

## WORK EXPERIENCE

Dec 2023 - current	<b>Infotainment Manager - Software Defined Vehicles</b> <b>MHP - A Porsche Company</b> ; Ludwigsburg, Germany HMI Project Manager at Porsche AG. <ul style="list-style-type: none"><li>- Manage HMI SDK updates, token integration, and CI/CD pipelines.</li><li>- Align milestones, designs, and deliveries with internal teams and external suppliers.</li><li>- Communicate with key stakeholders, address concerns, and resolve HMI-related issues.</li></ul> Host MHP HMI trainings, define processes, and create whitepapers for knowledge sharing.
July 2014 - Nov 2023	<b>UI/UX Designer / Design Lead (Automotive)</b> <b>stellar design and engineering</b> ; Ulm, Germany <ul style="list-style-type: none"><li>- Lead and coordinate Sprint-based design development.</li><li>- Develop and manage design processes and workflows.</li><li>- Onboard and mentor junior colleagues.</li><li>- Design 2D/3D user interfaces for series production.</li><li>- Conduct human-centered research, concept creation, and interactive prototyping.</li></ul>
Oct 2013 - Jan 2014	<b>3D Designer</b> <b>Factory Fifteen</b> ; London, United Kingdom <ul style="list-style-type: none"><li>- 3D design, modeling, texturing, and animation for short movies and advertisements.</li><li>- Photo editing, retouching, and manipulation, image tracking and video compositing.</li></ul>
Feb 2013 - July 2013	<b>Product Designer</b> <b>Felixheckdesign</b> ; Munich, Germany <ul style="list-style-type: none"><li>- Pre-development design for Samsung Electronics domestic appliances:</li></ul>
Sep 2009 - Dec 2012	<b>Freelance Design Specialist</b> <ul style="list-style-type: none"><li>- Rhino+Grasshopper workshops with Dar Group and the American University in Cairo.</li><li>- Transportation design projects with: Nile Taxi and Rahhala Racing Club.</li><li>- Architectural design and visualization Projects with: Dar Group, DMG, and others.</li><li>- UX design projects with: AlMasry Info Center, uCrowd.net, and Reviva Flow Ltd.</li></ul>
Oct 2011 - Dec 2012	<b>Co-founder, Game Designer</b> <b>Hub43</b> ; Cairo, Egypt
May 2011 - July 2011	<b>Product Designer - Intern</b> <b>Samsung Art and Design Institute, PDI lab</b> ; Seoul, South Korea
Sep 2009 - Aug 2010	<b>Assistant Lecturer, Demonstrator</b> <b>The British University in Egypt, Architecture Department</b> ; Cairo, Egypt
July 2008 - Aug 2009	<b>Visualization Architect</b> <b>Vertex Motion Studios</b> ; Cairo, Egypt
Dec 2005 - Jun 2008	<b>Motion Graphic Designer</b> <b>BTS Digital FX</b> ; Cairo, Egypt

## EDUCATION

Sep 2010 - Sep 2011	<b>M.Sc. Advanced Product Design</b> with Merits (2:1) <b>Cardiff School of Art and Design</b> ; Cardiff Metropolitan University, UK <b>Full Scholarship awarded from Erasmus-Mundus.</b>
Skills covered	Advanced product design principles and practice, sustainability issues in design, research techniques and principles, user testing and evaluation.
Thesis project	<b>Gamification</b> of business learning tools through a case scenario game that helps team members from different cultures understand cultural differences and avoid potential barriers during training.
Sep. 2003 - July 2008	<b>B.Sc. In Architectural Engineering</b> Very Good (B) <b>Ainshams University</b> , Faculty of Engineering, Cairo, Egypt.
Skills covered	Art and design principles and theories, visual design and presentation, architecture and urban Planning, architecture engineering and building technologies, working drawings.

## CERTIFICATES & OTHERS

Mar 2024	<b>Certified SAFe 6 Product Owner/ Product Manager</b>   <b>Scaled Agile, Inc.</b>
Dec 2021	<b>Certified Professional for Usability and User Experience</b>   <b>UXQB</b>
Dec 2018	<b>Design Advisor</b>   <b>Design and Engineering Review</b> - The American Society of Mechanical Engineers and The World Bank ; Casablanca, Morocco
June 2010 - Jan 2013	<b>Co-founder and Art Director</b>   <b>TEDxCairo</b> ; Cairo, Egypt
Oct 2010	<b>Art Director/ Workshop Instructor</b>   <b>Maker Faire Africa</b> ; Cairo, Egypt

## PERSONAL SKILLS

Languages	<b>Arabic</b> Mother Tongue	<b>English</b> Fluent	<b>German</b> Fluent	<b>Spanish</b> Beginner
Global Experience	<ul style="list-style-type: none"><li>- <b>Highly adaptable in multidisciplinary environments</b>, with extensive experience working, studying, and living across diverse cultural and professional landscapes, including Egypt, Germany, the UK, the USA, Japan, South Korea, and Spain.</li><li>- Proactive, dynamic, and goal-oriented, with a focus on excellence and collaboration.</li></ul>			
Efficiency & Communication	<ul style="list-style-type: none"><li>- Balancing between <b>structure</b> and <b>flexibility</b> to ensure efficient and adaptive workflows.</li><li>- <b>Storyteller</b> and excellent <b>communicator</b>; essential to my daily responsibilities.</li><li>- Proficient in <b>time</b> and <b>resource management</b>; consistently handling multiple tasks simultaneously.</li><li>- <b>Detail-oriented</b>, while maintaining a focus on the broader vision.</li></ul>			
Tools & Technical	<ul style="list-style-type: none"><li>- Professional user of: <b>Sketch, Figma, Photoshop, Aftereffects, Illustrator, InDesign, Cinema 4D, 3ds Max, Rhinoceros</b> and <b>Grasshopper</b>.</li><li>- Solid knowlegde of <b>Agile</b> development methedologies and tools.</li><li>- Advanced manual and digital freehand sketching techniques</li></ul>			