College of Art & Design

Staff CV

NOTES ON COMPLETION OF THIS DOCUMENT:	
Please ensure that you complete each field. If not applicable, please state N/A.	
Please remove any guidance notes as you complete each section.	
Use the light blue shaded boxes for free text detail.	

NAME: Yasser El Shamy	TITLE: Professor	DEPARTMENT OR SCHOOL AT PARTNER: College of Art and Design

QUALIFICATIONS:	
(Include education and training, the name of the awarding institution and dates)	
2023	Professor Degree in Visual Communication from the Egyptian Supreme Council for Higher Education.
2023	Staff exchange at Stockholm University of the Arts, Stockholm in Sweden under the Erasmus+ staff exchange program (April 2023) www.uniarts.se
2022	Staff exchange at Stockholm University of the Arts, Stockholm in Sweden under the Erasmus+ staff exchange program (August 2022) www.uniarts.se
2022	Faculty and Leadership Development Center, Arab Academy for Science and Technology: - Dealing with Special Needs Students
2021	Faculty and Leadership Development Center, Arab Academy for Science and Technology: - Arts and Skills of Changing Management - Exam Systems and Student Assessment in Distance Education
2020	Faculty and Leadership Development Center, Arab Academy for Science and Technology: - Negotiations Skills and How to Influence Others

2019	Staff exchange at Stockholm University of the Arts, Stockholm in Sweden under the Linnaeus Palme funding program (August 2019) www.uniarts.se
2018	Faculty and Leadership Development Center, Arab Academy for Science and Technology: - Problem Solving and Decision Making
2017	Staff exchange at School of Art and Design, Cardiff Metropolitan University in the United Kingdom under the METALIC 2 scholarship program (June 2017) www.cardiffmet.ac.uk
2017	Staff exchange at Superior School of Arts at Aix-en-Provence, Marseille, France under the Erasmus Plus scholarship program (February 2017) www.ecole-art-aix.fr
2016	Staff exchange at Superior School of Arts at Aix-en-Provence, Marseille, France under the Erasmus Plus scholarship program (October 2016) www.ecole-art-aix.fr
2016	Staff exchange at Superior School of Arts at Aix-en-Provence, Marseille, France under the Erasmus Plus scholarship program (February 2016) www.ecole-art-aix.fr
2016	Staff exchange at School of Art and Design, Cardiff Metropolitan University in the United Kingdom under the METALIC scholarship program (January 2016) www.cardiffmet.ac.uk
2015	Staff exchange at School of Art and Design, Cardiff Metropolitan University in the United Kingdom under the ELEMENT scholarship program (June 2015) www.cardiffmet.ac.uk
2015	Associate Professor Degree in Visual Communication from the Egyptian Supreme Council for Higher Education.
2015	Staff exchange at Superior School of Arts at Aix-en-Provence, Marseille, France under the Erasmus Plus scholarship program (November 2015) www.ecole-art-aix.fr
2015	Faculty and leadership development project, Alexandria University advanced courses: - Credit Hour System - Student Evaluation and Examination Techniques - International Publishing of Research - Strategic Planning - Quality Management in Educational Process - Universities Management
2010	PhD. in Visual Communication, Graphics Department, Faculty of Fine Arts, Alexandria University with the title "Visual Identity of TV Channels via Motion Graphics"
2007-2009	Scholarship from the Italian Government at Media Art Department, Academy of Fine Arts of Frosinone, Italy.
2006	Faculty and Leadership Development Project, Alexandria University advanced courses: - Effective Communication - Developing Thinking Capabilities - Effective Teaching - Modern Techniques in Research
2006	MFA in Visual Communication, Graphics Department, Faculty of Fine Arts, Alexandria University with the title "Motion Graphics on Websites"
2001	International Postgraduate Diploma in Graphic Design, Graphics Institute of Urbino, Italy.
1997	BFA in Graphic Design, Graphics Department, Faculty of Fine Arts, Alexandria University.

1992	High School: Victory College Alexandria.

CURRENT POSITION:	
(Include details of Specific duties / responsibilities)	
Modules delivered; pastoral duties etc.; main teaching areas;	
2023 - Present	**Professor of Design and Visual Communication, Dean of College of Language and Communication,** Arab Academy for Science and Technology, Smart Village Campus
Duties as a professor in the film and visual arts department	**1. Teaching and Curriculum Development** Design and deliver undergraduate and postgraduate courses in film, media, and visual arts. Develop course materials that reflect current industry practices and academic standards. Supervise student projects, thesis work, and creative productions. **2. Research and Creative Practice** Conduct original research or creative work in film, media, or visual arts. Publish scholarly articles, present at conferences, or exhibit work in artistic venues. Seek research funding and collaborative opportunities. **3. Student Mentorship and Advising** Guide students in academic and professional development. Provide feedback on projects and portfolios. Support students' participation in festivals, competitions, and exhibitions. **4. Departmental and Institutional Service** Participate in departmental planning, curriculum reviews, and quality assurance. Serve on academic committees and contribute to institutional initiatives. Support outreach activities and public engagement efforts. **5. Industry and Community Engagement** Foster partnerships with film and arts organizations for internships and collaboration. Organize guest lectures, screenings, or workshops with professionals. Stay updated with trends in the film and creative industries.
Teaching Areas	Computer Graphics - Audio Video Production – Photography – Cinematography – Post Production

	PREVIOUS EXPERIENCE: *(Include details of prior employment and relevant achievements)* *Please provide dates as appropriate*
2021 - 2025	**Dean of Student Affairs,** Arab Academy for Science and Technology, Smart Village Campus
2018 - 2021	**Vice Dean for Education & Students Affairs,** College of Language and Communication, Smart Village Campus
2017 - 2018	**Vice Dean for Students Affairs,** College of Language and Communication, Arab Academy for Science and Technology, Alexandria Campus
2015 - 2017	**Associate Professor** in Arab Academy for Science and Technology, College of Language and Communication, Media Department.
2010 - 2015	**Assistant Professor** in Arab Academy for Science and Technology, College of Management and Technology, Media Management Department. **Assistant Professor** in Graphics Department, Faculty of Fine Arts, Alexandria University.
2005 - 2010	**Assistant Lecturer** in Graphics Department, Faculty of Fine Arts, Alexandria University.
1998 - 2005	**Teaching Assistant** in Graphics Department, Faculty of Fine Arts, Alexandria University.

	OTHER PROFESSIONAL ACTIVITIES: *(Include details of memberships, relevant activities and experiences)* *Please give relevant dates;*
	Technical Experience
2023	Designing the technical specifications for the Audio-video production Studio for College of Art and Design, Film and Visual Arts Department in Smart Village Campus at the Arab Academy for Science and Technology. And being responsible for the installation and testing process.
2019	Designing the space and Planning the technical specifications for the Multipurpose Theatre for College of Language and Communication, Media Department in Alexandria Campus at the Arab Academy for Science and Technology.

2015	Designing the technical specifications for the Photography and Videography Studio for College of Language and Communication, Media Department in Alexandria Campus at the Arab Academy for Science and Technology. And being responsible for the installation and testing process.
2011	Designing the technical specifications for the educational TV and Radio Studios at the Media Management Department at the Arab Academy for Science and Technology. And being responsible for the installation and testing process of the entire system.
2011	Planning the technical specifications for the multimedia facilities in the Arab Academy for Science and Technology, College of Management and Technology, Media Management Department. As well as designing the technical specifications for the students digital archiving systems used to submit practical media projects.
Academic Experience	
2013	Being involved for the accreditation of the Media Management Department program at College of Management and Technology with Cardiff Metropolitan University, United Kingdom.
2013	Planning the academic program of the Media Arts Department at faculty of Fine Arts, Alexandria. The supreme council for higher education has validated the program in 2014, to be the first media arts specialized education department in Alexandria.
2012	Planning the new proposed academic program titled: "Motion Graphic Design" in the Graphics Department, Faculty of Fine Arts, Alexandria University.
Professional Experience	
2022	**Directing a short movie "Story of Success" (5 min)**
2019	**Directing an Advertising for the Media School "Follow Your Dreams" (1 min)**
2014	**2D Animation Cartoon "Curious Mushah" (4 min)** 2D Animation film based on how to teach science theories for young children by using the communicative powers of 2D Animation.
2011	**Documentary Film Directing "Mohamed Rachid Foundation" (12 min)** A short documentary about Mohamed Rachid : A famous egyptian bussiness man and his charityfoundation role in developing the egyptian social community
2011	**Indoor Interactive Visual Navigation System "Mall of Arabia"** Designing the digital maps and indoor interactive navigation system for Mall of Arabia Cairo.
2010	**Documentary Film Directing "Helmy" (15 min)** A short documentary about street children problem in Egypt.
Design/Training Experience	

2009-2011	**Training Consultant**, Media Art Studio, Apple Authorized Training Centre
2005-2007	**Instructor &Training Manager**, Premiere Digital Art School
2003-2005	**Instructor**, YAT Education Centre
2001-2005	**Art Director**, HLM Advertising Agency
1997-2001	**Graphic Designer**, Graphic House Advertising Agency

Please include a Curriculum Vitae as a staff teaching on the programme.