
EXPERTISE AND CURRENT FOCUS

- Interactive Installations | Immersive Experiences | Indie Games Design and Development | AR/VR Unity Development | Audio-Visual Creative Coding and Generative Projection Mapping using OpenFrameworks (C++) | Design for Social Impact

EDUCATION

London, United Kingdom	Goldsmiths University	2020 - 2021
<ul style="list-style-type: none">• MA Independent Games and Playable Experience Design		
Cairo, Egypt	The American University in Cairo (AUC)	Fall 2019
<ul style="list-style-type: none">• Double Major: B.S. in Computer Engineering and B.A. in Graphic Design. GPA: 3.92.		

PLAYABLE EXPERIENCE DESIGN

- **The Game of Me (2021):** an immersive interactive Augmented Reality installation based on a reflection and a genuine expression of my personal journey and struggles in exploring my identity coming from a conservative community. The game relies on creative coding, projection mapping, AR/VR and storytelling. [Psychology | Technology | Design]
- **Al Manseb (2019):** an educational game aiming to enhance political awareness and youth engagement in Egypt. The game is built on top of the constitution, as it teaches players how constitutional articles directly relate to our day-to-day lives. Exhibited in 2 of the largest exhibitions in the middle east Dubai Design Week and RiseUp [Politics | Design]
- **Tetra (2019):** a software that utilizes a projector and interacts with hands gesture that helps in the creation of augmented reality applications without previous knowledge in coding. [Technology | Design]
- **LifeBalance Calendar (2017):** a visualization tool to reflect and understand the patterns of your daily lifestyle thus noticing any imbalance that might cause an unhealthy lifestyle.[Psychology | Design]

WORK EXPERIENCE

Official Content Creator	TikTok	2021
<ul style="list-style-type: none">• Selected as an Official TikTok in the music category, participated in official live events with more than 2k+ people• Gained more than 50 million views, 1.4 million likes and 100k followers in less than two months		
Design Researcher Intern	J. Walter Thompson	Summer 2018
<ul style="list-style-type: none">• Worked on a initiative aiming to educate people about street dogs and cats to avoid violence towards street animals• Developed complete visual identity and branding for ElGouna International Film Festival 2019		
Undergraduate Teacher Assistant	AUC	Fall 2017
Logo and Visual Identity Design <ul style="list-style-type: none">• Reviewed material with students in small groups or one-on-one and helped the professor with record keeping.		
Assistant Art Director Intern	RiseUp Summit	Summer 2017
<ul style="list-style-type: none">• Conducted brainstorming sessions and field research to establish the event identity standards.• Experimented with 50+ visual concepts reflecting these standards on print media.		
Game and UI Designer	BaracatBros	2011 – 2016
<ul style="list-style-type: none">• Designed and published a portfolio of 7 games for Windows Phone and Android.• Designed the branding, the marketing material and produced vector-based UI prototypes.• The games were played by 300K+ users and were featured by Microsoft in more than 150 countries.		

MULTIDISCIPLINARY DESIGNER

Music	Independent Artist	2014-2021
<ul style="list-style-type: none">• Wrote, arranged and co-produced my first Arabic album. Collaborated with cinematographers, artists and photographers to bring my creative vision into life with visuals and sound.• Released 3 singles with 10 million streams on different streaming platforms• Got featured in multiple indie music magazines [Arab News, SceneNoise]		
Multimedia head	Student Union	Spring 2019
<ul style="list-style-type: none">• Created the visual identity of Lucid Fest concert reaching over 50k+ viewers• Organized learning sessions for members teaching them the design tools		

- Choir Member** **Nesma Mahgoub Music Ensemble** **Fall 2018 - Spring 2019**
- Performed original piano composition in the Cairo Opera House
 - Sang in front of thousands of people in various musical venues
- Multimedia head** **Computer Science & Eng. Association** **Spring 2018**
- Created the visual identity of Amazon's Hackathon reaching 7K+ students including posters, notebooks, banners & t-shirts.
- Multimedia head** **Electronics Engineering Association** **Fall 2016 - Spring 2017**
- Designed 3 session posters, facilities infographic, physical charging box branding, welcome pack notebooks, 3 association t-shirts and 5 social media posts reaching 5K+ students.
- Piano & Multimedia head** **Musicana** **Spring 2015**
- Designed a complete marketing campaign reaching 5K+ students including logo, booth, posters, banners and pins.
 - Led a team of 6 and performed in front of a live audience of 2K+ people.
- Organizer** **Volunteers in Action (VIA)** **Fall 2014**
- Planned 4 orphanages visits for 20 members and organized orphans' day with 300+ children to develop their talents.

HONORS AND AWARDS

- Social Change Finalist, Indigo Awards Design (2020)
- Public Good Design Award Designers Institute of New Zealand Best Design Awards (2020)
- Honorable mention, International Design Awards IDA 2020
- Finalist, London International Creative Competition LICC
- School of Sciences and Engineering dean's honors list and Exemplary Student (2017 - 2018)
- Outstanding contributions to the School of Humanities and Social Sciences (2017-2019)
- Cultural and Academic Achievement Scholarships (2014-2019)
- Won the Greatest Showcase Student Union Design Competition (2018)
- Student Union Talent Show Finalist (2016)
- Trinity Guildhall Piano Exams (2006 – 2013): Earned 8 certificates with 7 merits