



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, 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, 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
“Integration between Visual and Verbal Rhetorical Figures to Unveil the Double Entendre in Advertising Message”	Journal of Design Sciences and Applied Arts	2025
“Using Line Illustrations in Digital Interfaces Design to Enhance the User Experience”	Journal of Architecture, Arts and Humanistic Science	2025
“Digital Avatars as a Guiding Agent for Enhancing User Experience”	Journal of Design Sciences and Applied Arts	2025
“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	Journal of Design Sciences	2024



Create User-Generated Content”	and Applied Arts	
“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
“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
• 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

- 2025 – Conducted a workshop at Effat University on “**Digital Art Journaling & Mixed Media: Expressing the Quality of Life**” for school students.
- 2025 – Conducted a workshop at Effat University for school and university students, on “**Personal Branding Using AI and Digital Media**”.
- 2025 – Conducted two workshops, “**Website/Mobile Application Design**” and “**Digital Game Design**”, as part of the “**Art and Technology Summer Camp**” at Effat University in collaboration with the Ministry of Communications and Information Technology.
- 2025, **External Jury Member** for the evaluation of **students’ graduation projects** of the Graphic Design and Digital Media Department at **Princess Nourah Bint Abdul Rahman University (PNU)**, Riyadh, Saudi Arabia.
- 2025, **Committee Member** of **Effat Excellence in Civic Engagement Award (ECEA)** for the academic year (2024–2025), Effat University.
- 2025, **Mentor of the DMC Students Club**, Digital Media and Communication Department, Effat College of Humanities, Effat University.
- 2024-2025, Conducting several **workshops for the community** related to Digital Media Design, including “**Collage Poster Design**”, “**Expressing Quranic Verses (Ayat) and Noble Hadith Using Square Kufic**”, and “**Fostering Creative Thinking Skills in Digital Media**”- representing Digital Media and Communication Department, Effat College of Humanities, Effat University.
- 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.

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



Personal Skills:

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