



Dr. Noha Essam Khamis, PhD, MA,
MSc. (Hons), WDO (CR), AJMRI
Associate Professor of Interior Architecture &
Interdisciplinary Design-Design Department
College of Architecture & Design – CoAD
Effat University, Jeddah, SA.
Environmental Psychologist, Strategic Foresight
Consultant, SDG's Consultant- MPED
Chapter Director of Speculative Futures CA- US
Chapter Director of GSAHW-UK



Address: Effat Residency- 8482 Qasr Khouzam- Jeddah.
Phone: +96649400424
Email: nkhamis@effatuniversity.edu.sa

BIO

A Global Award-Winning Design Academic & A Futurist. Dr. Noha is the Cairo chapter founder of Speculative Futures, CA, US. A prestigious board member of AJMIRI/US. A Global Ambassador & Advocate of Sustainability at Ministry of planning and economic development. A Fellowship Researcher at University of Applied Sciences and Arts Northwestern Switzerland-Basel Academy of Art and Design, Institute of Experimental Design and Media Cultures. Research Associate at LSBU with 15+ years in Academia and 20+ years of professional experience. She is a member of African Circular Economic Network (ACEN). She serves as a design professor and an educational consultant at a number of reputable universities in Egypt, Gulf Region and UK such as GUC, AASTMT, MSA, ASU and LSBU. She received the leadership accolade of WDO for her excellence in the design driven foresight context that work in alignment with the UNDP. Dr. Noha has received her Ph.D. with honor from Faculty of Fine Arts in Cairo, and two Masters degrees, M.Sc. Environmental Psychology from St. Lawrence College, Canada and M.A. interior architecture, Faculty of Fine Arts in Cairo, Egypt. She is the founder of Studio ne+ where she brings in how to move masses and change behaviors through her foresight based design approach and trend forecasting techniques that tackle design from different context and perspective. Her researches develop better understandings of the relations between sustainable design education, and the creative industry with a focus on the future literacy and speculation. Her PhD thesis was shortlisted for the Best Ph.D. Interdisciplinary Thesis among Middle East universities for the topic of “Phobia of Spaces” for the year 2018. She has many international publications in interdisciplinary studies. Her crossover of passions, as well as her methodology, informs her work and creates brilliant and inspiring end results. She positively influences younger generations of designers through her work and researches. Her fusion of experiencing multidisciplinary was a process of unravelling of potentials and giving free play to her creative mind while considering the practical human experience that are at the core of her approach.



EDUCATION

2022	Postdoc	Interdisciplinary Design- Basel Art Academy- University of Applied Science & Arts- Switzerland.
2021	Postdoc	Interdisciplinary Design- London South Bank University-. Research program – UK.
2018	PhD	Interior Architecture & Interdisciplinary Design- Helwan University/ WES -Canada <i>PhD's Thesis titled (Design Standards of Interior Architecture to reduce Phobia of Non- Residential Spaces).</i>
2014	MSc	Interior Architecture & Interdisciplinary Design- Helwan University <i>Masters' Thesis titled (The Role of Interior Design of Administrative Buildings on Productivity).</i>
2011	MA	Environmental Psychology- St Lawrence College- Canada.
2007	BSc	Interior Architecture & Interdisciplinary Design- Helwan University

TEACHING EXPERIENCE

2024- Present	Effat University	Associate Professor, Design Department, College of Architecture & Design
2023- 2024	University of Applied Science and Arts Northwestern Switzerland (FHNW)	Associate Professor, Design Department, University of Applied Science and Arts Northwestern Switzerland (FHNW)
2021- 2022	German University in Cairo /Interior Architecture & interdisciplinary design	Product Design Department, Faculty of Applied Sciences and Arts. Associate Professor of Interior Architecture & interdisciplinary design Scientific Researches Program/ BA & MA Theses. Executive Position-SDG's Advocate Unit.
2020-2021	Applied Science University- London South Bank University (LSBU)	Assistant Professor, Design Department, Applied Science University- London South Bank University (LSBU)
2018-2022	Arab Academy for Science, Technology & Maritime Transport (AASTMT)	Adjunct Professor Faculty of Engineering/ Architecture Department Adjunct Professor Faculty of Mass-communication/ Media & Communication Department
2014-2020	Modern Sciences and Arts University – MSA University/ University of Bedfordshire/ UK	Assistant Professor of Interior Architecture (2018 - 2020) Assistant Lecturer of Interior Architecture, (September 2014 – 2018) Executive Position- Interior Design Department QA Unit Coordinator (2018 - 2020)- Scientific Researches Program Director (2018 - 2020)



- LIST OF ACADEMIC COURSES TAUGHT AND AREAS OF EXPERTISE

• Institution: Effat University

- Fundamentals of Design
- Commercial & Retail Design Studio
- Corporate & Offices Design Studio
- Contemporary Issues in Design
- Special Topics in Design: Service Design & Marketing Communication

• Institution: Basel Art Academy-University of Applied Science & Arts-Switzerland

- Critical Design
- Interdisciplinary Studies
- Service Design & Communication
- Extended Ecology & Environmental Studies
- Speculative Design
- Critical Writing and Visual Narratives
- Futures Design

• Institution: German University in Cairo (GUC)

- Design Theory
- Interdisciplinary Studies
- Product Design Research & Programming
- Sustainability & Regenerative Design
- Circular Design
- Design Thinking and Innovation
- Product Design Bachelor Thesis
- Product Design Masters' Thesis
- Interior Design Bachelor Thesis
- Interior Design Masters' Thesis

• Institution: Applied Science University- London South Bank University (LSBU)- Bahrain

- Design Theory
- Color Theory
- Issues in Design Culture
- Design Psychology
- Interdisciplinary Studies
- History of Art & Architecture
- Design Thinking and Innovation
- Color Theory
- Commercial & Retail Design Studio
- Bachelor Thesis Program
- Materials & Finishes

• Institution: Arab Academy for Science, Technology & Maritime Transport (AASTMT)

- Color Theory
- Introduction to Set Design
- History of Art & Architecture
- Design Dynamics Introduction
- Color & Light in Interior Spaces
- Commercial & Retail Design Studio
- Design Principles
- Media & Applied Arts
- Aesthetics of Arts
- Office Design Studio

• Institution: MSA University, Bedfordshire University/ Egypt- UK

- Interior Design Bachelor Thesis
- Materials & Finishes
- History of Art & Architecture
- Commercial & Retail Studio
- Office Design Studio
- Human Factors & Space Dimensions
- Futures Design
- Forecasting Design



- Fashion History
- Residential Design Studio
- Research & Programming
- Interior Design Graduation Project
- Interactive Design
- Branding & Marketing

- COURSES DESIGN & DEVELOPMENT EXPERTISE IN INTERDISCIPLINARY DIPLOMAS & POSTGRADUATE STUDIES

- Critical Interpretation & Aesthetic Theories
- Forecasting Design
- Design Trends
- Service Design & Marketing Communication
- Design Psychology
- Spatial Design & Placemaking
- Experiential Design
- Futures Studies
- Interdisciplinary Studies
- Fashion Research & Innovation
- Material Culture and Mass Consumption
- Branding & Marketing
- Creativity and Cultural Development Industries
- Analytical Approaches to Design Innovation

PROFESSIONAL EXPERIENCE

- 2023-2024** Young Design Circle Program- Coordination YDC Program Leader/ UN.
- 2022- Present** Sustainability Consultant-Ministry of Planning and Economic Development.
- 2022- 2024** SDG's Consultant- United Nations Development Program UNDP/ UN.
- 2020- 2023** Design Consultant- World Design Organization -WDO
- 2022-2023** Climate Collective & Eco Design Consultant – WDCD-Netherland.
- 2018-2024** Founder & Lead Designer- Studio ne+
- 2015-2018** Design Director- D-Line Interiors
- 2013-2014** Strategic Designer- RM Interiors
- 2009-2013** Design Lead- Architouch for Office Furniture

RESEARCH EXPERIENCE

Dr. Noha's researches develop better understandings of the relations between art and design education, and the creative industry. Her researches focus on the interdisciplinary studies of future literacy of design education, environmental psychology and trends forecasting. She was recently selected as a prestigious member of the editorial board in the American Journal of Multidisciplinary Research and Innovation- AJMRI.

Strategic Foresight

Design Theory

Critical Design

Environmental Psychology

SDG's

Spatial & Experiential design

Ethnographic studies

Interdisciplinary Studies

Speculative design

Concepts & Cognitive semiotics

Design & Humanities

Utopia & Dystopia Forecasts/ Future Design



KEY COMETENCIES IN ACADEMIA

- A multidisciplinary researcher.
- Accomplished communicator, Creative and skilled presenter.
- Highly knowledgeable and inspirational designer.
- Diplomatic with excellent relation skills.
- Calm and assured in pressurised situations.
- Ability to engage across all levels and culture.
- Time-efficient, systematic working methodology.
- Rapid adaptability to new locations.
- Well organized in working as an individual and as a member of a team.
- Excellent negotiation and top-level Interpersonal skills.

TEACHING STATEMENT

I strive for a change-making in Education, I am a Global Award-winning Design Academic & A Futurist, I have an academic experience for more than 15 years and about 20 years of experience in professional and practical work of Interior Architecture and interdisciplinary design. I am looking forward to build a program that serve interdisciplinary knowledge creation, critical thinking, questions and exploration, and aims to create a multicultural dialogue that supports cooperation with peers, mentors and experts. Through this program, I illuminate design & architecture, social & cultural bases for developing future narratives of racial justice, climate change, biodiversity, ecological urbanism & demographic change. I am always passionate about integrating design with humanities, sociology, anthropology & psychology. I am looking forward to amplify new perspectives on environmentalism and future narratives. I received the leadership accolade of WDO for excellence in the design driven foresight in the education context in alignment with the UNDP. My PhD thesis was shortlisted for The Best Ph.D. Interdisciplinary Thesis among Middle East universities for the topic of "Phobia of Spaces" for the year 2018, and I have a good record of international publications in Interior Design & interdisciplinary studies. Her researches develop better understandings of the relations between design education, and the creative industry with a focus on the multidisciplinary studies of future literacy and speculation. My scholarly interests lie in future literacy of education and integrating a constructivist pedagogy into interior design. As a professor and design consultant within such a technologically innovative field, it is my responsibility to continue developing myself on both academic and practical levels. The drive to consistently find effective ways to incorporate that knowledge into my teaching methodology for my students has led to the creation of multiple internships, mentorships and production experiences with my industry connections. My philosophy of teaching is built upon mixing the theoretical with the practical, developing both the logic and creative sides of the brain, in order to train highly employable and qualified job applicants in the future. I am constantly aiming to fulfill my mission of bringing the "real professional life" into academia as well as the studio. My philosophy of education is that all students are unique and must have a stimulating educational environment where they can grow mentally, emotionally, and socially. It is my role to create this type of atmosphere where students can meet their full potential. Providing a safe environment where students are invited to share their ideas and take risks. I believe that there are five essential elements that enhance learning process;

- The teacher's role
- Students must have access to activities.
- Students should be able to have choices and let their curiosity direct their learning.

- Students need the opportunity to practice skills in a safe environment.
- Technology must be incorporated.

The industry consists of highly collaborative work environments that require innovative teaching techniques to produce highly qualified designers that can contribute immediately to a studio's workflows. Bringing the production studio into the classroom, either virtually or physically not only gives students more work experience but also develops their skill sets of logical analysis, team collaboration and creative problem solving of the real production issues that studios require of their new hires. In this industry life, studios typically expect their employees to carry out several tasks during a production. Students must be prepared to be flexible with their skills and so this is another strong factor in my philosophy of education. The term "artist" in this field is misleading because artist means digital artist, which pertains to professionals who are not only trained in art and design fundamentals, but also in the use of the computers, software and techniques to create these interactive multimedia experiences. The fast-paced developments in the major and its workflows are something that I study closely. This idea of bringing the real-world studio into the classroom has already become rapidly successful and popular with the student. Keeping up to date with industry developments not only makes me a more valuable industry professional, but it also ensures that I am a valuable learning source for my students.

Vision & Beliefs/ Design Education

- Design is a Thinking Mode.
- Design knowledge is Methodological.
- Bridging Disciplines is a lifelong learning process.
- Any design discipline' outcome is a product.
- Visual & critical thinking, Conceptual design, Speculative & advanced design are the future tools of design education.

Teaching Strategy (The principle of Suitability to each level of students, content, ILO's) Constructivist, Collaborative, Integrative, Reflective, Inquiry Based Learning.

- The learners are actively involved.
- The environment is democratic.
- The activities are interactive and student-centered.
- Theoretical knowledge, practical skills are merged.
- The educator facilitates a process of learning in which students are encouraged to be responsible.

Teaching Techniques

- Thinking Skills, Modelling, Cooperative Learning, Gamification, Addressing Mistakes, Experiential learning, Project-based learning, Class Discussion, Visualization of Information, Providing Feedback, Problem-based learning.

PUBLICATIONS

- Khamis, E., Noha., 2024. "**Socio-Cultural Environment: Spotting Implication of Globalization on Sustainability**", Green Energy and Environment- IntechOpen -Globalization and Sustainability - Ecological, Social and Cultural Perspectives- Book Chapter -Special Issue. London, UK.
- Khamis, E., Noha., 2024. "**Crossing Boundaries: Adopting a Participatory Strategic Foresight Framework in Design**", Journal of Interior Design- Special Issue. London, UK.



- Khamis, E., Noha., 2024. **“Metaverse in the Context of Space Preference: Mapping Spatial Behaviour in Interior Environments”** 2nd CoAD -Reinventing the ARCHIDES through Humanization and Emerging Technologies -Conference proceedings- Effat University.
- Khamis, E., Noha., 2024. **“Design Futures: Cultivating Strategic Foresight Competencies in Design Education”**. Education Symposium of the Industrial Designers Society of America (IDSA) - Conference proceedings, New York, US.
- Khamis, E., Noha., 2024. **“Envisaging Future Cities Within Intersectional Strategy in the Arab Region”** International Symposium, Spatial Justice in Practice, Delft University of Technology, NL.
- Khamis, E., Noha., El-Harairy, Y., 2023. **“Employing Extended Reality (XR) to Expanding Narratives of Place-Making, Spatial Presence and Immersive Experience”**. 11th International Conference of the Arab Society for Computation in Architecture, Art and Design (ASCAAD 2023); C+++: Computation, Culture, and Context-Conference proceedings book.
- Khamis, E., Noha., 2023. **“Incorporating the Sustainable Development Goals in Art & Design Education”** 10th Gulf Comparative Education Society (GCES) Conference.
- Khamis, E., Noha., 2022. **“Delphi Method As a Morphological Catalyst for Foresight-Oriented Design Research”**. diid disegno industriale industrial design, Rome, Italy.
- Khamis, E., Noha., 2022. **“A pedagogical context to integrate trend forecasting techniques into innovative design education”**. Journal of Art and Architecture studies, Cairo, Egypt.
- Khamis, E., Noha., 2021. **“Spiritual values between theological symbolism and design globalization in the contemporary mosque architecture”** Journal of Architecture, Arts and Humanistic Science/5th Conference Tunisia – Morocco.
- Khamis, E., Noha., 2021. **“Cultural Buildings’ Design between Visual Creativity and Psychological Impact: An approach for activating the concept of uncanny architecture in expressing national issues”** Journal of Architecture, Arts and Humanistic Science/5th Conference Tunisia – Morocco.
- Khamis, E., Noha., 2021. **“Multi-Sensory Design: An approach to explore the latent psychological aspects in interior spaces”**. <https://www.archinet.me/noha-essam-articles/multi-sensory-design-an-approach-to-explore-the-latent-psychological-aspects-in-interior-spaces>
- Khamis, E., Noha., 2021. **“Attaining SDG’s... The choices designers make today affect tomorrow”** <https://www.archinet.me/noha-essam-articles/2021/8/26/attaining-sdgsthe-choices-designers-make-today-affect-tomorrow>
- Khamis, E., Noha., 2021. **“Analogous Solutions in Innovative Interior Design Applications”** <https://www.archinet.me/noha-essam-articles/formulating-analogous-solutions>
- Khamis, E., Noha., 2018. **“Formulating Analogous Solutions as A Concept Tool in Innovative Interior Design Applications”**. International Design Journal on: The Academic Research Community Publication /The 5th International Applied Arts /Helwan University Conference: AAHU’18).
- Khamis, E., Noha., 2017. **“The Formulation of the cultural Identity of Interior architecture’ students through the educational globalization”**. The Academic Research Community Publication / IEREK Press /The International Conference: Cities’ Identity Through Architecture and Arts (CITAA)/ (archive/ academic research community).

EDITORIAL MEMBERSHIP

- Editorial Team- diid — disegno industriale industrial design, Rome, Italy
- Editorial Team- Journal of Art & Architecture Research Studies, JAARS, Cairo-Egypt
- Editorial Team- American Journal of Multidisciplinary Research and Innovation



PROFESSIONAL & SOCIETIES MEMBERSHIP

- World Design Organization- WDO/ Canada
- WDCD Organization, The Netherland
- Cairo Chapter Founder of Speculative Futures, CA, US
- African Circular Economy Network ACEN, South Africa.
- Cumulus Association, Finland
- Global South of Art & Health Week, UK.
- Apexart, New York
- SITA Entrepreneurship Incubator, Egypt
- Egypt Scholars Community, Egypt
- Be Ambassador Community, Egypt
- Sustainable Professionals of Saudi Arabia
- Syndicate of Plastic Artists, Egypt

PROFESSIONAL CERTIFICATION

- Leadership Certification, World Design Organization- WDO/ Canada
- Design Academic Certification, Cumulus Association, Finland.
- Sustainability Trainer Certification, Egypt.
- Apexart professional art & design evaluator.
- Curriculum development certification
- Illinois learning and teaching strategies certification.
- Mckinsey Certification
- Entrepreneurship Professionals community certification
- Environmental Psychology Certification.

GRANTS AND FELLOWSHIPS

- Fellowship – Arts in Medicine- GSAHW. London, UK. 2024
- Research Grant- Ecology Design Lab- University of Applied Science & Arts/FHNW Basel Academy of Art and Design-FHNWSWITZERLAND 2022
- Excellence Research Grant Rakhawy Institute for Training and Research -Cairo University – Egypt 2023.
- Stimuleringsfonds- The Creative Industries Fund -Netherlands/ WDCD-NL 2022.
- Cumulus Plus Grants- Spienza University- Rome Cumulus Association- Finland 2021.

AWARDS AND HONORS

- International CA Plus Grant Design / Cumulus Association 2021/ Finland.
- Researcher & Leadership Member of world design organization-WDO/ United Nations Development Program –UNDP



- Top Achiever – Be Ambassador/ National Management Institute- Ministry of Planning and Economic Development.
- Research Excellence Award, Environmental Studies Psychology Center of Education. Cairo University.
- PhD thesis was shortlisted for the Best Ph.D. Interdisciplinary Thesis among Middle East universities for the topic of “Phobia of Spaces” for the year 2018. She has many international publications in interdisciplinary studies.
- Sustainability & Climate change/ Design Certificate/ Cop 27
- What Design can Do-Creative Climate Collective/ Amsterdam 2022
- Accolade-winning/ 50 of the most inspirational and distinguished women in the field of Art & Culture/education for the year 2020-2021
- Member of the editorial board in the American Journal of Multidisciplinary Research and Innovation- AJMRI.
- Selected to be part of Ra’edat Program 2030/ Entrepreneurship and innovation in Design Education/ Ministry of planning and economic planning.
- Packaging of the world Recognition/ Eco-Design Education.
- Award of women in Education, L’OREAL Scientific Initiative
- Diid certificate of recognition.
- IDSA certificate of recognition.
- Gulf Comparative Education Society recognition.

MASTERS THESIS SUPERVISIONS

- Angham Ezzeldin Design - German University in Cairo Masters
The Environmentally friendly Inhalers: A roadmap to improve asthma inhaler sustainability.
- Malak El shayeb Design- German University in Cairo Masters
Introducing Ancient Egyptian theme-inspired jewelry industry
- Menna El Geziery Design- German University in Cairo Masters
Clinical Nursing Practices: An Approach to sustainable & hygienic medical products
- Malak Tayseer Design- German University in Cairo Masters
Tech-jewelry: An approach to merge Technology and wearable fashion.
- Alia Khaled Design- German University in Cairo Masters
Towards decreasing energy consumption throughout a product life cycle
- Mai Saeed Design German University in Cairo Masters
Sensory Design Approach to Mental Health in times of crisis.

TEACHING CONSULTANCY

- Teaching Art & Design, EMKAN- SA
- Assessment Tools/ Ministry of Culture- SA

- PhD Program Development- FHNW-Switzerland
- Curricula Development- British University in Cairo/ Egypt
- Curricula Development- MSA University, Egypt
- Curricula Development- Faculty of Interdisciplinary Studies, Helwan University, Egypt
- Research Structure, Egypt Scholars, Egypt

ACADEMIC TRAINING & WORKSHOPS

- Extended Ecology-Basel, Switzerland February 2023
- Culture Diversity Seminar, Sapienza University, Rome, Italy. June 2021
- SDG's (Leadership) Workshop, World Design Organization May 2021
- Entrepreneurship Workshop, Ministry of Planning and economic development March 2021
- Design Facilitation Workshop, Cairo Designathon May 2020
- Quality Assurance and Accreditation, MSA University, Cairo November 2019
- Professional Ethics Workshop, MSA University, Cairo November 2019
- Blue Print Workshop, MSA University, Cairo May 2019
- Curricula Development Workshop, MSA University, Cairo April, 2019
- Coaching & Mentoring Workshop, MSA University, Cairo March 2019
- Self-Study for Higher Education Institution Seminar, MSA University, Cairo March 2019
- Assessment Strategy Workshop, MSA University, Cairo June 2018
- Human Psychological Factors, Psychiatry Association, Cairo January 2017
- Managerial Skills and Leadership Workshop, Time Management, Communication January 2013 Skills, Business Development, Sales and Marketing, Architouch Company, Cairo.

TEACHING MATERIAL DEVELOPMENT

- Integrative Collaborative Approach Teaching Strategy
- Virtual Interviewing/ Design Experts (Merging Academics and Professionals)
- Integrating Strategic Foresight Methodology
- Incorporating SDG's in tackling contemporary issues.
- Incorporating Artificial Intelligence.
- Introducing Students to Mega Trends, Trend types and key forces.
- Adding Value students' insights as design practitioners.
- Bridging the gap between disciplines.
- Bridging the gap between education and creative industry.



REFERENCES

- **Name: Prof. Dr. Johannes Bruder**
- Title: Professor of Design-The University of Applied Sciences and Arts Northwestern Switzerland FHNW-The Basel Academy of Art and Design
- jbruder@fhnw.ch
- **Name: Prof. Rotraut Walden**
- Title: Professor of Environmental Psychology- Koblenz University-Germany.
- walden@uni-koblenz.de
- **Name: Prof. Aleya Abdel Hadi**
- Title: Professor of Interior Architecture-Faculty of Fine Arts/Cairo/ Former Head of Interior Design/ MSA University.
- Aleyah2000@hotmail.com
- **Name: Prof. Hassan Metwally**
- Title: Dean of the Faculty of Arts & Design/ British University in Cairo
- Hassan.Metwali@hotmail.com
- **Name: Prof. Diaa Tantawy**
- Title: Professor of Interior Design-Faculty of Applied Arts/Cairo/ Interior Design Executive Consultant/ Ministry of Foreign Affairs/ Cairo-Egypt.
- diaatantawy@hotmail.com