

Name : *Heba Mohamed Okasha Abou El kamal Elsayegh*

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Career Objective:

Gain full academic and applied experience in the field of all textile designing costume, fashion designing and quality of garments & Link between Textile , garment & upholstery (through international Fashion trends).

Education:

6 – 2008: PhD in the field of (**Quality Standards in Printed Garment Design through International Fashion Trends**)

5 - 2004: register for **PhD** (seminar) in the field of (**fashion and quality standers in printed garment design**).

2002-2003: register for PhD (Preparing year) first in department & third in the faculty.

2000:2002: MSC in the field of (**local and international trends of fashion in printing and garment design**).

1999-2000: register for M.SC. (Preparing year)

1998-1999: B.SC. In printing & dyeing and finishing Dept.

Faculty of Applied Arts Helwan University

Graduation grade: very good.

Accumulative grade: very good.

Graduation project: Islamic printing designing as a curtain.

Project grade: very good.

Professional Training & Workshops:

- Feb: March 2018: (Lean management), Training program in collaboration with Japan international cooperation agency – Malaysia
- June 2017: (Business & startup companies'- Design entrepreneurship) workshop (The Swedish Embassy in Cairo and the Swedish Institute).
- June 2017: Textile printing workshop (The Swedish Embassy in Cairo and the Swedish Institute).
- May 2017: Marketing principles & Fundamentals (International Labour Organization & Federation of Egyptian Industries - FEI).

- November 2016: workshop on production control in Readymade garments industry by JETRO's export Mr.Asai with co-operation with ECAHT.
- November 2016: completing the Commercialization Toolkit Training and Mentorship program (Research development & Innovation program).
- AUG 2016: Incubators Financial Sustainability workshop by (USAID – (SEED project)
- FEB: JUNE 2011 Sales & marketing training course.
- AGU - OCT 1999: General training at Fakhoury Tex Factory.
- AGU - OCT 1998: Carpet Designer in carpet city show rooms

Professional works:

Current job:

Lecturer at Faculty of applied arts, printing & dyeing and finishing (Benha

University)

Job duties

Teaching in(Textile printing, dyeing and finishing department) (fashion design – Textile design for Upholstery, Curtain, fashion and garment – Computer for Textile & fashion - English for (Textile & Fashion) - (Fashion & Textile) design - Computer graphics).

Dec 2013: April 2018

Instructor, The head of textile printing department & Fashion marketing

export at FDC (Fashion & Design center) institute de la mode Italian - Industrial

Council for Technology & Innovation - Ministry of Industry & Foreign Trade

Job duties

- Establish the new department for (Art of textile printing & dyeing and finishing) and the link between this department and the fashion industry- making full course for that and teaching that for the student).
- Giving lectures in (Fashion industry – fashion marketing & Branding – Textile printing, dyeing and finishing – fashion history.....)
- Making full plan for digital media plan for FDC (fashion & design center).
- Putting a full proposal for marketing in tenders related with the fashion industry.
- Making new designs for fashion and textile companies as consultant from FDC.

- Sharing in training courses , projects (Technical in printing according the international fashion trends) for entrepreneurship in Co-operation with Academy Of Scientific Research & Technology (Tafneen project & incubator) , Misr Elkhier
- Implement (5s, Kaizen & improve productivity) as export in R-T-W Egyptian factories.

- **Sep 2017: until now**

Assistant professor (lecturer) at Faculty of applied arts, Badr University

- Teaching textile printing design subject @ textile engineering department

Jan 2012: until Dec 2013

Assistant professor at Faculty of applied arts, Benha University

Job duties

- Teaching subjects for the preparatory year (Basic design- Drawing from museum – prospective – calligraphy))
- + Teaching in Textile printing and fashion department (fashion design – fashion history – Computer for Textile & fashion - English for (Textile & Fashion) - (Fashion & Textile) design - Computer graphics

October 1999 until September 2009

Tutor & Assistant lecturer & lecturer at faculty of (applied arts 6 October University) teaching Creation & Art Subjects (Basic designing- still life- computer graphics- drawing studies in museums-free prospective - Engineering drawingetc).

Jan 2012: April 2012

Project Marketing manager (Sisi group , Scarf Home) :

Job duties

- Putting the guideline for the logo design.
- Putting the concept for Photo shooting (Scarves – Bags – accessories), co-operation with creative photographers.
- Putting (Vision, Mission, strategic thinking and about products) to the brand.
- Putting a concept for web site designing.
- Create SMS text for offers & promotions for the brand.
- Organize the opening event for the second showroom in Sun City mall (organize with the mall, put the concept and the plan for the event, make a contact with press, Stars in the society, elite guests and visitors, supervisor for all the activities inside the event
- Put a concept (Marketing & Sales) for offers and promotions for the brand.

November 2009 until January 2012

Fashion & Competition Manager (MENA) Cairo Fashion Week

Fashion & Competition Manager (Trade shows & Conferences)

Media Hatem Salem (Advertising Agency & Broadcasting)

Job duties in fashion:

- Marketing for the festival (Salon du chocolate), also for CFW – First Time in Egypt, Africa & Middle East.
- Make a Communication with Haute couture Designers (Put a concept for the fashion show) – Clothing & Ready –t-wear Companies and some Chocolate Companies – Some Hotels.
- Create some ideas for the Festival (Fashion shows).
- Coordinator Between some important elements in the Festival (designers and Chocolate chefs).
- Coordinator for (fashion shows).
- Manage some elements inside the Festival.
- Helping in execute PR campaigns, opening events & plan for marketing campaigns for the fashion companies.
- Supervisor in (Cairo Fashion Week) web site with co-operation with the president of the agency and the creative designers.
- Make contacts with doctors & good Speakers from the Egyptian universities in international conferences which organized by the agency in Egypt.

July 2006 until July 2007

Developer & Fabrics Consultant (Image company)

Job duties:

- Choose new fabrics from abroad & reordering other fabrics according clients demand.
- Make marketing by making communication with interior designers & showrooms.
- Supervisor of showroom displaying especially fabrics & curtain (upholstery stories).
- Make an excellent combination from fabrics & curtain & Put it in suitable furniture (Choose the Fabrics for le Marche exhibition).
- Supervisor of photo shooting to the company products (sharing with the professional photographer & make an excellent vision with tarek nour agency to put it in le marche catalogue).
- Follow up the Sales reports to analysis the sales & make refreshing in the sales.
- Consultant to the clients and interior designer (choosing the suitable furniture & fabrics & accessories which are very suitable to his taste & home decoration & painting & suitable color scheme.

May 2004: July 2006

Textile & Graphics designer at (Shatex Home Collection)

Job duties:

- Create new textile designs at any field of art
- Suggest new color ways for old designs.
- Create new matches for any designs.
- Suggest new kinds of furniture by searching in internet and international magazines and add to company catalog.
- Putting and matching fabrics with any kind of furniture by using (Fashion Studio program)
- Making pictures library (furniture and fabrics).
- Designing new ideas for new presentations in (logos – pagesEtc).
- Supervisor of arrangements fabrics in cartel.
- Supervisor of Shatex website & Advertising with advertising agency.

October 1999: October 2000

Designer and production developer in Bahia factory (Kazareen international)

Job duties:

- Manual color separation (prints designs).
- Supervisor of showroom arrangement
- New ideas about showroom presentation.
- Suggest new ideas in packing & colors.....and any things in production developing.

Exhibitons & Workshops

- March 2018: Participated in Exhibitions titled by (**Shabyat**) Bayat elsinari - CAIRO.
- June 2017: Participated in Exhibitions titled by (**Egyptian cultural figures**) great Cairo library.
- May 2017: Participated in Exhibitions titled by (**Egyptian Women creativities**) **Hanager , Opera house** .
- May 2017: Participated in Exhibitions titled by (**African Art**) **Supreme council of culture**
- (July 2015 until now) Organized & Participated in **8** Exhibitions and event s through exhibitions committee in the Arabic association civilization and Islamic
- April 2016: Participated in **Nefertiti International Fashion Festival** as a designer and as an instructor & supervisor in all other designers from FDCians .
- JAN 2016: Participated in Exhibitions titled by (**Egyptian Textiles**) Decorated textile house – ministry of Culture.
- Dec 2015: Participated in Exhibition about (**Inspiration creativities**) in Bayet Elsinari – Obtain (**Honorary Award**) in Arabic calligraphy design.

- Oct 2015: Participated in workshop about (**Haute Couture designers inspired from Ethnic arts**) – ministry of Culture.
- Oct 2015: Participated in Sharm Elshiekh Exhibition (**Civilization creativity**) As an organizer and participator .
- March 2015 : Participated in **Cairo international Biennail of the Arabic Calligraphy Art – Palace of Arts – Cairo Opera House**
- March 2015: Participated in faces and masks Exhibition in **Luxor African Film Festival 2015**
- Oct 2014: Participated in **Modern Egyptian Innovation Exhibition in musical library (Opera House).**
- June 2014 : Participated in Rosa Elyoussef workshops (Caillgraghy – digital media -.....)
- March 2014 : Participated in first Foundation Session for the Textile Arts (Exhibition & Preparing Documentary Film about Textile history through ages
- Augest 2013 : Participated in The exhibition of the sixth forum fingerprints plastic Arab artist for drawing &graphics .
- May 2013 : Participated in The exhibition of the first festival of kamala salon .
- April 2013 : Participated in The exhibition of the International festival of the first Youth's Art in Egypt .
- March 2013: Participated & excellence honor certificate in the exhibition of the International Giza Plastic's Salon.
- July 2009: Participated in the exhibition (Line and color's movement innovation in Space) – El SAWY CULTURE WHEEL.
- June 2009: Participated in The exhibition of the International Salon of Alexandria Atelier Asis hall.
- April 2009 : Participated in The exhibition of the International Youth Salon (4 th AAW)
- 27 -28 May 2008: The **third nation conference** about the Egyptian Folklore in designing modern & new product.
 - 29 - 4 – 2008: PhD exhibition with more than 53 works.
 - 4 – 2008: Participated in The exhibition of conference of faculty of Applied Arts.
 - 20 Feb 2008: Participated in The exhibition of youth gathering of Helwan University.
 - 10 Feb: 12 Feb 2008: Participated in exhibition in ministry of industry (Egyptian Chamber of Textile Industries).
 - 31 May 2007 Share with more than 50 artists in Marriott hotel (First Fair –Fine Arts 1).
 - June 2006 instructor of (silk Painting) work shop in studio 206 in maadi.
 - February 2006 instructor of (Batik) work shop in studio 206 in maadi.
 - 24-26 September 2005 instructor of (silk screen) work shop to the members of Maadi Public Library (Integrated Care Society).
 - 26 July: 8 August 2005 Participated in the exhibitions of Helwan university staff in the faculty of applied arts.

- 5 Dec:22 Dec 2004: Participated in the exhibitions of (Raku techniques) In Goethe institute.
- 13 Oct: 2 Nov 2004: Participated in The exhibition of Egyptian Women Artists in The Festival of Egyptian Women Creations.
- 19-21 march 2004 supervisor of (Tie-Dye) work shop to the members of Maadi Public Library (Integrated Care Society).
- September 2003: Participated in exhibition in (studio 206) New Maadi.
- 2003: Participated in The exhibition of 24th Youth marketing.
- 2 Nov: 3Nov 2002: Participated in The exhibition of eight conference of faculty of Applied Arts.
- 2002: Participated in The exhibition of youth gathering of Helwan University.
- 16 Sep: 23 Sep2002: Participated in exhibition in ministry of industry (union textile industry).
- 2000: Participated in exhibition in El Azhar University.
- 1999: Participated in exhibition in faculty of Applied Arts 6th October University.
- (1998-1999): Participated in many exhibitions in faculty of Applied Arts Helwan University.

Conferences

- Nov 2018: acceptance for participation in the fourth international conference for the Arabic association civilization and Islamic research in Dubai , titled (The use of different printing and dyeing methods as an inspiration source for the designer of ladies' clothing according the international fashion trends).
- Oct 2017: The third international conference for the Arabic association civilization and Islamic research titled (The use of different printing and dyeing methods as an inspiration source for the designer of ladies' clothing according the international fashion trends).
- Oct 2015: The first international conference for the Arabic association civilization and Islamic research titled (Islamic arts as an inspiration source for garments printing designs according the international fashion trends).
- March 2015: Cairo international Biennail of the Arabic Calligraphy Art, research titled (The importance of Arabic Calligraphy in Applied arts).
- June 2014: The forth international conference for the Islamic Arts and Architecture, Economic in Islamic Art with research titled (The marketing requirements of modern Coptic textiles as one of the most important traditional crafts).
- May 2013: The first international conference for Traditional crafts between industry and art research titled with (Coptic textiles as one of the most important Egyptian traditional crafts).
- April 21: 24 2013: The third international conference for the Islamic Arts and Architecture , Mosques architecture in Islamic Civilization between constants and

variables with research titled with (The importance of Arabic Calligraphy in printed textile design hanging used in building mosques) .

- OCT 8: 10 201 2: 13 the international conference of faculty of applied arts university, introduce research titled (sustainability between brand's strategy & Fashion marketing)
- December 2010: Certificate of training from BBN international branding for export (Brands from Local to Global) – The global study.
- 27 -28 May 2008: The third nation conference about the Egyptian Folklore in designing modern & New product (Research)

Languages:

Arabic: Native speaker

English: Excellent

French: fair

Computer skills:

Photo shop

Fashion studio

Mac paint

Mac draw

Photo plus

Free hand

Illustrator CS6

ICDL (7 Modules)

Personal qualities:

Punctual

Committed

Team Player

Hard worker

Good listener & communicator

Organized

Active

Ambitious

Personal details:

Place of Birth: Cairo

Nationality: Egyptian

Date of Birth: 1976

References furnished upon request