

# ASHRAF FARES MANSOUR

Sr. Graphic Designer | Creative Director | Exhibition & Event Designer

+966 535712543

ashraffaris1@outlook.com

https://www.ashraf.website

LinkedIn: https://linkedin.com/in/ashraffaris - Portfolio: https://Be.net/ashraffaris Saudi Arabia, Riyadh

## Personal Statement

Experienced 2D and 3D Graphic Designer based in **Riyadh**, Saudi Arabia, with over 15 years of experience in advertising, packaging, and internal communications. He has worked across industries, contributing to graphic design, social media marketing, and exhibition industry.

Skilled in **Adobe Creative Cloud**, Power BI, Cinema 4D, AutoCAD, and Unreal Engine, deliver high quality 3D models, visualizations, and motion.

Passionate about leveraging creative solutions to enhance communications.

## Achievements and Experiences

**Sr. Graphic Designer / Instructional Designer**

From 04/2024 – Present

**Infographic Specialist / Data Analyst**

Location: Riyadh, Saudi Arabia

**Morganti GCC**

- Provides media consulting services to enhance the company's internal and external communications.
- Create high-quality visuals for presentations, reports, marketing materials, and proposals, ensuring brand consistency.
- Develop engaging training materials, and interactive content to enhance employee learning.
- Infographic & Data Visualization, Design data-driven infographics and visualizations to simplify complex information and support strategic decision making.
- Using Office 360 and Power Apps included **Power BI** to create dashboards, reports, forms, and apps.
- Work closely with teams to align designs with A&FM transformation Program at **Riyadh Municipality A&FM** project goals.
- Implement creative and efficient design solutions to support Morganti-GCC communication, training, and data presentation objectives.

**2D Senior Graphic Designer /3D Event & Exhibition Designer**

From 01/2023 – 02/2024

**Wesal International**

Location: Dammam, Saudi Arabia

- Designing approval artistic shows and assemblies for the **National Day 2023 and Foundation Day 2024** Dammam events, designing the Al-Hob Market Festival 2024 and the Barzan Market Festival, and designing the International **Traffic Safety Forum** and Exhibition.
- Designed and developed internal communication materials, including technical reports, videos, infographics, and 3D visualizations
- Created engaging content for newsletters, presentations, and social media posts, ensuring brand consistency and high-quality outputs.

**Senior Graphic Designer / Finalizer / CRM**

From 01/2022 – 01-2023

**Arab for Printing and Cardboard Corp.**

Location: 10<sup>th</sup> of Ramadan City, Egypt

- Increased pharmaceutical product appeal by 80% through innovative packaging designs for top leading companies in Egypt.
- Developed 2D and 3D designs for a variety of client projects.

**Printing and Packaging Designer / Finalizer**

From 01/2020 - 01/2022

**Power Graphic**

Location: 10<sup>th</sup> of Ramadan City, Egypt

- Enhance productivity performance by 150% by increasing customers and adding special services Printing CTP for (Packaging, prototyping, digital printing, manual guides, Etc.)
- Worked on finalizing for print materials, ensuring high-quality standards for all client projects.

**Social Media Marketing Specialist & Graphic Designer**

From 01/2019 - 01/2020

**Gateu Sweets**

Location: 10<sup>th</sup> of Ramadan City, Egypt

- Increased engagement by 30% by managing social media campaigns and creating graphic content for platforms.
- Elevated product sales by 20% through the development of innovative visual branding.

**Graphic Designer & Exhibitions Coordinator**

From 01/2018 - 01/2019

**Genius Industries**

Location: 10<sup>th</sup> of Ramadan City, Egypt

- Participate with the company in **Print2Pack 2018** and enhance international communication and increase exports by 80%.
- Coordinated exhibitions and created designs for marketing materials.

# Education

## Bachelor of Management Information Systems

06/2013 - 06/2017 Graduate - Egypt Al-Obour city

- Higher Institute of Management, Computers, and Information Systems  
Distinguished member of the University's Technology and Design Society

### Courses

- **Certified** in Graphic Design Fundamentals (**California Institute of the Arts**).
- **Certified** in **Google IT Support** professional certificate.
- **Certified** in **Microsoft Power BI Data Analyst (Microsoft)** professional certificate.
- **Certified** R&D and reverse engineering (**Nile University**).
- **Certified** Project Management (**Google**).
- Digital marketing (**Google**).
- **Certified** in web design (**Microsoft**)
- entrepreneurial innovation (**Hamdan Bin Mohammed Smart University**). Completed various workshops in business development and creative problem-solving.
- **Certified Business Event Management** certification jointly offered by **IE University** and the **UN Tourism Academy** (UNWTO).

### Software Skills

Adobe Creative Suite

Microsoft Office (Word, Excel "**Advanced**", PowerPoint, Etc..)

Web Design

Photography / Videography

Montage Skills

Infographics

Microsoft 365

Power BI / Microsoft Power Apps

AutoCAD / 3D Max / Cinema 4D

Autodesk Maya / Blender 3D

**Render Engines:** Chaos & Otay Octane

Unreal / Lumion / Twinmotion / **VictorWorks**

Adobe Dimension

Sketchup

### Languages

- **Arabic: (Native)**
- **English: Reading – Writing – Listening - Speaking (Fluent)**

### Core Skills

- **Design Thinking (IBM Budge) Enterprise Design Thinking Co-Creator.**
- **Creative Design / Thinking / Ideation.**
- **Research Skills**
- **Project Management**
- **Productivity Tools**
- **Attention to Details**
- **Presentation Skills**
- **Excel For Project Management "Certified" PMI**
- **Team player**
- **Time Management**
- **Adaptability**
- **Problem-Solving**
- **Leadership Communication**


**IT Skills & Technology / Advanced User – Tech Problem-Solving Skills**

## References:

- Mohammed Morsi  
Landscape Manager  
Riyadh +966538504609
- Mushabab Saad Almuteg  
Training Manager  
Riyadh +966599468424
- Jonathan Morgan  
Learning & Development Manager  
Riyadh +44 7915 582389

Any More information “References available upon request”

## What can I do for your projects



<b>Reports</b> <ul style="list-style-type: none"><li>• Insights</li><li>• Analyses</li></ul>	<b>Infographics</b> <ul style="list-style-type: none"><li>• Flowcharts and Diagrams</li><li>• Modeling</li><li>• Flowchart Maps</li><li>• Mind Map</li></ul>	<b>instructional designs</b> <ul style="list-style-type: none"><li>• Animation Presentations</li><li>• Videos</li></ul>	<b>Presentations</b> <ul style="list-style-type: none"><li>• Technical presentations</li><li>• Profiles</li></ul>	<b>Timelines</b> <ul style="list-style-type: none"><li>• Gantt charts</li><li>• Roadmaps</li><li>• Chronological timelines</li></ul>	<b>Dashboards</b> <ul style="list-style-type: none"><li>• Excel</li><li>• PowerBi</li><li>• Microsoft Fabric</li></ul>
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**MORGANTI**  
GCC

**أمانة منطقة الرياض**  
RIYADH REGION MUNICIPALITY  
**وكالة التشغيل والصيانة**



برنامج التحول الوطني لإدارة الأصول والمرافق  
وكالة التشغيل والصيانة بأمانة الرياض

تحت عنوان

**رحلة تحوّل**



تحت رعاية سعادة وكيل التشغيل والصيانة (أمانة الرياض)  
تتشرف شركة مورجانتني دعوة سيادتكم لحضور  
حفل توزيع شهادات تدريب إدارة الأصول والمرافق

وكالة التشغيل والصيانة



مبدأً 10:00



مايو 2025





8 Courses

Preparing Data for Analysis with Microsoft Excel

Harnessing the Power of Data with Power BI

Extract, Transform and Load Data in Power BI

Data Modeling in Power BI

Data Analysis and Visualization with Power BI

Creative Designing in Power BI

Deploy and Maintain Power BI Assets and Capstone project

Microsoft PL-300 Exam Preparation and Practice



Mar 20, 2025

**Ashraf Mansour**

has successfully completed the online, non-credit Professional Certificate

## Microsoft Power BI Data Analyst

The role of a Power BI data analyst includes working closely with business stakeholders, collecting data, performing analyses, creating visualizations, & presenting actionable data-driven insights. Learners engaged with the key concepts of Power BI, transforming data into meaningful insights and creating compelling reports & dashboards. They learned to prepare data in Excel for analysis in Power BI, form data models using the Star schema, perform calculations in DAX, & more.

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

*Marni Baker-Stein*

Marni Baker-Stein,  
Chief Content Officer

Verify this certificate at:  
<https://coursera.org/verify/professional-cert/DMRGW84V30JA>



Dec 14, 2024

Ashraf Mansour

has successfully completed

Foundations of Project Management

an online non-credit course authorized by Google and offered through Coursera

Amanda Brophy  
Global Director of Google Career Certificates

COURSE  
CERTIFICATE



Verify at:  
<https://coursera.org/verify/P7UFEGBVLLH>  
Coursera has confirmed the identity of this individual and their participation in the course.



Mar 11, 2025

Ashraf Mansour

has successfully completed

Project Initiation: Starting a Successful Project

an online non-credit course authorized by Google and offered through Coursera

Amanda Brophy  
Global Director of Google Career Certificates

COURSE  
CERTIFICATE



Verify at:  
<https://coursera.org/verify/632TG1JWLVT>  
Coursera has confirmed the identity of this individual and their participation in the course.



# Learning Microsoft Project

Course completed by Ashraf Faris

Mar 08, 2025 at 08:59PM UTC

Top skills covered

Microsoft Project

Head of Global Content, Learning



The PMI Registered Education Provider logo is a registered mark of the Project Management Institute, Inc.

Program: PMI® Registered Education Provider  
Provider ID: #4101  
Activity #: 4101WLK8BY  
PDUs/ContactHours: 1.00  
Certificate ID:  
de8d2854eabedc5bf35c794cc390d4d4dbe28102a939cf57486e7e520c4787709



# Excel for Project Management

Course completed by Ashraf Faris

Mar 08, 2025 at 08:24PM UTC · 1 hour 41 minutes

Top skills covered

Project Management

Microsoft Excel

Head of Global Content, Learning



Certificate ID: 4a463c217b8b340db01fdc000f535e2164d505c84e6949a03bb2a647337bb433



6σ

**Certified  
Yellow Belt**



**AEC** | Anexas  
Europe  
Certification  
**anexas**  
consultancy SE

# ANEXAS EUROPE CERTIFICATION

## Lean Six Sigma Yellow Belt

### Certificate

Awarded to  
**ASHRAF MANSOUR**

for successfully completing Lean and Six Sigma Yellow Belt training, conducted by Anexas Europe and getting certified as Yellow Belt by demonstrating adequate competence in application of Lean Six Sigma tools and techniques.

Certificate Code: 16427-174-145-0230

March 8, 2025, 9:40 pm

Verification Link: <https://anexas.net/verification/?&code=16427-174-145-0230>



Anexas Europe Certification  
[www.anexas.net](http://www.anexas.net)  
Accredited by AEC Denmark & CSSC, US

**Amitabh Saxena**  
CEO

Tourism  
Online  
Academy



**ie**  
UNIVERSITY

HEREBY CERTIFY THAT

## Ashraf Mansour

HAS SUCCESSFULLY COMPLETED THE MASSIVE OPEN ONLINE COURSE (MOOC) WITH A TOTAL OF TWELVE (12) DEDICATED HOURS

### BUSINESS EVENT MANAGEMENT

Madrid, 2025-01-25

**ie**  
UNIVERSITY  
Martin Rodriguez  
General Manager  
IE Lifelong Learning & Digital Learning

**UN Tourism**  
Zurab Pololikashvili  
Secretary-General  
World Tourism Organization



CERTIFICATE OF COMPLETION

# Learn Microsoft Power BI in Microsoft Fabric - 2 in 1 Course

Instructors **Prince Patni**

## Ashraf Mansour

Date **March 18, 2025**  
Length **7 total hours**

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



### Training Certificate

ACADEMY 32 Wishes To Congratulate

**Ashraf F. Mansour**

on completing the [Data analysis using Power BI] Conducted  
at The IR4.0 Capability Centre in Riyadh city  
on 24 February 2025 for (4) training hours

Wishing you continuous success

### شهادة تدريب

تبارك أكاديمية 32 لـ

**أشرف فارس منصور**

على إكمال البرنامج التدريبي [تحليل البيانات باستخدام الـ Power BI]  
المنعقد في مركز القدرات للثورة الصناعية الرابعة في الرياض  
بتاريخ 25 شعبان 1446 هـ. بواقع (4) ساعات تدريبية

متمنين لكم دوام التفوق والسداد



CEO of Academy 32

Prof. Amany M. Alshawi



5 Courses

Technical Support  
Fundamentals

The Bits and Bytes of  
Computer Networking

Operating Systems and You:  
Becoming a Power User

System Administration and  
IT Infrastructure Services

IT Security: Defense against  
the digital dark arts



Feb 18, 2025

## Ashraf Faris Hamed Abdul Aziz

has successfully completed the online, non-credit Professional Certificate

# Google IT Support

Those who earn the Google IT Support Professional Certificate have completed five-courses, developed by Google, that include hands-on, practice-based assessments and are designed to prepare them for entry-level roles in IT support. They are competent in foundational skills, including troubleshooting and customer service, networking, operating systems, system administration, and security.



Amanda Brophy  
Global Director of  
Google Career  
Certificates

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

Verify this certificate at:  
<https://coursera.org/verify/professionai-cert/QAAMFKDVRDWL>



### CERTIFICATE OF ACHIEVEMENT

Proudly Presented to

## Ashraf Fares Mansour

For successfully completing a 6-week programme in AI Career Essentials

FRED SWANIKER  
Founder & CEO, ALX Group

JACO JANSEN VAN  
RENSBURG  
VP of Learning, ALX



Date of Issue: 4th March 2025

Program completion date: 4th March 2025

Scan the qr code or visit <https://intranet.alxsw.com/certificates/h8pE39sHPI> to authenticate this certificate

# CaLARTS

06/20/2020

Ashraf Faris Hamed Abdul Aziz

has successfully completed

Fundamentals of Graphic Design

an online non-credit course authorized by California Institute of the Arts and offered through Coursera



Michael Worthington  
Faculty, Program in Graphic Design  
School of Art

COURSE  
CERTIFICATE



Verify at [coursera.org/verify/P9FFMQ53V7FM](https://coursera.org/verify/P9FFMQ53V7FM)  
Coursera has confirmed the identity of this individual and their participation in the course.

## MICROSOFT CERTIFICATE OF ACHIEVEMENT

This Certificate accredits that

**ASHRAF FARES HAMED**

has successfully completed:

**WEB DESIGN**

an Official Microsoft Learning Product as prescribed by  
Microsoft Corporation.



Learning Solutions



*Mohamed Mostafa*

Microsoft Certified Trainer

May 2011

# Certificate

*This is to Certify that*  
*Ashraf Faris Hamed*  
*Has Successfully Completed*  
*a Course In*  
*level Three*  
*Grade: Good*



\_\_\_\_\_  
Educational Director

www.michiganacademy.org  
12/28/2010ATEC090343

M i c h i g a n A c a d e m y

مهارات من Google

# أشرف فارس حامد عبدالعزيز

شهادة في أساسيات التسويق الرقمي بعد إكمال جميع مقررات  
البرنامج واجتياز الاختبار بنجاح  
27/12/2019

*Matt Britz*

رئيس شركة Google  
في أوروبا والشرق الأوسط وأفريقيا



*Townsend Pamela Feehan*

الرئيس التنفيذي لشركة  
IAB Europe



جمهورية مصر العربية  
وزارة القوى العاملة  
مديرية القوى العاملة  
محافظة القاهرة

ترخيص مزاوله حرفة

رقم: ٣٦٧

الاسم: السيد محمد

تاريخ ومحل الميلاد: ١٩٩٩ / القاهرة

الحرفة: حرفة

مستوى المهارة: حرفة

محل الإقامة: القاهرة

جمهورية مصر العربية  
وزارة القوى العاملة  
مديرية القوى العاملة  
محافظة القاهرة

مكتب تسيير بلدي

شهادة قياس مستوى المهارة

اسم العامل / السيد محمد / تاريخ ومحل الميلاد / ١٩٩٩ / القاهرة

المنه / حرفة

جهة الاختبار / مكتب التسيير بلدي

تاريخ الاختبار / ٢٠٢٥ / ١٠ / ٢٠٢٥

مستوى مهارة العامل (محدود المهارة - ماهر) / ماهر (محدود المهارة - ماهر)

تحريرها في ٢٠٢٥ / ١٠ / ٢٠٢٥ ختم الدولة

الشهادة سارية لمدة خمس سنوات من تاريخ تحريرها



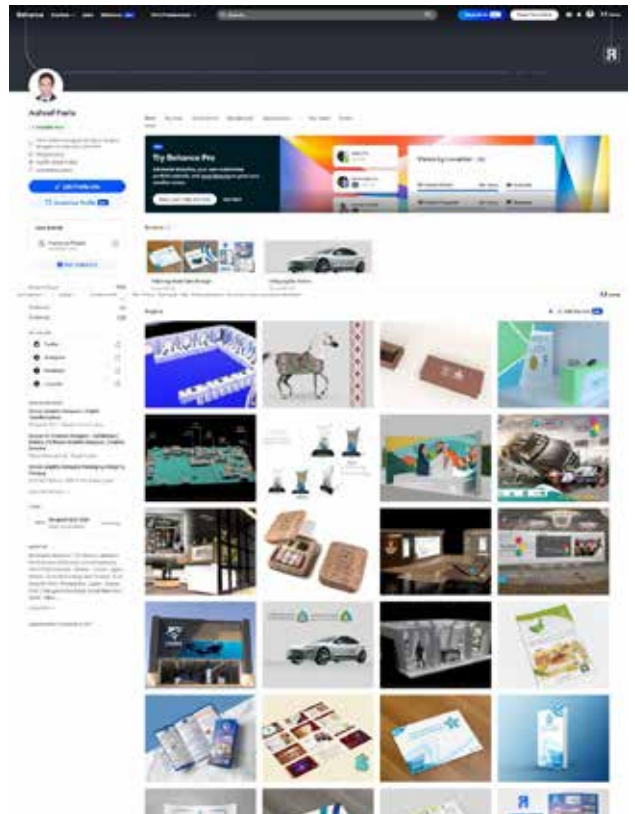
Also, I work for



Online Portofolio



[www.be.net/ashraffaris](http://www.be.net/ashraffaris)



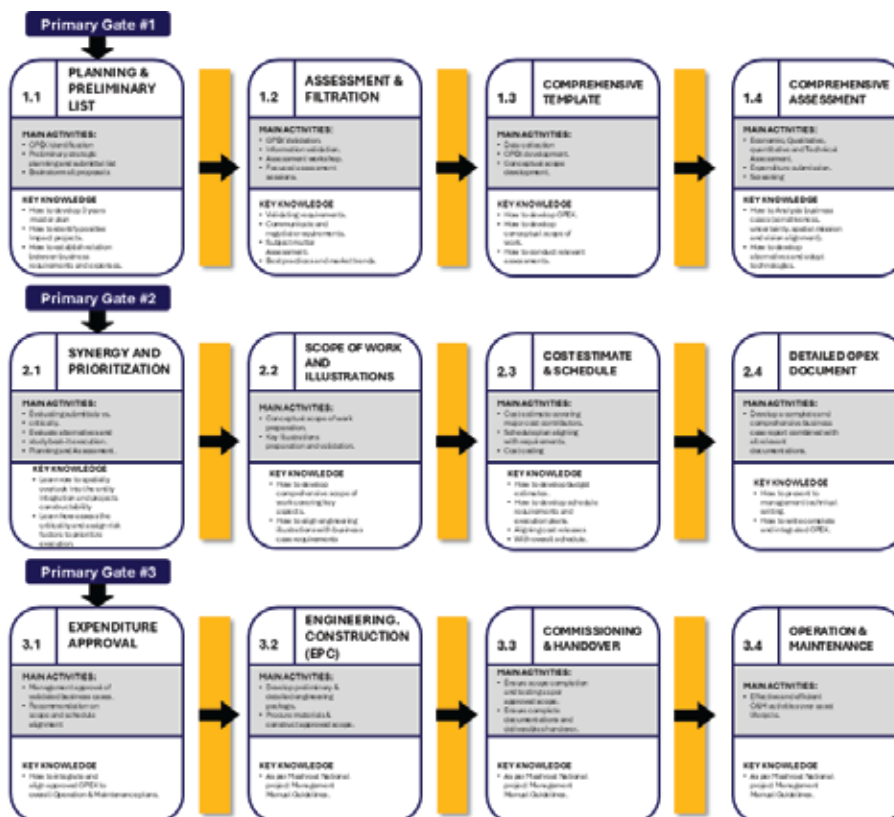
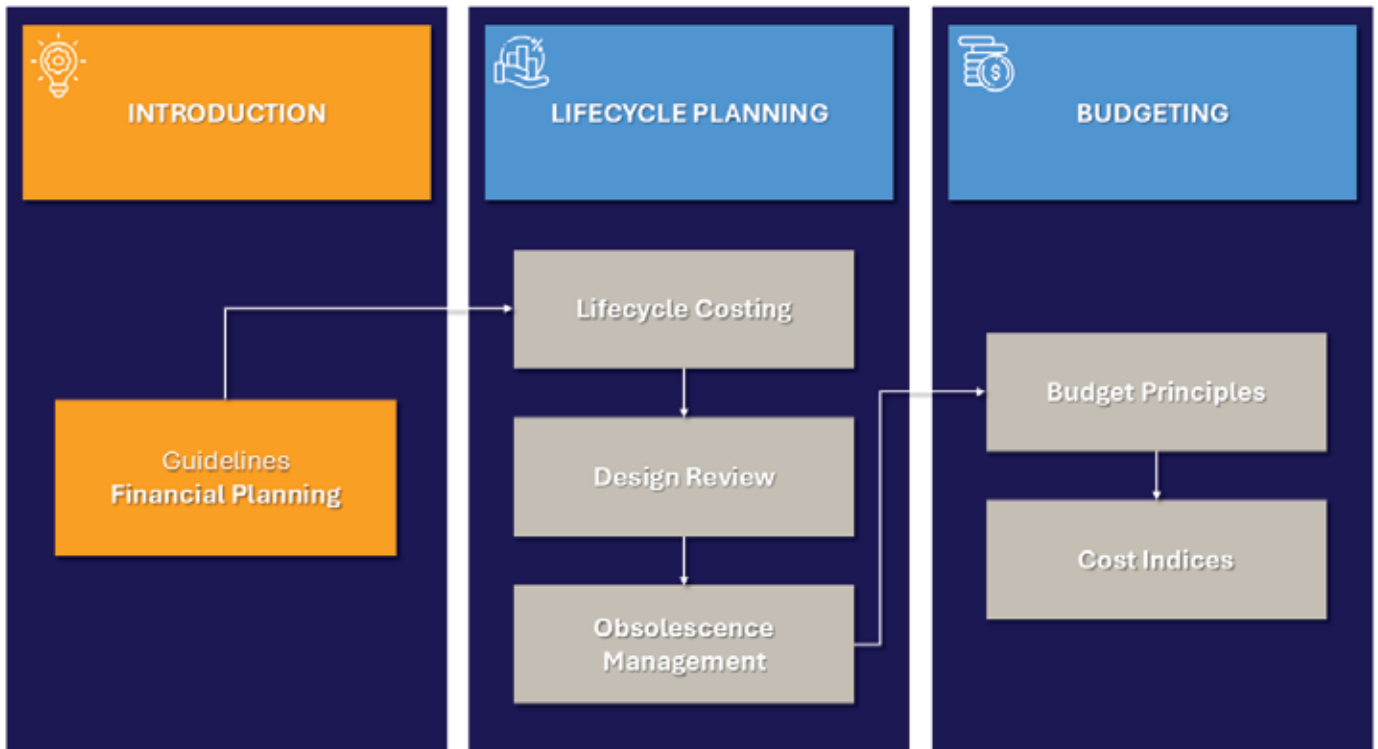
# Events



# Company Profiles



# Flowcharts & Infographic



# Contracts Management

This training presentation is based on the National Asset and Facilities Management Manual Level II (in particular Volume 9) related to contract management.

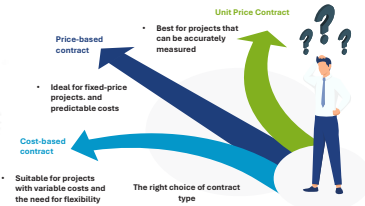
## Governance Framework

### Building an Effective Governance Structure

- Define** roles and responsibilities between the parties.
- Develop** policies of transparency, integrity and joint action.
- Supervise** the performance of contracts and issuing reports (contractual control).
- Recommend** performance improvement based on contract monitoring.

## Contracting Process

- Choose the appropriate contract type (based on cost or price).
- Determine the duration of the contract and the requirements of the competition.
- Preparation of final documents for the contract.



## Requirements for Creating a Contracting Strategy for Asset and Facilities Management

### Elements:

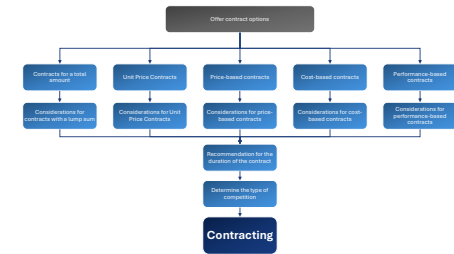
- Vision, Mission and Values
- Objectives
- Governance Framework
- Risk Management
- Asset and Facilities Management Requirements
- Budgeting
- The process of choosing the type of contract
- Approval and issuance for use



## Risk Management

- Identify and analyse potential risks.
- Assess the impact of risks and establish appropriate controls.
- Adoption of risk management in accordance with ISO 31000:2018.

### Achieving effective risk management



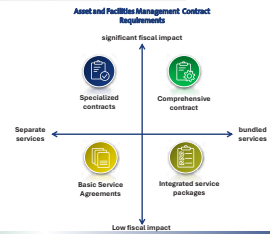
## Vision, Mission and Values



- Vision:** Describe the future status of the government entity and its objectives.
- Mission:** Current actions and efforts to achieve the vision.
- Values:** Core principles such as transparency, integrity and fairness.

## Asset and Facilities Management Requirements

- Determine the required scope of work.
- Merge or split services into multiple contracts.
- Propose the appropriate service structure for contracting.



## Approval and issuance for use



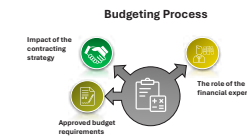
## Objectives

### Framework Objectives

- Improve health, safety and the environment.
- Reduce costs and enhance secure operations.
- Increase asset reliability.
- Transition to performance-based contracts.
- Strengthen local partnerships and provide opportunities for small enterprises, and medium.

## Budgeting

- Estimate the required budgets for capital and operation.
- Determine the impact of the strategy on the future budget.



# Presentations



## Proposed Training Program Structure :

