



Dr. Heba Abdelfatah, PhD

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EDUCATION

- **PhD** in Advertising, Faculty of Applied Arts, Helwan University, Egypt, in June 2020.
Title: “Setting Strategies for Viral Advertising in the Digital Age”
- **MA** in Advertising, Faculty of Applied Arts, Helwan University, Egypt, in October 2015.
Title: “Interactive Digital Applications Design as an Advertising Media”
- **B.Sc.** of Applied Arts, Advertising department, Faculty of Applied Arts, Helwan University, Egypt, in June 2011.
Graduation Project grade: excellent.
The cumulative grade: excellent with honors.
Rank: 1st in Advertising department.

TEACHING EXPERIENCE

- August 2024 – Present, **Assistant Professor in Digital Media and Communication** Department, Effat College of Humanities, and **Coordinator of Deanship of Quality Assurance, Effat University**, Jeddah, Saudi Arabia.
- September 2023 – June 2024, **Assistant Professor at Graphic Design and Digital Media** Department, College of Art and Design, at **Princess Nourah Bint Abdul Rahman University (PNU)**, Riyadh, Saudi Arabia.
Responsibilities:
 - **Teaching Courses:** (Website Design, Graphic Design and Media “Core Studio 3”, Media Design, Directed Research, Senior Project).
 - **Head of Quality Committee** at Graphic Design and Digital Media Department.



- July 2020 - August 2023, **Lecturer at Advertising department**, Faculty of Applied Arts, Helwan University, Egypt.
Courses Taught: Interactive Advertising Design, Printed Advertising Design, Press Advertising Design, Typography, Audio-Visual Advertising, Outdoor Advertising Design, Effective Presentation Skills, Computer Graphic, Copywriting, Still Life Drawing.
- July 2020 - August 2023, **Lecturer at Digital Advertising Design Program**, Faculty of Applied Arts, Helwan University, Egypt.
Courses Taught: User Experience Design, Design Basics, Information Design, Computer Graphic, Color Design, Copywriting, Natural Elements Drawing.
- February 2021 - July 2023, **Lecturer at Media Design and Graphics department**, Faculty of Applied Arts, Badr University in Cairo (BUC), Egypt.
Courses Taught: Graphic Design Fundamental, Digital Media Technology, Graduation Project.
- March 2023, **Lecturer at Digital Media Design Program**, Egypt-Japan University of Science and Technology, Egypt.
Course Taught: (Understand-Explore-Decide) - Overview about “Digital Media Design Program” - (three lectures).
- June 2012 - June 2020, **Teaching and Lecturer Assistant at Advertising department**, Faculty of Applied Arts - Helwan University, Egypt.

RESEARCH EXPERIENCE & PUBLICATIONS

| Title | Publisher | Year |
|---|---|------|
| “Graphic Styles in Explainer Video Design to Achieve the Advertising Communication Objectives” | Journal of Design Sciences and Applied Arts | 2024 |
| “Using Branded Social Applications to Create User-Generated Content” | Journal of Design Sciences and Applied Arts | 2024 |
| “Design Standards for Location-Based Applications Maps to Enhance User Experience” | Journal of Design Sciences and Applied Arts | 2024 |
| “The Effectiveness of Location-Based Applications in Enhancing the Relationship Between the User and the Brand” | Journal of Architecture, Arts and Humanistic Sciences | 2023 |



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| “Criteria for Designing Augmented Reality Applications to Navigate in Smart Cities” | Journal of Heritage and Design | 2022 |
| “Semantic Dimensions for Elements of Mobile Applications Design to Achieve Communication Objectives” | Journal of Architecture, Arts and Humanistic Sciences | 2022 |
| “The Effect of Incongruity in Viral Advertising Design on Digital Recipient Engagement Levels” | Journal of Architecture, Arts and Humanistic Sciences | 2020 |
| “Designing Viral Advertising to Increase Sharing with Consideration of Recipient Motives” | International Design Journal | 2018 |
| “The Effect of Mobile Phone Applications on the Relationship Between Customers and Brand” | Journal of Applied Arts and Sciences | 2015 |

CONFERENCES AND EVENTS

- Participating and presenting research in the **Second International Conference on the Humanities "Fostering Cultural Identity: Navigating Human Legacies"**, November 25th, 2024, Effat University, Jeddah, Kingdom of Saudi Arabia.
Research Title: “Integrating the Cultural Identity into Digital Media Design to Promote the Saudi Brand”.
- Organization and attendance in the **Sixth International Conference of Faculty of Applied Arts**, Helwan University (2020).
- Organization and attendance in the **Fifth International Conference of Faculty of Applied Arts**, Helwan University, Egypt (2018).

THESIS SUPERVISIONS

| Title | Master’s/ PhD |
|--|---------------|
| • Ergonomic Design of Location-Based Mobile Applications to Enhance the User Experience | PhD |
| • Minimal as a Digital Interfaces Design Strategy to Achieve Positive User Experience | PhD |



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| • Semiotics of Visual Elements in Digital Games Design to Enhance the Egyptian Identity | Master's |
| • Using Illustrations in Digital Interfaces Design for the Egyptian Governmental Institutions to Enhance the User Experience | Master's |
| • Standards for Branded Social Applications Design to Enhance Brand Engagement | Master's |
| • The Standards of Designing a Tour Guide Mobile Application to Enhance the Museum Visitor Experience | Master's |
| • Standards For Designing Educational Digital Games to Achieve a Positive Learning Experience | Master's |
| • Visual Content Analysis of Coronavirus Mobile Applications to Achieve Communication Objectives | Master's |
| • Information Design for Augmented Reality Applications for Smart Cities | Master's |
| • The Integrated Relationship between Visual and Verbal Formulation to Enhance the Double Entendre of the Advertising Message | Master's |
| • The Criteria of Designing Explainer Video for Governmental Institutions to Achieve the Communication Objectives | Master's |

RELEVANT SKILLS & ACTIVITIES

- 2021 - 2023, **Academic Advisor** at Advertising Department and Digital Advertising Design Program, Faculty of Applied Arts, Helwan University, Egypt.
- 2021 - 2023, **Member of the Quality Assurance and Accreditation** Committee at Advertising Department, Faculty of Applied Arts, Helwan University, Egypt.
- 2022, Organizing and supervising the **"Paper Masks for Kids" workshop** organized by the Faculty of Applied Arts, Helwan University, Egypt.
- 2020 - 2023, **Editorial Board Member** of the "Journal of Design Science and Applied Arts", Faculty of Applied Arts, Helwan University, Egypt.
- 2020 - 2023, **Environmental Affairs and Community Service Committee Member** at Faculty of Applied Arts, Helwan University, Egypt.
- 2020, **Designing banners for The National Museum of Egyptian Civilization.**



- 2019, **Designing posters, banners, invitations** and all printed materials for the celebration of the **180th anniversary** of the Faculty of Applied Arts, Helwan University, Egypt.
- 2019, **Supervising the "Logo and Avatar Design Competition"** for the National Food Safety Authority.
- 2019, Participating in the **"She" exhibition** held at Al-Ahram Art Hall at Al-Ahram Foundation, Egypt.
- 2018, Participating in the **"Contemporary Heritage" exhibition** at Saad Zaghloul Cultural Center, Egypt.
- 2018, Organizing and supervising the **"Origami" workshop** for children and youth organized by the Faculty of Applied Arts, Helwan University, Egypt.
- 2017, Organizing and supervising the **"Drawing" course** for children organized by the Faculty of Applied Arts, Helwan University, from 9: 31 July, Egypt.
- 2017, Organizing and supervising the **"Collage" and the "Painting on Water" workshops** for children and youth organized by the Faculty of Applied Arts, Helwan University.
- 2017, Participating in the **Cairo International Biennial of The Arabic Calligraphy Art**, Egypt.
- 2016 - 2017, Participating as a **Design Team Leader** in the awareness campaign for Virus (C), driven by **Misr El Kheir Foundation and Telecom Egypt**.
- 2016 - 2023, **Designing posters, banners, invitations, certificates** and all printed materials for different events at Faculty of Applied Arts, Helwan University, Egypt.
- 2016, Participating in **The Fifth Creators Forum Salon** at El Sawy Culture Wheel, Egypt.
- 2016, Participating in an **exhibition for Faculty of Applied Arts members** at Mahmoud Mokhtar Museum, Egypt.
- 2011, Participating in an **exhibition about "25 January Revolution"** at Egyptian Opera House, Egypt.
- 2009, Participating in **posters exhibition** at the Faculty of Applied Arts, Egypt.

- Software Skills:**
- Adobe Photoshop: excellent.
 - Adobe Illustrator: excellent.
 - Adobe InDesign: very good.
 - Adobe After Effects: very good.
 - Adobe Premiere: very good.
 - Adobe XD: Very good.
 - Figma: Very Good.



Personal Skills:

- Teamwork.
- Creativity.
- Adaptability.
- Communication.
- Interpersonal skills.
- Active Listening.
- Organization.
- Critical Thinking.
- Problem-solving.
- Time management.
- Willingness to Learn.
- Empathy.