

WAFAA ISMAIL ABDEL HAMID SOLIMAN

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WORK EXPERIENCE

FREELANCE GRAPHIC DESIGNER, PHOTOGRAPHER AND EVENT ORGANIZER

11/2015 – present

- EHA Consulting Engineers, creating business development and marketing materials (ongoing project)

10/2015 – present

- Opened my own w.i.passions office/gallery

03/2014 – present

- The American University in Cairo (AUC), School of Continuing Education (SCE), creating the school's different divisions flyers, posters templates (ongoing project)
- Building photo archive for the school reflecting the school's activities, instructors and students to be used in the school's marketing materials (ongoing project)

04/2013 – present

- Created my own calendars, photography, galabeya, and other handicrafts line in w.i.passions
- Selected as Jury member in several photography contests regulated by Beit El-Sinnary (Library of Alexandria)
- Participated in local as well as international bazars and solo exhibitions, including the Egyptian Cultural Center and Educational Bureau in London, Technische Universität Berlin-Campus El Gouna, The American University in Cairo Alumni Homecoming and Xmas bazaar, Inner-wheel, Rotary, Community Services Association (CSA), United Group and the Swiss Club

ACE CONSULTING ENGINEERS, MOHARRAM-BAKHOUM (ACE)

05/2010–03/2013

Communications Manager, acting as Creative Director and Communications Manager

- Managed the team of ACE communications department, responsible for building ACE corporate brand and ensuring that all corporate messages are communicated with clarity and consistency
- Managed designers and editorial team that offers one-stop production in print communications and publications material effectively conveying the company's brand at a state-of-the-art standard
- Created the visual and verbal articulation of ACE's brand, among others, by incorporating the logo and related elements under unified branding guidelines
- Developed the firm style guide that ensures a consistent editorial image of the company's wide array of publications
- Organized conferences and events, including choosing the venue, setting the hall and booth display, and printing items, selecting giveaways, designing power point presentations, and all other related logistics
- Strongly involved in photo-shooting the company's projects in Egypt and abroad
- Compiled a concise database for expert photographers, graphic designers, editors, translators, print shops and suppliers from Egypt and the GCC to be the company's extended work force
- Introduced a digital archive of implemented projects photos, projects sheets and pre-qualifications documents
- Developed extensive databases and check-lists to ensure quality of publications, press releases, press kits, media materials, event needs and other materials

THE AMERICAN UNIVERSITY IN CAIRO (AUC)

09/2002–05/2010 *Senior Designer and Production Coordinator, Office of Communications and Marketing*

- Designed marketing publications from brochures to posters, banners, flyers, the AUC community calendar and the annual AUC catalog
- Created the university's first Arabic Magazine
- Introduced extended colors to the university corporate colors

09/2001–09/2002 *Senior Designer and Production Coordinator, AUC Press*

01/1998–09/2001 *Senior Designer, AUC Press*

- Designed marketing materials and books for the AUC as well as for external clients such as the American Embassy, the World Food Program (WFP), Maadi British International School (MBIS), Gaz de France Bureau and other clients
- Technically supervised and educated staff members, and print shop production

ACG & ITF INTERNATIONAL TRADE FAIRS ORGANIZER COMPANY

01/1997–12/1997 *Design House Manager*

- Designed marketing materials for a number of reputable International fairs organized by the company in different fields, e.g. automobiles, textiles, plastic, printing and packaging, medical equipment and tools

ART ADVERTISING AGENCY

06/1994–12/1996 *Acting Managing Director*

- Oversaw the whole agency's art department and administrative sections as well as customer services and vendors relations

LINK ADVERTISING AND MARKETING
09/1992–12/1993 *Art Director*

ART ADVERTISING AGENCY
05/1991–05/1992 *Design House Manager*

THE WALL STREET JOURNAL, MEDIA REPRESENTATIVE OFFICE
06/1989–04/1991 *Assistant to the Manager*

ABULFOTUH PROMOSEVEN (AP7)
05/1988–05/1989 *Senior Graphic Designer*

LINK ADVERTISING AND MARKETING
02/1985–04/1988 *Graphic Designer*
09/1984–01/1985 *Junior Graphic Designer*
07/1984–09/1984 *Interior Designer*

FREELANCE WORK

10/2011 *The Spanish Foundation for International Cooperation, Health and Social Policy with the Ministry of Health, Egypt: Guidebook for Nurses in Essential Health Care, in both languages: Arabic and Spanish*

10/2007–2009 *British Gas, Egypt: designed various ads, banners and booth display and trained marketing staff on materials printing procedures*

12/2007 *Arab Forum for Social Innovation, UK (AFSI): Logo design*

11/2007 *The Ford Foundation - Middle East and North Africa Office: Celebrating the 50th anniversary booklet and season's greeting card*

2006 and 2003 *Gaz de France, Egypt Office: Designed various photo books: French*

12/2005 *Asian Diplomat Women Association (ADWA): Year book design: 30th Anniversary in Egypt*

09/2005 *Care Organization and UNODP. Designed brochures and flyers, covering the anti HIV/AIDS campaign: English and Arabic*

EDUCATION

PROJECT MANAGEMENT INSTITUTE MIDDLE EAST AND NORTH AFRICA CHAPTER, CAIRO, EGYPT
2012–2013 *Attendee, Project Management Certification preparation course*

THE AMERICAN UNIVERSITY IN CAIRO
02/2008 *Student, International Advertising Association (IAA) Marketing Diploma (Completed six out of eight semesters)*

01/2007–06/2007 *Photography course, Department of Journalism and Mass Communication (Completed)*

09/2003–07/2005 *Graduate Student, Masters in Islamic Art and Architecture (Completed five out of eight semesters)*

09/2001–07/2003 *Student, English Language Institute, ELI (Completed)*

HELWAN UNIVERSITY
09/1979–05/1984 *Bachelor of Fine Arts
Major, Fine Art Specialization, Interior Design
Graduation Project, Recreation Village on the River Nile. Grade: Good*

SCHOOLS
*Zamalek Secondary School, French Section
The French Preparatory Religious School, Les Françiscaines*

COMPETITIONS AND AWARDS

Winner of the Shankar International Award for youth drawing

SKILLS

Computer Skills *Excellent knowledge with a long work experience in all the listed applications on Apple platform
Adobe CSS suite (InDesign, Photoshop, Acrobat, and Illustrator) English and Arabic with fair
knowledge of Dreamweaver
Quark Express7, English and Arabic, Macromedia FreeHand, Microsoft Office*

Language Skills *Mother-tongue: Arabic Very good: English, French Basic knowledge: Italian*

OTHER INTERESTS AND ACTIVITIES

2015 *Attendee, Intelligent Cities (Exhibition and Conference)
Attendee, Creative Industry (Ramadan Edition Conference)
Attendee, Nikon several Conferences and Exhibitions*

2014 *Attendee, APEX photography conference, and other conferences*

2013 – present *Participant in several exhibitions in photography, handcrafts and accessories
Attendee, in several trainings and conferences related to marketing and personal skills*

ACADEMIE FRANCOPHONE CAIROTE DES ARTS (AFCA)

2005 *Attendee, photography course (Completed)*

THE AMERICAN UNIVERSITY IN CAIRO

2008-2009 *Participant, annual staff photography exhibition*

- My photography was later used in publications for Care and UNODP, AUC, ACE and others

"MUSHARAKA" COLLABORATION CONFERENCE FOR DESIGN, DOHA, QATAR

2009 *Attendee*