





Omaymah Alazhari

 **Home:** Via Carlo Bernari 93, 00139 ROMA (RM) (+966)559711010

 **Mobile:** (+39) 3381744444

 **Mobile 2:**

 **E-mail:** omaymah.alazhari@uniroma1.it

Gender: Female | **Date of birth:** May 2 1987 | **Nationality:** Saudi Arabia

WORK EXPERIENCE

[11/2022 - present]

Product Development Expert

Turquoise Mountain Organization - RIAD Saudi Arabia

Company sector: Organization

Main activities and responsibilities: Coordinate the "Arts and Crafts Studio" internship program with the Ministry of Culture. Working with artisans on product development in crafts through workshops and commercial projects while leading design research (visual and theoretical content). Collaboration with The Royal Institute of Traditional Arts to build visual and theoretical content for curriculums, develop a QC checklist for plaster carving and ceramics craft, and provide design support during the Traditional Najdi Doors Products workshop. Participation in the 'Saudi Crafts Week.'

Acquired skills and achieved objectives: Gaining expertise in plaster carving and ceramics. program management, artisan and cultural engagement, workshop facilitation, and design research by collaborating with The Royal Institute of Traditional Arts and the Ministry of Culture.

[08/2020 - 10/2020]

Training

Turquoise Mountain Organization - RIYADH Saudi Arabia

Company sector: Manufacturing

Main activities and responsibilities: Running A set of activities in relation to the ceramics and plastering industry, while Plastering was the focal point of activities, by attending workshops with accredited trainers and artisans, running a set of interviews with Architects, heritage enthusiasts, and an economist. Followed by a set of courses and seminars related to the topic.

Acquired skills and achieved objectives: Understanding gypsum Plaster material characteristics, learning the craft, and realizing the traditional method by involving technology for a mass-produced outcome.

[01/2017 - 09/2018]

Design Specialist

BAS Global Investment for Global Views - RIYADH Saudi Arabia

Company sector: Engineering and design

Business or sector: textile, clothing and handicraft production

Main activities and responsibilities: Supervising showroom design and visual merchandise. Designing layouts for residential and commercial projects while consulting clients on site. Preparing social media content under the title 'Interior Design Tips.' Ordering furniture and products periodically for the showroom according to display guidelines. Planning Luxury Expo in Riyadh, Saudi Arabia - The Hotel Show' in Dubai, United Arab Emirates. Attending workshops in North Carolina, USA for training in visual merchandising, display and product orientation.

Acquired skills and achieved objectives: Developing further communication, staff supervision, and organizational skills while learning more knowledge about products in the sense of form and materiality.

[06/2012 - 12/2016]

Project Specialist

Ministry of Foreign Affairs - RIYADH Saudi Arabia

Business or sector: press, publishing, graphics

Main activities and responsibilities: Working on complete Graphic design solutions including Booklets, brochures, and handouts. Attending foreign conferences and workshops related to protocol and Information security of the Ministry, and as member of the transformation work force in charge of restructuring the ministry as part of the 'Vision 2030,' by presenting the new goals to specific departments at the ministry.

Acquired skills and achieved objectives: Developing skills in communication, public relations, and protocol. Acquiring knowledge about the cultural and political content in Saudi Arabia and its foreign affairs.

- [03/2012 - 05/2012] **Content Editor**
Intigral under Saudi Telecommunications Company - RIYADH Saudi Arabia
Company sector: Marketing/Communication
Business or sector: communication and telecommunications
Main activities and responsibilities: Researching and preparing mobile services content using STK Upload System. Categories: On this day - design - food. Attending marketing workshops and events at King Saud and Princess Nourah Bint AbdulRahman University.
Acquired skills and achieved objectives: Developing presentation and content editing skills. Additionally, receiving further knowledge about the marketing procedures.
- [10/2011 - 12/2011] **Media Support**
My Little School - RIYADH Saudi Arabia
Company sector: Administrative
Business or sector: education, training, research and development
Main activities and responsibilities: Preparing graphic content for brochures, letters, announcement posters. Organizing the end of year festival including preparing video-making. Following-up with parents regarding students' specific situations.
Acquired skills and achieved objectives: Developing/improving meeting visual tasks at short deadlines, due to the unpredictability of students' situation. Combining the field of Graphic design and writing with event management.
- [01/2011 - 06/2011] **Arabic-English Copywriter**
JWT and TBWA - RIYADH Saudi Arabia
Company sector: Marketing/Communication
Business or sector: advertising, public relations
Main activities and responsibilities: Attending bilingual creative writing training and participating in brainstorming sessions for pitches. Preparing content for Brochures, TV commercials, and mobile ads including slogans and text. Clients: Saudi Telecommunications Company - Mudun (Saudi Authority for Industrial Cities and Technology Zones) - Saudi Arabian British Bank - Saudi Railway Company - Redbull Energy drinks.
Acquired skills and achieved objectives: Comprehending methods of creative writing, brain-storming, and fast thinking and understanding the value of written text as a definition of the final product.
- [11/2010 - 12/2010] **Interior Designer**
Kayl Association for Combating Obesity - RIYADH Saudi Arabia
Company sector: Organization
Business or sector: healthcare
Main activities and responsibilities: Complete design solutions, layouts, and furniture selection.
Acquired skills and achieved objectives: Connecting with office suppliers and comprehending methodologies for purchase in large quantities.
- [08/2010 - 12/2010] **Interior Designer**
JUAM Design - RIYADH Saudi Arabia
Company sector: Engineering and design
Business or sector: other services
Main activities and responsibilities: Providing Interior design solutions for a private residential project and contributing to designs of a commercial project: Al Faisalia Rosewood Hotel. Site visiting and client communication while preparing weekly reports and meeting potential fabric and wallpaper suppliers.
Acquired skills and achieved objectives: Transitioning between academic and professional fields and having hands-on experience including: Client profile set-up using questionnaire, site supervision, and labor interaction. Understanding the process. Sorting and collecting data from materials and textiles library.
- [06/2006 - 07/2006] **Visa Section Officer**
Canadian Embassy of Saudi Arabia - RIYADH Saudi Arabia
Business or sector: other services
Main activities and responsibilities: Reviewing visa documents by applicants and following-up regarding pending documents and sorted visa processes. Keeping record of applicants and documenting their files at the embassy and communicating with couriers for new received applications.
Acquired skills and achieved objectives: Developing communication and organizational skills, while learning how to cooperate within team members.

[06/2005 - 07/2005]

Research Officer Assistant

King Salman Center for Disability Research - RIYADH Saudi Arabia

Company sector: Organization

Business or sector: education, training, research and development

Main activities and responsibilities: Attending brief training on research and Assisting the research officer with tasks including filing, data collection and organizing appointments.

Acquired skills and achieved objectives: A brief orientation to formal communication, applicant review, follow-up, and finalising the application processes.

EDUCATION AND TRAINING

[2021 - present]

Dottorato di Ricerca in Pianificazione, Design e Tecnologia dell'Architettura

Sapienza Università di Roma

Town: ROMA

EQF level: 8

NQF level: Doctor of Philosophy (Ph.D.)

Dissertation/thesis title: The Revitalisation of Al Mashrabiya Craft Through Artisans' Participation: An Aesthetic Evolution of Traditional Patterns to Parametric Design

[2018 - 2020]

Master's of Science in Product Design

Sapienza Università di Roma

Town: ROMA

2nd level degree in Design

Final degree mark: 110/110

EQF level: 7

NQF level: 2nd cycle degree/Master of Science (2 years)

Dissertation/thesis title: Erth: A Contemporary Narrative of the Past - Preserving Traditional Handmade Crafts: Plaster Carving

Principal subjects/occupational skills covered:

*Design issues research

*Technologies of Materials

*Products, Services, and Social innovation

*International Marketing Management

Thesis Title: Erth: A Contemporary Narrative of the Past - Preserving Traditional Handmade Crafts: Plaster Carving

Description: Product focuses on preserving natural resources, mass-production, and the production process.

[2005 - 2011]

Bachelor of Science in Interior Design Engineering

Prince Sultan University

Town: Saudi Arabia

Final degree mark: 2.8/4

EQF level: 6

NQF level: 1st cycle degree - Degree/Bachelor

Dissertation/thesis title: Rehabilitation Center

Principal subjects/occupational skills covered:

*Foundation of drawing and drafting, 2D-3D Design, colour theory, photography

*Lighting techniques, landscaping, building structure, residential and commercial Design

*Materials, resources, and textiles for interiors

*Human factors, architectural heritage of Saudi Arabia

*Business Ethics, psychology

Title: Smile Rehabilitation Center

Description: Designing complete layouts and plans of a physical therapy center. Considering spatial aspects and designing furniture based on the needs of user

OTHER POSTGRADUATE STUDIES

[2016 - 2016]

ADVANCED TRAINING COURSE

Duration: 1 months

Furniture Design/Design Dell'arredamento

Central Saint Martins

Description:

Contemporary seating solutions, design concept, prototype implementation, and technical production. Plywood bending technique implementation.

Description:

Scholarship provided by the Ministry of Education in Saudi Arabia after passing an exam.

LANGUAGE SKILLS

Mother tongue(s): Arabic

Other language(s)

English

LISTENING: B2 READING: B2 WRITING: B2

SPOKEN INTERACTION: C1 SPOKEN PRODUCTION: C1

Italian

LISTENING: B2 READING: B2 WRITING: B2

SPOKEN INTERACTION: B2 SPOKEN PRODUCTION: B2

Diploma(s) or certificate(s)

English: International English Language - British Council, 12 02 2015 - European level: C1

Italian: PLIDA Italian Language Exam - Società Dante Alighieri (Rome), 17 06 2021 - European level: B2

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2: Proficient user

Common European Framework of Reference for Languages

OTHER SKILLS**Communication skills**

*Ability to work in a team, as well as, demonstrate leadership, with interdisciplinary, intercultural, and multilingual collaboration;

*Ability to write grammatically correct and easy to understand texts for all types of users;

*Ability to communicate effectively, clearly and concisely in the presence of the public;

Organisational / managerial skills

*Ability to create and meet deadlines for projects;

*Ability to manage time in an efficient and productive manner;

*Ability to define real and achievable goals in relation to the skills possessed;

*Ability to draw up and execute a plan to coordinate and manage a team efficiently, and delegate responsibility for the desired results are achieved;

Job-related skills

*Ability to work in a various cultural atmosphere, accept unpredictable situations, and proceed with further solutions;

*Ability to work under pressure under various circumstances;

*Ability to pay attention to details when necessary;

*Ability to approach things with a positive approach with limited and difficult cases;

*Ability to observe and learn keenly by observation;

DIGITAL COMPETENCES

SELF-ASSESSMENT				
INFORMATION AND DATA LITERACY	COMMUNICATION AND COLLABORATION	DIGITAL CONTENT CREATION	SAFETY	PROBLEM SOLVING
Basic user	Proficient user	Independent user	Basic user	Independent user

Digital competences - Self-assessment grid

IC3 Digital Literacy Certificate:

Certiport Global Digital Literacy Certification, 2015-06-10

Photojournalism and Street Photography:

London School of Photography, 2015-09-25

Weekend Level 1 Photography:

London School of Photography, 2015-10-04

Information Security System:

Saudi Ministry of Foreign Affairs, 2016-03-25

Community Engagement: Collaborating for Change:

Edx Online Platform: University of Michigan, 2020-08-17

Functional Parameters For Choosing Windows, Doors & Facades:

Technal by Hydro, 2020-09-05

Management of Planning, Mentoring and Results:

Money Experts Institute, 2020-09-22

Concrete Furniture Creation for Beginners:

EN.CONCRETO / Domestika, 2020-11-09

La scrittura tecnico-scientifica:

Sapienza Università di Roma, 2022-02-16

Biovision of the Future:

Sapienza Università di Roma, 2022-05-20

Traditional Wood Doors in Najd:

The Royal Institute of Traditional Arts, 2022-08-21

Evaluation Processes in EU R&I funding programmes:

Sapienza Università di Roma, 2022-11-18

Introduction to the UNESCO activities:

The Royal Institute of Traditional Arts, 2023-07-31

Introduction to Manufacturing and the Environment:

Saudi Council of Engineers, 2023-08-07

Qualifying Local Cadres in Documenting Cultural Heritage and Digital Archiving for the UNESCO:

The Royal Institute of Traditional Arts, 2023-08-13

Inspired by Nature From Traditional Practices to New Art:

Misk Art Institute / American University of Cairo, 2023-12-10

Formazione obbligatorio per la Salute e Sicurezza sul Lavoro:

Formazione Generale SSL/Unitelma Sapienza, 2024-03-29

Basic digital competence:**OFFICE AUTOMATION**

Office Suite: Microsoft Excel (Intermediate) | **Presentation Software:** Microsoft PowerPoint (Highly Specialised) | **Word Processors:** Microsoft Word (Highly Specialised)

APPLICATION SOFTWARE

CAD - Assisted Design: AutoCAD (Highly Specialised) , Rhinoceros 3D (Intermediate)

GRAPHICS AND MULTIMEDIA

Adobe Illustrator (Highly Specialised) , Adobe InDesign (Highly Specialised) , Adobe Photoshop (Advanced)

PUBLICATIONS

Conference proceedings "From Tradition to Digital Fabrication: Safeguarding the 'Mashrabiya' Craftsmanship and Artisanal Communities" ; Omaymah Al Azhari ; UNIDCOM-IADE (2023)

"Evolution of 'Mashrabiya' in the Middle East and North Africa: Traditional Wood Carving Technique Revival" ; Omaymah Al Azhari ; Cumulus PhD Network ; Antwerp University (2023)

"Tessuti riciclati sostenibili basati sulle tende beduine tradizionali" ; Omaymah Al Azhari, Gabriele Maria Cito ; Società Italiana di Design (2022)

"Bedouin Tents: Sources of Textile Innovation" ; Omaymah AlAzhari ; 23rd International Conference on Creative Arts and Design ; ICCAD 2021, New York - USA (2021)
publications.waset.org/10012495/bedouin-weaving-techniques-source-of-t...

Master's degree dissertation "ERTH: A Contemporary Narrative of the Past - Preserving Traditional Handmade Crafts: Plaster Carving" ; Lorenzo Imbesi, Omaymah AlAzhari ; Saudi Digital Library (2021)
sdl.edu.sa/sdlportal/en/publishers.aspx

Degree thesis ""Improving the City Image of Riyadh Through Storefront and Street Signage Redesign" ; Antoni Remesar, Sama AlMalik ; Universitat de Barcelona (2017)
diposit.ub.edu/dspace/handle/2445/113737