



ACADEMIC CURRICULUM VITAE



ay.raafat@gmail.com



aymanraafat.com



ay.raafat



Dr. Ayman Raafat Elgendy Ph.D.

16 Nov. 1980 , Married



Villa 857, Zayed Gardens, 16 District ,
Shakh Zayed City , Giza , Egypt



+2 0100 68 99 1 77

+2 01 2222 0 22 56

+1 (415) 22 66 011

ACADEMIC EMPLOYMENT

- 2011 - Present **Assistant Professor, TV Training & Multimedia Supervisor & Advertising production** "CIC" Canadian International College, the New Cairo campus of Ottawa university in Canada
- 2005 - 2017 **Assistant Professor, Video Editing , VFX & Digital media (Part timer)** "Facutly of Applied Arts " Helwan University,
photography , Cinema & TV department
- 2003 - Present **Education Manager / Senior Instructor**
For International Authorizations & multimedia Dept.
Fusion VFX academy
- 2003 - Present **Assistant Professor / Digital media production , Social Media marketing Specialized /**
" RTI " Radio, and Television institute , Maspiro
- 2005 - 2010 **Lecturer / Multimedia Specialized**
"MIU" Misr International University,
Faculty of Mass Communication
- 2003 - 2005 **Teaching Assistant / Video Studio Specialist,**
"NCA" New Cairo Academy
Faculty of Applied Arts (Cinema, TV & photography dept.)

QUALIFICATIONS AND CERTIFICATES

- 2016 **Maxon Certified Trainer , Cinema 4D Studio Program**
Awarded after joining the Maxon Certified trainer Program with Digital Art School an Augenpulver Design Powered Company in Germany.
Instructor Eng. Pavel Zoch Ph.D.
*Being tested every new Version
From maxon GmbH in Germany
- 2015 **Ph.D. in Applied Arts, Department of Cinema and TV**
Awarded for Dissertation entitled: "Controls of High Definition Image Production in Advertising for Television Commercials."
From Helwan University in Egypt

- 2015 **Statement of Participation in Advertising and Branding**
Awarded after completing the course including all mandatory tests for
"The Secret Power of Brands Course" on Future Learn
Instructor: Prof. Robert Jones, Visiting Professor UEA
By "UEA" University of East Anglia in United Kingdom
- 2015 **DW Akademie certified in Media Production**
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
By "Deutsche Welle" Akademie in Bonn, Germany
- 2015 **Apple Final Cut Pro X Certified Trainer, Certified Professional**
Awarded as an Upgrading after Passing the FCPX Train the Trainer and
Professional Post production online Exam Proctor by Apple Inc.
*Being tested every year since 2010
By Apple Inc. USA
- 2015 **Adobe After Effects Certified Instructor, Certified Expert**
Awarded as an Upgrading recertification since 2011 Certified after Passing
the AE ACI Instructor Program & AE ACE Online Expert
Exam Protector by Pearson VUE testing center
*Being tested every new Version since 2011
By Adobe Inc. USA
- 2015 **Adobe Premiere Certified Instructor, Certified Expert**
Awarded as an Upgrading recertification since 2010 Certified after Passing
the PR ACI Instructor Program & PR ACE Online Expert Exam Protector by
Pearson VUE testing center
*Being tested every new Version since 2010
By Adobe Inc. USA
- 2015 **Adobe Photoshop Certified Instructor, Certified Expert**
Awarded as an Upgrading recertification since 2010 Certified after Passing
the PS ACI Instructor Program & PS ACE Online Expert Exam Protector by
Pearson VUE testing center
*Being tested every new Version since 2010
By Adobe Inc. USA
- 2014 **Adobe Video Specialist Certified Expert**
Awarded after Passing the Video Specialist Certification Program Req. &
Passing the PS, PR, AE, ACE Online Expert Exams.
By Adobe Inc. USA

- 2014 **FLPI (Fellow) Learning and Performance Institute and**
Awarded by the Learning and Performance institute after attending the TPMA "Trainer Performance and Monitoring Assessment" in 2010 & getting certified training Practitioner with associate Degree.
*Being renewed every year after yearly evaluation.
By: Learning Performance Institute in United Kingdom
- 2014 **Adobe Certified Instructor "Train the Trainer Program"**
Awarded by Adobe Inc. after attending the Train the Trainer program in Tokyo at Adobe training dept. & passing the Final Exams, Evaluations & presentations.
Instructor: Ritchard M. Harrington, PMP, RHED Pixel
By: Future media Concept USA. & Adobe Inc. Japan
- 2014 **Autodesk 3Ds Max Certified Instructor,**
Awarded by Autodesk Inc. after attending the ACI program by Autodesk & passing the Exams, with Evaluations & presentations
*Being tested and evaluated every 3 years
Instructor : Anand Geethagovindan an Autodesk ACI Evaluator
By: Autodesk, USA, & Vinsys IN
- 2013 **Mini MBA, Master of Business Administration**
Awarded by Web Academy in UAE with Co-operation with Sadat Academy in Egypt, part of Google Master of Business Administration for Web Program.
By: Google inc, Web academy UAE & Sadat Academy Egypt
- 2012 **Autodesk Authorized Instructor,**
Awarded by Autodesk Inc. after attending the TPMA program by Learning and Performance institute in London & passing the Final Evaluations & presentations
By: Autodesk USA, Knowledge Point, UK
- 2011 **E-on Vue Xstream Certified Instructor,**
Awarded by E-on software. After getting Authorization program by e-on software in creating digital natural environment & passing the Final Evaluations & presentations
By: E-on Software, France
- 2010 **M.A in Applied Arts, Department of Cinema and TV**
Awarded for Dissertation entitled: " Studying the effective factors in designing & compositing 3D graphics with digital Video."
By: Helwan University, Egypt
- 2010 **Apple Certified Trainer**
Awarded by Apple Inc. after attending the Train the Trainer program in Apple Inc. training dept. in London for Final Cut Pro & passing the Final Exams, Evaluations & in class presentations.
Instructor: Chris Robert, Apple Mentor Trainer, Video Producer/Editor
By: Apple Inc. London, United Kingdom

- 2010 **Maxon Certified Approved Instructor**
Awarded by Grapheast Jordan on behalf of Maxon GmbH Germany after passing the Final Exams, Evaluations & in class presentations Instructor: Waleed Al-Baddad, Maxon Certified Instructor
By: Maxon, Germany & Grapheast Jordan
- 2009 **Autodesk 3Ds Max Certified Professional,**
Awarded by Autodesk Inc. after Passing the ACP Exams by Autodesk Starttest and Certiport Certification testing since 2009 till Now
*Being tested every year on new versions and updates
By: Autodesk, USA & Certiport Inc.
- 2008 **Toon Boom Animation Certified Trainer**
Awarded by Toon Boom Inc. after attending the Train the Trainer program with Toon Boom on Digital Pro Program in 2009 passing the Final Exams, Evaluations & in class presentations then upgraded to Animate Pro in 2011 and Harmony in 2014 till now
Instructor: Harry Ravelomanantsoa, Toon Boom, Director of Sales
By: Toon Boom Animation Inc, Canada

PROFESSIONAL AFFILIATIONS AND SERVICES _____

A. Assistant Professor/Ph.D. at the Canadian College for the Following Courses:

- 01-Multimedia Course "RTV"
- 02-Digital media Course "RTV"
- 03-New media Course "RTV"
- 04-Electronic Media Course "RTV"
- 05-Graphics for TV broadcasting "RTV"
- 06-Online Journalism "JOR"
- 07-Introduction to Digital Journalism "JOR"
- 08-Advertising Production "PR & ADV"
- 09-Advertising for Radio and Television "RTV"
- 10-Broadcasting and Cinematography Training Level 1 & 2 & 3

Note: Fall 2015 teaching Load = 31 hours/week - Spring 2016 teaching Load = 27 hours/week

B. Senior Instructor at Fusion VFX academy for the Following tracks: Authorized Programs of Teaching:

- 1-Advanced Video Editing with Apple Final Cut Pro and Adobe Premiere Pro
- 2-Advanced Graphic design using Adobe Photoshop , Illustrator and InDesign
- 3-Visual Effects and Composting using Adobe After Effects
- 4-Motion Graphics and Animation using Adobe After Effects
- 5-Motion Graphics and Animation using Apple Motion
- 6-Audio Editing and Recording using Adobe Audition
- 7-Image Adjusting and design with Adobe Photoshop
- 8-3D Modeling / design and Animation using Autodesk 3Ds Max
- 9-Animation Cartoons Production using Toon Boom Harmony
- 10-Digital Natural environment Design & Animation with Vue Xstream
- 11-Cinematography and Digital Film Production
- 12-Digital photography

Note: more than 20,000 teaching Hours since 2003 till now.

< Sampled yearly Highlighted Accomplished Teaching Classes >

- (2018) Teaching Photoshop design /printing and Photo Adjustments.
Client: R.O.P Royal Oman police members , through Sadaf Institute " Oman "
- (2018) Teaching Adobe Creative Cloud Suite for Certified Expert / Certified Instructor.
Client: Muscat Municipality members , through Sadaf Institute " Oman "
- (2015-2017) Digital Media & Promos design Client: "Radio Television Institute " Maspiro, Egyptian National Television & Nile Sat. Multimedia Dept. Members.
- (2014-2016) Teaching Video Visual Effects & Digital Compositing and Graphic Design
Client: Omani Armed Forced , Multimedia Dept. Members " Oman "
- (2014-2015) Teaching 3Ds Max Design.
Client: Edita Corp, Egypt, Marketing & Design Dept. designers
- (2013-2014) Teaching Vue Xstream.
Client: NCMS, Minister of Presidential Affairs, Abu Dhabi, UAE
Members of Design & Multimedia Dept.
- (2012-2013) Teaching 3D Max Design & Animation
Client: National Telecom Institute in Egypt, Graphic design Dept.
- (2011-2012) Teaching 3D Film production, Animation and Stimulation
Client: Egyptian Army Forced "AIO" Designers
- (2010-2011) Teaching Video Editing using Final Cut pro
Client: "AUC" American University in Cairo, Computer dept. Stuff
- (2009-2010) Teaching Film Making production and design
Client: Egyptian State Information Service, Media Production department Stuff Members.
- (2008-2009) Teaching Audio Editing & composing
Client: Orascom Telecom "Mobinil" Egypt Audio Stuff members.
- (2007-2008) Teaching Graphic design Using Photoshop.
Client: Ministry of Agriculture training dept. Egypt
- (2006-2007) Teaching Audio Editing and composing
Client: ITI (information technology institute) Education Dept. Egypt

< Publications & Writing Experiences >

- (2015-2016) Multimedia & Graphics writer
@ Broadcasting Art magazine, by Egyptian National Television
- (2003-2006) Multimedia Technical developer & writer
@ Yat Education center, Egypt.

Multimedia Product Manager / training developer
@ GAC "Graphics academy center, Egypt
- (2004-2005) Multimedia developer & Writer
@ Alam El-Computer Monthly Magazine, UAE.

C. Education Manager at Fusion VFX academy for the Following tracks:

International Authorizations and Certificates ATCs/ ATCEs Product Accounts Manager and Representative for:

- 01-AATC/ AATCe Apple Authorized training and International Exams
- 02-AATC, Adobe Authorized training center and EDU. License Admin
- 03-AAP / ATC / ACC Autodesk Academic Partner & Authorized training center and certification center
- 04-Toon Boom Authorized Training Center & EDU. License Manager
- 05-E-on Software Authorized Education & Software Sales Manager
- 06-ATP / ATC, Maxon Authorized Training Provider
- 07-Pearson Vue Authorized Testing Center Operation Manager

D. Practical Experiences

Creative Director / Partner of Fusion media production and Advertising Agency, Creative director and Multimedia technical Advisor with several Multinational Advertising agencies Like :JWT , Strategies, Y & R TEAM ... etc.

< Sampled Highlighted Accomplished Projects >

- **Project:** "KAU" King Abd-El-Aziz University Celebrating 50 years Film, KSA
Client: "KAU" King Abd-El-Aziz University, Agency: Cinema Shot
Tasks: Motion Graphics Director & Animator ~2016
- **Project:** EL-OTT Film , by Amr Waked & Farouk El Feshawy
Client: Zad Films Production
Tasks: trailers / Credits Creative Editing & Compositing ~2014
- **Projects:** Birds Flu, PSA
World Sight day, PSA
Saving Mothers Life's, PSA
Defeat Malaria, PSA
Client: "WHO" World Health Organization, Eastern Mediterranean Region,
Agency: Yat Advertising
Tasks: Creative director and Animator ~2006 - 2014
- **Project:** Why Choose Fusion Documentary Film & TVC
Client: Fusion VFX academy
Tasks: Director & DOP ~2012 - 2013
- **Project:** Saving Nature International Music Concerts at The Opera House
Client: Opera house – spiro Foundation
Tasks: Director ~2011 - 2012
- **Project:** Lipton – Sunsilk – Lux, ATL / BTL Campaigns
Client: Unilever
Agency: JWT
Tasks: Creative Video Editor & Director / Presentation designer ~2005 - 2010
- **Project:** Vodafone, ATL / BTL Campaigns
Client: Vodafone
Agency: JWT
Tasks: Creative Video Editor & Director / Presentation designer ~2005 - 2009

- **Project:** Sony Mobiles Lower third TVC animation
Client: Sony mobiles
Agency: Y & R Team
Tasks: 2D animation & design ~2008
- **Project:** Egyptian Airport Tracker International Documentary Film
Client: NANSC
Tasks: Director & Editor ~2007
- **Project:** Boxhill university 3D Design and Visualization in Kuwait
Client: Boxhill university
Designing Agency: brainstormwll
Tasks: 3D Visualizer & Exterior Design Rendering ~2007
- **Project:** HSBC interactive presentation
Client: HSBC
Agency: JWT
Tasks: Layout, Animation and Interactivity Designer ~2007
- **Project:** Nestle Ice cream game
Client: Nestle
Agency: JWT
Tasks: Animation and Interactivity Designer ~2007
- **Project:** Liwan city in Dubai
Client: Mazzaya Real state, Designing Agency: brainstormwll
Tasks: Creative director / Animator & 3D Visualizer ~2006

MEMBERSHIPS

- Member of Cinema Professions Syndicate, EG
- Member of applied arts Professions Syndicate, EG
- Member of Photography Professions associate, EG
- Fellow Membership [FLPI] Learning Professional Network UK .

EVENTS / CONFERENCES AND SUMMITS

Attended and Participated in international Events and Conferences like:

- Apple AATC Summit 2011 in Munich, Germany,
 - Inter bEE Broadcast Expo 2013 in Tokyo, Japan,
 - Autodesk ATCs Summit 2014 in Dubai, UAE
 - IBC 2015 in Amsterdam, Holland
- & most of well known Events and conferences in Egypt

Sports & Activities: Football, Squash & swimming

Language: Arabic/ Native , English/ V. Good , French/ week

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

 **aymanraafat.com**

-  eg.linkedin.com/in/meanoo
-  fb.com/meanoo fb.com/groups/a.raafat/
-  pinterest.com/aymanraafat/
-  behance.net/meanoo
-  twitter.com/Ayman_Elgendy
-  youtube.com/c/AymanRaafat



ay.raafat@gmail.com



+2 0100 68 99 1 77