphics Courseware books and training guides

ii. Supervising PhD and MSc thesis

- 2019 – 2022
 - Supervised MSc thesis and discussed titled : **“Online Platform for local designers”** at the Faculty of Applied Science and Arts , GUC - German University in Cairo
By Kholoud Abdaziz
- 2020 – 2023
 - Supervised MSc thesis and discussed titled : **“Studying the effect of composing 3D Animation, Audio and Video for 3D Projection Mapping”** at the Faculty of Applied Science and Arts , GUC - German University in Cairo
By Sabine Sultan
Co-supervisor : Prof. Dr. Dieter Fritsch, University Stuttgart.de
- 2021 – present
 - Co-Supervising PhD thesis ; Thesis Title: **“Immersive media as an educational tool in higher education : Art history modules”** at the Faculty of Applied Science and Arts , GUC - German University in Cairo
By Nora Khahil
Main Supervisor : Prof. Dr Ahmed Wahby – Vice Dean of students Affairs

-
- 2022 – present
- Supervising a MSc thesis ;
Thesis Title: **The Impact of Motion Control Systems on Real-Time Virtual Production**
at the Faculty of Applied Science and Arts , GUC - German University in Cairo
By Mark Milad
Co-supervisors : Prof. Dr Milad Ghantous, Prof. Dr Sourba Hassan
-
- 2022 – present
- Supervising a MSc thesis ;
Thesis Title: **The impact of visual polish on game feel and virtual sensation in 2D video games**
at the Faculty of Applied Science and Arts , GUC - German University in Cairo
By Aly Eldin Sakr
Co-supervisors : Prof. Gwendolyn Kulick
-
- 2022 – present
- Supervising a MSc thesis ;
Thesis Title: **The impact of interactive spatial storytelling on users behaviors through immersive media**
at the Faculty of Applied Science and Arts , GUC - German University in Cairo
By Nadine Tarek
Co-supervisors : Prof. Gwendolyn Kulick, Dr. George Fahim

iii. Academic Research Conferences - Events

Participation and presentation

- 2019
- Participated and presented in the **4th International Research conference 2019 in L'ecole Nationale de commerce et de gestion d'Aganir (ENCG-A) in Morocco**

The theme of the conference is " The Role of Internal Communication in the Management of performance and the Competitiveness of Human Capital in Public and Private Organizations"
 - Title of the paper: " **The role of modern digital methods to develop internal communication, Experimental study of the Faculty of Media Design Department, Faculty of Applied Sciences and Arts, German University ni Cairo**"
 - National School of Commerce and Management Ibn Zohr University, Agadir, Morocco
Agadir, 19-20 December, 2019.
-
- 2022
- Participated as an academic speakers on the conference "**Mobile Journalism and the Future of Media ` Future University in Egypt (FUE)** with partnership with the **Institute of Electrical and Electronics Engineers (IEEE)** a professional association for electronic engineering and electrical engineering (and associated disciplines).
- Under the auspices of Prof. Dr. Khaled Abdel Ghaffar, Minister of Higher Education and Scientific Research
 - Session title: **Global design skills in mobile journalism**
 - Future University in Egypt (FUE)
in 19- 20 of March 2022
-

-
- 2022
- Participated in the **12th International Research conference " Arts & citizenship "Dialogues of history, practice and education" in Luxor, Aswan, Egypt** by The French APTEES, The Arab Association for Islamic Arts and Civilization ,Faculty of fine arts Luxor , Faculty of Applied Arts, Damietta University and League of Islamic Universities,
 - Introducing and demonstrating a research paper under the title : '**Live link a 3D animated object in Digital compositing for film and video using Cineware and Camera tracking"**
 - At Luxor – Aswan
In 14 – 20 december 2022
-
- 2022
- Participated as an academic guest speakers during **Digital Media meets The Market Event at Coventry university ,**
 - Session title: **Color Grading for Video Production: Blackmagic DaVinci Resolve Hollywood's #1 post solution**
 - at the Knowledge Hub (TKH) Universities that is hosting Coventry University
Venue: Auditorium
in Tuesday 15th of November 2022
-
- 2021
- Participated in the **9th International Research conference "Civilizational challenges within the shades of the third millennium" (Heritage-Technology-Design) in Strasbourg , France,** by The French APTEES, The Arab Association for Islamic Arts and Civilization ,Faculty of Applied Arts, Damietta University - Egypt, Space and Society Observatory - Canada, Higher ,Institute of Arts and Crafts of Sidi Bouzid - Tunisia and League of Islamic Universities,
 - Introducing and demonstrating my research paper under the title : **The evolution of planar tracking and rotoscoping techniques for digital media compositing and post- production workflows"**
 - At Apteas , Strasbourg – France
In 21 – 25 december 2021
-
- 2010
- Participated in the **3rd International Research conference 2020 of the American University in the Emirates "** TRANSITION TO KNOWLEDGE ECONOMY Challenges, Smart Opportunities and Innovation
 - UNDER THE PATRONAGE OF HIS HIGHNESS SHEIKH HAMDAN BIN RASHID AL MAKTOUM, DEPUTY RULER OF DUBAI AND MINISTER OF FINANCE
 - Introducing and demonstrating my research paper under the title : Useful methods for organizing media and projects in post-production workflows
 - Springers - AUE American University in the Emirates
August 8th-11th, 2020
-
- 2020
- Participated and presenting a Design Talk in the GUC - German University in Cairo for the Faculty of Applied Science and Arts
 - Design Talk title : **Magic of Color grading with black magic DaVinci Resolve**
 - Faculty of Applied Science and Arts , German University in Cairo
in Tuesday 15th of November 2020
-

- 2020
- Participated in the **7th International Research conference 2020 by The Arab Association of Civilization and Islamic Arts in Sharm El-Sheikh "Heritage, Tourism and Art between Reality & The Honed For "**
by The Arab Association for Islamic Arts and Civilization , applied arts Professions Syndicate, EG and League of Islamic Universities,
 - Introducing and demonstrating my research paper under the title :
Immersive media "
Interactive Animated Augmented Reality(AR)
19
 - Sharm El-Sheikh
In 14 – 20 december 2020
-
- 2019
- Participated and presented a Design Talk in the GUC - German University in Cairo for the Faculty of Applied Science and Arts
 - Design Talk title : **the smart Tools in 2D and 2.5 D animation integration with 3D Animation**
 - Faculty of Applied Science and Arts , German University in Cairo
in Tuesday 15th of November 2019
-
- 2016
- Participated as an Academic Speakers on the conference "**media Department Scientific Conference volume 01 – 2016/2017**
by The Faculty of applied arts , Helwan University, Photography Cinema and Television department
 - Session title: **Compositing using Camera tracking**
 - Faculty of Applied Arts, Helwan University
in 28 November 2016
-

iv. Jury / Evaluator / Committee Member

Participated International professional events and Summits

- GIU German International University Berlin
 - Appointment committee member,
serve as a member of the committee suggesting the appointment of (associate) professors of Media Design at GIU Berlin! , screening the applicants and creating a shortlist.
- SCD - Scientific college of design
 - jury member for the Fine Arts Department Bachelor Projects exhibition -
Spring 2018, Sultanate of Oman
- 3yeen Exhibition – Fusion Academy Photography
 - Jury member with the Egyptian Photography Professions associate
- GUC - German University in Cairo
 - Bachelor Committee Final thesis and Projects Jury member at the Faculty of Applied Science and Arts for the German University in Cairo
- GUC - German University in Cairo
 - Pre-Master Projects Committee Jury member at the Faculty of Applied Science and Arts for the German University in Cairo

F. Professional Events / Summits

Participated in International professional events and Summits

- **Events and Conferences**

Organizing and Supervising

- 2023
 - Organizing and supervising the Media Conversions Road map sessions event at the Faculty of Applied Science and Arts for the German University in Cairo from 06 to 13 June 2023
- 2022
 - Organizing and supervising the Media Shift conference volume 01 A conference for media professionals at the Faculty of Applied Science and Arts for the German University in Cairo 02 June 2022
- 2021
 - Organizing and supervising the animation techniques showcase event at the Faculty of Applied Science and Arts for the German University in Cairo 10 Dec 2021
- 2018 - 2019
 - Organizing and supervising Autodesk Road Show V1 and V2 at Fusion VFX academy - EGY 2018 – 2019
- 2009 - 2010
 - Organizing and supervising the ToonBoom Animation Event in Egypt 2019-2020 at the Fusion VFX academy 2009 , EGY sept 2009
- 2003
 - Organizing and supervising the talent Artist group : the Arts Zone Event V 0.1 at the Russian culture center 2003 , EGY Nov 2003

Participating and attending :

- 2022
 - Participating in the Autodesk Digital Transformation in Manufacturing digital skills camp Autodesk – Africa on the 8 – 9 November 2022
- 2021
 - Attended in the Amazon AWS summit online EMEA on the 9th of June 2021
- 2021
 - Attended Adobe MAX 2021 (discover whats new and whats next) 2021
- 2018
 - Participated in the Autodesk ATCs Summit 2018 in Cairo, EGY
- 2015
 - Attended the IBC 2015 in Amsterdam, Netherland
- 2013
 - Attended the Inter bEE Broadcast Expo 2013 in Tokyo, Japan,
- 2013
 - Participated in the Autodesk ATCs Summit 2013 in Dubai, UAE
- 2013
 - Attended **Arab media fourm 12** in 2013 , Dubai, UAE
- 2011
 - Participated in the Apple AATC/AATCeSummit 2011 in Manchester, UK
- 2010
 - Participated in the Apple AATC/AATCeSummit 2010 in Munich, Germany
- 2010
 - Participated in the Apple AATC/AATCeSummit 2010 in London, UK

G. Memberships and Professions Syndicates

2003 - present

Member of Academic and professional groups, Associations, Communities and Syndicates

- Member of Cinema Professions Syndicate, EG
<https://cinemaegypt.com>
- Member of applied arts Professions Syndicate, EG
<https://eds.org.eg>
- Member of Photography Professions associate, EG
- Fellow Membership [FLPI] Learning Professional Network UK
<https://www.thelpi.org/>
- Trendsetter at the Adobe education exchange EDEX
<https://edex.adobe.com/>
- Member of the Adobe Community professionals
<https://helpx.adobe.com/community/community-experts.html>
- Member and Head of the Talent Artists Group
- Member of INSTICC, Institute for Systems and Technologies of Information, Control and Communication
<https://portal.insticc.org>
- Member of ORCID, Connecting research and researchers.
www.orcid.org/
- Completed Arabic version of Role of Primary Health Care in context of COVID-19 pandemic World Health organization WHO EM In collaboration with UNICEF, UNFPA, UNHCR, UNAIDS & WONCA 2021

Language: Arabic/ **Native**, English/ **V. Good**, French/ **elementary**

**all Required Documents and certificates are available upon request*



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