

ACADEMIC CURRICULUM VITAE











Dr. Ayman Raafat Elgendy Ph.D.

16 Nov. 1980, Married



Villa 857, Zayed Gardens, 16 District, Shakh Zayed City , Giza , Egypt



+2 0100 68 99 1 77 +2 01 2222 0 22 56 +1 (415) 22 66 011

2011 - Present Assistant Professor, TV Training & Multimedia Supervisor &

Advertising production "CIC" Canadian International College,

the New Cairo campus of Ottawa university in Canada

2005 - 2017 Assistant Professor, Video Editing, VFX & Digital media (Part timer)

"Facutly of Applied Arts" Helwan University,

photography , Cinema & TV department

2003 - Present **Education Manager / Senior Instructor**

For International Authorizations & multimedia Dept.

Fusion VFX academy

2003 - Present Assistant Professor / Digital media production , Social Media

marketing Specialized /

"RTI" Radio, and Television institute, Maspiro

Lecturer / Multimedia Specialized 2005 - 2010

"MIU" Misr International University, Faculty of Mass Communication

2003 - 2005 Teaching Assistant / Video Studio Specialist,

"NCA" New Cairo Academy

Faculty of Applied Arts (Cinema, TV & photography dept.)

QUALIFICATIONS AND CERTIFICATES

2016 Maxon Certified Trainer, Cinema 4D Studio Program

> Awarded after joining the Maxon Certified trainer Program with Digital Art School an Augenpulver Design Powered Company in Germany.

Instructor Eng. Pavel Zoch Ph.D. *Being tested every new Version From maxon GmbH in Germany

2015 Ph.D. in Applied Arts, Department of Cinema and TV

> Awarded for Dissertation entitled: "Controls of High Definition Image Production in Advertising for Television Commercials."

From Helwan University in Egypt

2015 Statement of Participation in Advertising and Branding

Awarded after completing the course including all mandatory tests for "The Secret Power of Brands Course" on Future Learn

Instructor: Prof. Robert Jones, Visiting Professor UEA

By "UEA" University of East Anglia in United Kingdom

2015 **DW Akademie certified in Media Production**

Awarded after attending Media Production "Summer School Course"

includes:online blog, short film, photo album & copywriting.

Instructors: Almuth Schellpeper, IMS Senior Lecturer, DWA

Petra Kohnen, Head of Int. Language Program, DWA

Frank Norden, Trainer, DWA

By "Deutsche Welle" Akademie in Bonn, Germany

2015 Apple Final Cut Pro X Certified Trainer, Certified Professional

Awarded as an Upgrading after Passing the FCPX Train the Trainer and Professional Post production online Exam Proctor by Apple Inc.

*Being tested every year since 2010

By Apple Inc. USA

2015 Adobe After Effects Certified Instructor, Certified Expert

Awarded as an Upgrading recertification since 2011 Certified after Passing the AE ACI Instructor Program & AE ACE Online Expert Exam Protector by Pearson VUE testing center

*Being tested every new Version since 2011

By Adobe Inc. USA

2015 Adobe Premiere Certified Instructor, Certified Expert

Awarded as an Upgrading recertification since 2010 Certified after Passing the PR ACI Instructor Program & PR ACE Online Expert Exam Protector by Pearson VUE testing center

*Being tested every new Version since 2010

By Adobe Inc. USA

2015 Adobe Photoshop Certified Instructor, Certified Expert

Awarded as an Upgrading recertification since 2010 Certified after Passing the PS ACI Instructor Program & PS ACE Online Expert Exam Protector by Pearson VUE testing center

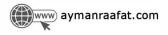
*Being tested every new Version since 2010

By Adobe Inc. USA

2014 Adobe Video Specialist Certified Expert

Awarded after Passing the Video Specialist Certification Program Req. & Passing the PS, PR, AE, ACE Online Expert Exams.

By Adobe Inc. USA



2014 FLPI (Fellow) Learning and Performance Institute and

Awarded by the Learning and Performance institute after attending the TPMA "Trainer Performance and Monitoring Assessment" in 2010 & getting certified training Practitioner with associate Degree.

*Being renewed every year after yearly evaluation.

By: Learning Performance Institute in United Kingdom

2014 Adobe Certified Instructor "Train the Trainer Program"

Awarded by Adobe Inc. after attending the Train the Trainer program in Tokyo at Adobe training dept. & passing the Final Exams, Evaluations & presentations.

Instructor: Ritchard M. Harrington, PMP, RHED Pixel

By: Future media Concept USA. & Adobe Inc. Japan

2014 Autodesk 3Ds Max Certified Instructor,

Awarded by Autodesk Inc. after attending the ACI program by Autodesk & passing the Exams, with Evaluations & presentations

*Being tested and evaluated every 3 years

Instructor: Anand Geethagovindan an Autodesk ACI Evaluator

By: Autodesk, USA, & Vinsys IN

2013 Mini MBA, Master of Business Administration

Awarded by Web Academy in UAE with Co-operation with Sadat Academy in Egypt, part of Google Master of Business Administration for Web Program.

By: Google inc, Web academy UAE & Sadat Academy Egypt

2012 Autodesk Authorized Instructor,

Awarded by Autodesk Inc. after attending the TPMA program by Learning and Performance institute in London & passing the Final Evaluations & presentations

By: Autodesk USA, Knowledge Point, UK

2011 E-on Vue Xstream Certified Instructor,

Awarded by E-on software. After getting Authorization program by e-on software in creating digital natural environment & passing the Final Evaluations & presentations

By: E-on Software, France

2010 M.A in Applied Arts, Department of Cinema and TV

Awarded for Dissertation entitled: "Studying the effective factors in designing & compositing 3D graphics with digital Video."

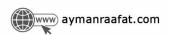
By: Helwan University, Egypt

2010 **Apple Certified Trainer**

Awarded by Apple Inc. after attending the Train the Trainer program in Apple Inc. training dept. in London for Final Cut Pro & passing the Final Exams, Evaluations & in class presentations.

Instructor: Chris Robert, Apple Mentor Trainer, Video Producer/Editor

By: Apple Inc. London, United Kingdom



2010 **Maxon Certified Approved Instructor**

Awarded by Grapheast Jordan on behalf of Maxon GmbH Germany after passing the Final Exams, Evaluations & in class presentations Instructor: Waleed Al-Baddad, Maxon Certified Instructor

By: Maxon, Germany & Grapheast Jordan

2009 Autodesk 3Ds Max Certified Professional,

Awarded by Autodesk Inc. after Passing the ACP Exams by Autodesk Starttest and Certiport Certification testing since 2009 till Now *Being tested every year on new versions and updates By: Autodesk, USA & Certiport Inc.

Toon Boom Animation Certified Trainer

Awarded by Toon Boom Inc. after attending the Train the Trainer program with Toon Boom on Digital Pro Program in 2009 passing the Final Exams, Evaluations & in class presentations then upgraded to Animate Pro in 2011 and Harmony in 2014 till now

Instructor: Harry Ravelomanantsoa, Toon Boom, Director of Sales **By: Toon Boom Animation Inc, Canada**

PROFESSIONAL AFFILIATIONS AND SERVICES

A. Assistant Professor/Ph.D. at the Canadian College for the Following Courses:

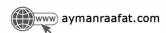
- 01-Multimedia Course "RTV"
- 02-Digital media Course "RTV"
- 03-New media Course "RTV"
- 04-Electronic Media Course "RTV"
- 05-Graphics for TV broadcasting "RTV"
- 06-Online Journalism "JOR"
- 07-Introduction to Digital Journalism "JOR"
- 08-Advertising Production "PR & ADV"
- 09-Advertising for Radio and Television "RTV"
- 10-Broadcasting and Cinematography Training Level 1 & 2 & 3

Note: Fall 2015 teaching Load = 31 hours/week - Spring 2016 teaching Load = 27 hours/week

B. Senior Instructor at Fusion VFX academy for the Following tracks: Authorized Programs of Teaching:

- 1-Advanced Video Editing with Apple Final Cut Pro and Adobe Premiere Pro
- 2-Advanced Graphic design using Adobe Photoshop, Illustrator and InDesign
- 3-Visual Effects and Composting using Adobe After Effects
- 4-Motion Graphics and Animation using Adobe After Effects
- 5-Motion Graphics and Animation using Apple Motion
- 6-Audio Editing and Recording using Adobe Audition
- 7-Image Adjusting and design with Adobe Photoshop
- 8-3D Modeling / design and Animation using Autodesk 3Ds Max
- 9-Animation Cartoons Production using Toon Boom Harmony
- 10-Digital Natural environment Design & Animation with Vue Xstream
- 11-Cinematography and Digital Film Production
- 12-Digital photography

Note: more than 20,000 teaching Hours since 2003 till now.



< Sampled yearly Highlighted Accomplished Teaching Classes >

- (2018) Teaching Photoshop design /printing and Photo Adjustments.

 Client: R.O.P Royal Oman police members , through Sadaf Institute "Oman"
- (2018) Teaching Adobe Creative Cloud Suite for Certified Expert / Certified Instructor.

 Client: Muscat Municipality members , through Sadaf Institute "Oman
- (2015-2017) Digital Media & Promos design Client: "Radio Television Institute"

 Maspiro, Egyptian National Television & Nile Sat. Multimedia Dept. Members.
- (2014-2016) Teaching Video Visual Effects & Digital Compositing and Graphic Design Client: Omani Armed Forced, Multimedia Dept. Members "Oman"
- (2014-2015) Teaching 3Ds Max Design. Client: Edita Corp, Egypt, Marketing & Design Dept. designers
- (2013-2014) Teaching Vue Xstream.

 Client: NCMS, Minister of Presidential Affairs, Abu Dhabi, UAE

 Members of Design & Multimedia Dept.
- (2012-2013) Teaching 3D Max Design & Animation Client: National Telecom Institute in Egypt, Graphic design Dept.
- (2011-2012) Teaching 3D Film production, Animation and Stimulation Client: Egyptian Army Forced "AIO" Designers
- (2010-2011) Teaching Video Editing using Final Cut pro Client: "AUC" American University in Cairo, Computer dept. Stuff
- (2009-2010) Teaching Film Making production and design Client: Egyptian State Information Service, Media Production department Stuff Members.
- (2008-2009) Teaching Audio Editing & composing Client: Orascom Telecom "Mobinil" Egypt Audio Stuff members.
- (2007-2008) Teaching Graphic design Using Photoshop.
 Client: Ministry of Agriculture training dept. Egypt
- (2006-2007) Teaching Audio Editing and composing Client: ITI (information technology institute) Education Dept. Egypt

< Publications & Writing Experiences >

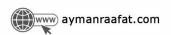
- (2015-2016) Multimedia & Graphics writer

 @ Broadcasting Art magazine, by Egyptian National Television
- (2003-2006) Multimedia Technical developer & writer @ Yat Education center, Egypt.

Multimedia Product Manager / training developer @ GAC "Graphics academy center, Egypt

(2004-2005) Multimedia developer & Writer

@ Alam El-Computer Monthly Magazine, UAE.



C. Education Manager at Fusion VFX academy for the Following tracks:

<u>International Authorizations and Certificates ATCs/ ATCEs Product Accounts</u>

<u>Manager and Representative for:</u>

01-AATC/ AATCe Apple Authorized training and International Exams

02-AATC, Adobe Authorized training center and EDU. License Admin

03-AAP / ATC / ACC Autodesk Academic Partner & Authorized training center and certification center

04-Toon Boom Authorized Training Center & EDU. License Manager

05-E-on Software Authorized Education & Software Sales Manager

06-ATP / ATC, Maxon Authorized Training Provider

07-Pearson Vue Authorized Testing Center Operation Manager

D. Practical Experiences

Creative Director / Partner of Fusion media production and Advertising Agency, Creative director and Multimedia technical Advisor with several Multinational Advertising agencies Like: JWT, Strategies, Y&RTEAM... etc.

< Sampled Highlighted Accomplished Projects >

- Project: "KAU" King Abd-El-Aziz University Celebrating 50 years Film, KSA

Client: "KAU" King Abd-El-Aziz University, Agency: Cinema Shot

Tasks: Motion Graphics Director & Animator ~2016

- Project: EL-OTT Film , by Amr Waked & Farouk El Feshawy

Client: Zad Films Production

Tasks: trailers / Credits Creative Editing & Compositing ~2014

- Projects: Birds Flu, PSA

World Sight day, PSA Saving Mothers Life's, PSA

Defeat Malaria, PSA

Client: "WHO" World Health Organization, Eastern Mediterranean Region,

Agency: Yat Advertising

Tasks: Creative director and Animator ~2006 - 2014

- Project: Why Choose Fusion Documentary Film & TVC

Client: Fusion VFX academy

Tasks: Director & DOP ~2012 - 2013

- Project: Saving Nature International Music Concerts at The Opera House

Client: Opera house - spiro Foundation

Tasks: Director ~2011 - 2012

- Project: Lipton - Sunsilk - Lux, ATL / BTL Campaigns

Client: Unilever Agency: JWT

Tasks: Creative Video Editor & Director / Presentation designer ~2005 - 2010

- Project: Vodafone, ATL / BTL Campaigns

Client: Vodafone

Agency: JWT

<u>Tasks</u>: Creative Video Editor & Director / Presentation designer ~2005 - 2009



- Project: Sony Mobiles Lower third TVC animation

Client: Sony mobiles Agency: Y & R Team

Tasks: 2D animation & design ~2008

- Project: Egyptian Airport Tracker International Documentary Film

Client: NANSC

Tasks: Director & Editor ~2007

- Project: Boxhill university 3D Design and Visualization in Kuwait

Client: Boxhill university

Designing Agency: brainstormwll

Tasks: 3D Visualizer & Exterior Design Rendering ~2007

- Project: HSBC interactive presentation

Client: HSBC

Agency: JWT

Tasks: Layout, Animation and Interactivity Designer ~2007

- Project: Nestle Ice cream game

Client: Nestle

Agency: JWT

Tasks: Animation and Interactivity Designer ~2007

- Project: Liwan city in Dubai

Client: Mazzaya Real state, Designing Agency: brainstormwll Tasks: Creative director / Animator & 3D Visualizer ~2006

MEMBERSHIPS

- Member of Cinema Professions Syndicate, EG
- Member of applied arts Professions Syndicate, EG
- Member of Photography Professions associate, EG
- Fellow Membership [FLPI] Learning Professional Network UK.

EVENTS / CONFERENCES AND SUMMITS

Attended and Participated in international Events and Conferences like:

- Apple AATC Summit 2011 in Munich, Germany,
- Inter bEE Broadcast Expo 2013 in Tokyo, Japan,
- Autodesk ATCs Summit 2014 in Dubai, UAE
- IBC 2015 in Amsterdam, Holland

& most of well known Events and conferences in Egypt

Sports & Activities: Football, Squash & swimming

Language: Arabic/ Native , English/ V. Good , French/ week

*all Required Documents and certificates are available upon request

aymanraafat.com



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pinterest.com/aymanraafat/

Be behance.net/meanoo

twitter.com/Ayman_Elgendy

youtube.com/c/AymanRaafat





