



Associate. Professor

## Dr. Ibrahim Hassan, PhD

Branding Expert- UX Consultant

Date of birth:	15 May 1987
Work address:	Jeddah, Saudi Arabia
Mob.:	+9960542380390
Email	ihassan@effatuniversity.edu.sa
Website:	<a href="http://www.ibrahimedu.com">www.ibrahimedu.com</a>



### **BIO:**

Dr. Ibrahim Hassan is a visionary in digital experiences, branding strategy, and Islamic vision development, with over 15 years in academia and 20 years in professional design. He is the founder of [AqtarDesign](#), a company that blends fine art principles with modern digital design, providing innovative branding solutions. Dr. Ibrahim is also the founder of [MoslimLeader](#), a platform presenting Islamic content through a modern lens, and creator of [IbrahimQuran](#), an initiative focused on Quranic studies. His work integrates Islamic heritage with contemporary design, leveraging technologies like AI, AR, and VR. An author of several influential books, Dr. Ibrahim is committed to advancing Islamic content and cultural values while shaping the future of design. For more, visit his website at [IbrahimEdu.com](http://IbrahimEdu.com)

## EXPERIENCE AND POSITIONS:

### Academic Positions



**2024-2025:** Associate Professor, Digital Media and Communication, Effat University, Jeddah. Saudi Arabia.  
<https://www.effatuniversity.edu.sa/english/personal/ihsan/pages/default.aspx>



**2022-2023:** Associate Professor, Graphic Department, Alamein International University, Egypt.



**2018-2021 :** Lecturer, Department of Multimedia, Faculty of Computing & Information Technology, at:  
<http://www.aast.edu>



**2009-present :** Lecturer, Graphic Design Department, Faculty of Fine Arts, at: <http://www.alexu.edu.eg>



**2024-Present:** Reviewer: Faculty Of Fine Arts Scientific Magazine <https://sifa.journals.ekb.eg/>



**2020-2023:** Reviewer: User centered design research (Register): Scientific Journals of Information System Technology

### Business and Consulting Positions



**2024 – Present:** Founder [www.AqtarDesign.com](http://www.AqtarDesign.com) Ltd. Media and Design Company



**2023-Present:** Founder [www.MoslimLeader.com](http://www.MoslimLeader.com) Ltd Publishing Company.



**2023-present : Media Consultant for The 1st Man Group**  
[www.the1stmangroup.com/](http://www.the1stmangroup.com/) , Saudi Arabia



**2022 2021-present : Media Consultant for Cafani Holding Group** <https://cafanigroup.com/>, Saudi Arabia



**2022-present : Media Consultant for Rosewell energy company** [www.rosewellenergy.com](http://www.rosewellenergy.com)



**2020 – Present: UX Consultant** [www.Blink22.com](http://www.Blink22.com)

## Membership



**2023- Present: Member The Arab Association of civilization and Islamic Arts.**



**2009-present : Member of the Syndicate of Fine Artists**

## ACADEMIC DEGREES

**Last Academic degree: Associate professor Aug PhD: Doctor of Philosophy, Faculty of Fine Arts , Graphic Design Department, Alexandria University, Egypt in 2017.**

**Master: Master degree of Fine Arts, Graphic Design Department, Alexandria University, Egypt in 2013**

**Bachelor: Bachelor of Fine Arts 2009, Graphic Design, Department, Alexandria University, Egypt, General Grade Excellent with Honor, rank: 1<sup>st</sup>**

## TEACHING COURSES AND INTERESTED AREA



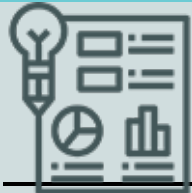
User Experience Design



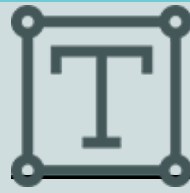
Media and Motion Graphics



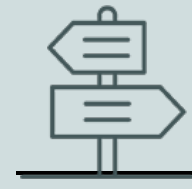
Branding & Corporate Identity



Infographics and Visual Thinking



Typography and Layout Design



Signage and Wayfinding Design

## TEACHING COURSES



1. User Experiences Design
2. Graphic Design and Publishing
3. Visual Communication

4. Modern Media and Social Networking
5. Digital Media
6. Consumer Behavior



7. Typography Design
8. Creative Thinking
9. Creative Visual Communication



10. 3D Modeling
11. Computer Animation

12. Lighting & Rendering Media and
13. Communication Art Design



14. Fundamentals of Graphic Design
15. Signage Design and Wayfinding
16. Advanced Typography Design

17. Sign and Symbols Design
18. Visual communication Problem Solving

## BOOKS AND PUBLICATIONS :



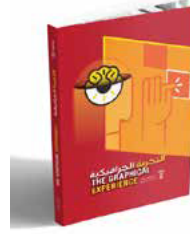
**PHOTOGRAPHY DESIGN  
BOOK 12/2021**  
ISBN: 978-977-6951-22-8



**THE DIGITAL MARKETING  
BOOK FOR STARTUPS  
2020**  
ISBN: 978-977-6951-22-8



**SIGNAGE DESIGN BOOK  
2021**  
ISBN: 978-97768 6827387



**THE GRAPHIC  
EXPERIENCE BOOK FOR  
USER INTERFACE DESIGN  
2018**  
ISBN : 978-977-6546-87-5

Google Play Games Apps Movies Books Kids



# DR. IBRAHIM E-BOOKS

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Memrise: speak a new language  
Memrise  
4.6 ★

Photoshop Express Photo Editor  
Adobe  
4.5 ★

Data safety →

Safety starts with understanding how developers collect and share your data. Data privacy and security practices may vary based on

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## ART EXHIBITIONS



1. **Individual outlet gallery in July 2024:** Utilizing Artificial Intelligence in the Design and Promotion of Educational Content for Muslim Children.  
<https://www.behance.net/gallery/203782625/Utilizing-AI-in-the-Design-and-Promotion>
2. **Individual outlet gallery in Mars 2024: Word Recognition: A Comparative Study** Between Physical and Digital Media and their influence on improving QURAN Reading  
[https://www.behance.net/gallery/198157271/ALWAH-\(Quran-Project\)](https://www.behance.net/gallery/198157271/ALWAH-(Quran-Project))
3. **Individual outlet gallery in Dec. 2021:** The Visual properties of Arabic display Fonts (Applied study: Wassat Arabic Font) <https://www.behance.net/gallery/133198901/WASAT-Arabic-Font>
4. **Individual outlet gallery in July 2021:** Achieving Unity Of Visual Impression Through Multiple Visual Communication Channels (An Applied Study On SARY ACADEMY)  
<https://www.behance.net/gallery/128093943/Sary>
5. **Individual outlet gallery in June 2021:** Karrataine typography: A New approach to enhance communication.<https://www.behance.net/gallery/203709295/Karrataine-Typography>
6. **Joint outlet gallery July 2018 :** 3d Educational Games Supported By Augmented Reality
7. **Special Exhibition (The practical side of the PhD thesis) in july 2021:** Graphical User Interface Design <https://www.behance.net/gallery/82322693/Umrah-App>  
<https://www.behance.net/gallery/44372039/knee-Osteoarthritis>
8. **Special Exhibition (The practical side of the master`s thesis) in 2013:** Motion Arabic Typography <https://www.behance.net/gallery/6464321/New-Arabic-Font-Design>
9. **General gallery in February 2013 :** graphic gallery in honor of the spirit of the artist Dr.Ali Mustafa Bakir
10. **General gallery in May 2013:** Tenth annual Arabic calligraphy saloon , Alexandria, in Sidi Gaber Culture Palace.



## SCIENTIFIC RESEARCH :

the research published in :

**In November 2021 :** The Role of Visual Connotations and Conceptual Metaphors in Enriching the Typography Design. DOI: 10.21608/idj.2021.205106 , International Design Journal, Volume 11, Issue 6, Print ISSN: 2090-9632 // Electronic ISSN: 2090-9640

**In June 2021:** Karrataine typography: A New approach to enhance communication. DOI:10.21608/ijmsat.2021.215144. International Journal of Multidisciplinary Studies in Art and Technology Volume 4, issue 1, 2021, 443 – 456, Print ISSN: 2735-4334 // Electronic ISSN: 2735-4342.

**In April 2020:** The Graphical Experience: User Interface Design Approach Based on User-Centered Design to Support Usability [https://doi.org/26\\_3-3075-15-981-978/10.1007](https://doi.org/26_3-3075-15-981-978/10.1007). © Springer Nature Singapore Pte Ltd. 2020 ,Print ISSN: 2367-3370 // Electronic ISSN: 2367-3389.

**In winter 2019:** Communication Based on User-Centered Design: Design A New Communication Modelt DOI:10.21608/amesea.2019,76329 Article 7, Volume 5, Issue 17, Winter 2019, Page 177-193 ISSN: 2356-9921

**In 2019:** 3d Educational Games Supported By Augmented Reality , DOI: 10.21608/ijmsat.2019.215476 , International Journal of Multidisciplinary Studies in Art and Technology VOLUME 2, ISSUE 1, 2019, 46-59Print ISSN: 2735-4334 // Electronic ISSN: 2735-4342.

**In October 2016:(research in PHD thesis not published )** Motion Effects of Arabic Typography on Digital Communication Media Mediterranean Cultures In Art And Architecture Conferences (MCAA2016)

**In October 2016:( research in master thesis not published )** Graphical User Interface Design: Between Upgrading ,User Experience and Usability , Faculty of Fine Arts, Alexandria University, Egypt

**In September 2013:** Motion Effects of Arabic Typography in Digital Communication Media , Faculty of Fine Arts, Alexandria University, Egypt

## CONFERENCES AND SEMINARS:

**In Jan 2025** : Hajj Conference & Exhibition Hajj Expo, Jeddah Superdome. (Viewer)

**In Jan 2025** : Effat 22nd International Learning and Technology Conference under the theme: Human-Mechanic Dynamics: Fueling a Sustainable Future. (presenter)

**In April 2021** : The Sixth International Conference «Recent Trends in Innovation, Creativity and Technology» Siwa, Matrouh

**In October 2019**: The First World Conference on Internet of Things: Applications & Future (ITAF 2019) at Cairo, Egypt ([https://www.itaf. link/](https://www.itaf.link/))

**In August 2019**: Helping Muslim pilgrims performing Hajj and authorities in KSA who are organizing Hajj ceremony, by simplifying the communication between pilgrims and the Hajj authorities. ([https://hajjhackathon. devpost.com/](https://hajjhackathon.devpost.com/))

**In April 2018**: AmeSea-International-Conference - October 6 University hosts its fourth international conference entitled «Education and the Arts: Developmental Prospects» ([https://o6u.edu.eg/UniversityNewsDetails. aspx?News=5080](https://o6u.edu.eg/UniversityNewsDetails.aspx?News=5080))

**In January 2018**: Fourth International Conference of the Faculty of Fine Arts at South Valley University “Visual Arts between the Problem of Modernity and Identity”

**In October 2016**: Mediterranean Cultures In Art And Architecture Conferences (MCAA2016)

**In August 2015** : Egypt design week (event )

2015-8-7 Alexandria (lecture in typography basics )

2015-8-14 Damietta (lecture logotype)

**In April 2013**: Participation in the activities of the sixth scientific conference of the department (Scientific research mechanisms and research plan

**In October 2012**: Participation in the activities of the fifth scientific conference of the department(Mechanisms for evaluating the year’s work, Bachelor’s degree, basic subjects and supporting subjects)

**In May 2012**: Participation in the activities of the fourth scientific conference of the department(Scientific content and evaluation criteria)

**In 2012**:participate in the activities of the Drupa international conference for printing in Bibliotheca Alexandria

**In May 2012** : Participation in the activities of the second scientific conference of the department (The internal regulations between theory and application)

**In August 2011**: Active participation in the Seventh Annual Forum for the creators of calligraphy Fine Artists Association, Anfoushy Cultural Palace, Alexandria.

**In December 2011**: Participation in the activities of the third scientific conference of the department (Strategic plan for graduate studies)

**In December 2010** : : Participation in the activities of the third scientific conference of the department (List of approved hours)





## TRAINING COURSES

2021



### Faculty and Leadership Development Center (FLCD Alexandria University)

1. Design and statistical analysis systems «Spass».
2. Research ethics and plagiarism
3. Financial aspects and laws in university works
4. Design and production of digital content
5. Implementation of funded research projects and management of the research team.
6. International Publication of Digital Research

2016



### Training board certified by international board of certified trainers European divisions (IBCT)

7. E – Learning.
8. International publishing of Scientific research
9. References Management System.
10. Use of Global Data bases.
11. Conference organization.
12. Competing for research funds.

2013



### Training board certified by international board of certified trainers European divisions (IBCT)

13. International Publishing of Research
14. Strategic Planning
15. Credit hour system
16. Time and Meeting Management
17. Student Evaluation and Examination
18. University Management



## SKILLS :

Dr. Ibrahim is a dynamic professional with extensive expertise in academia, design, and digital media, complemented by strong project management and business acumen. He has a proven track record of leading diverse teams, optimizing workflows, and developing strategic plans for innovative educational and corporate initiatives. Combining advanced skills in artificial intelligence, graphic design, and business development, Dr. Ibrahim drives impactful solutions that foster growth, preserve cultural identity, and promote excellence in modern media and communication.

Academic and Educational Skills	Strategy and Vision Skills
1. Curriculum Development	19. Strategic Planning and Visionary Leadership
2. Teaching (Graphic Design, Journalism, Digital Media, UX/UI Design)	20. Business Development and Partnerships
3. Course Syllabus Design (e.g., UX Design, Publishing Production)	21. Corporate Media Advising
4. Student Engagement and Mentorship	22. Project and Workflow Optimization
5. Bilingual Instruction (Arabic & English)	23. Innovation in Educational Programs and Media
6. Educational Technology Integration (e.g., Blackboard, Coursera)	24. Designing High-tech Interactive Experiences (e.g., AR Museums)
7. Workshop Presentation and Training	25. Globalization and Identity Preservation Strategies
8. Public Speaking and Lecture Delivery	26. Strategic Branding and Marketing Vision
9. Designing Practical Assignments and Projects	Strategy and Vision Skills
10. Promoting a Friendly and Open Learning Environment	27. Project Planning and Execution
Research Skills	28. Team Leadership and Collaboration
11. Academic Research and Writing	29. Workflow and Process Optimization
12. Conducting User Research (Interviews, Personas, Empathy Maps)	30. Budgeting and Resource Management
13. Data Analysis and Presentation	31. Corporate Advising for Media and Branding Projects
14. Media Studies and Communication Theories (e.g., Cultivation Theory, Social Capital Theory)	32. Business Development and Market Analysis
15. Interactive and Digital Media Research	33. Partnership Formation and Negotiation
16. Designing and Evaluating Experiments	34. Startup Support and Growth Strategies
17. Historical and Cultural Analysis	
18. Leveraging AI for Research and Data Insights	

Artificial Intelligence Skills	Graphic Design and Creative Skills
35. AI in Design and Media (e.g., ChatGPT, Microsoft Copilot Designer)	52. Adobe Creative Suite (Illustrator, Photoshop, InDesign)
36. Prompt Engineering for AI Creativity	53. UX/UI Design (Figma, Adobe XD)
37. AI-Driven Content Creation and Customization	54. Branding and Identity Design
38. Leveraging AI for Social Media Campaigns	55. Layout and Publishing Design
39. AI Tools for UX/UI Design (e.g., Prototyping and Testing)	56. Poster Design and Marketing Materials Creation
40. Creating AI-Based Interactive Experiences	57. Interactive Design for Websites and Social Media
41. Data Analysis with AI Algorithms for Research	58. Digital Storytelling and Visual Communication
42. AI in Design and Media (e.g., ChatGPT, Microsoft Copilot Designer)	59. Marketing Collateral Development (Flyers, Catalogues, Stationery)
	60.
43. Social Media Campaign Strategy	61. UX Research and Development Tools
44. AI-Driven Content Marketing and Optimization	62. AR and Interactive Media Development
45. Blogging and Audience Engagement	63. Website Development and Maintenance
46. Cross-platform Promotion	64. Advanced Presentation Design (PowerPoint, Keynote)
47. Digital Marketing Analytics	65. Prototyping and Wireframing (Figma, Adobe XD)
48. Influencing Through Media Trends	66. Mobile App Design and High-Fidelity Prototyping
49. Content Creation and Management	67. Technical Skills
50. Marketing and Media Skills	68. UX Research and Development Tools
51. Social Media Campaign Strategy	69. AR and Interactive Media Development



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