

Dr. Nashwa Ali

Curriculum Vitae

Personal Details

Name: Nashwa Ahmed Sami Ahmed Ali

Nationality: Egyptian

Status (Married/Single): Married

Address: University of Khorfakkan, Sharjah, UAE

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Academic Qualifications

-Ph.D., Doctor of Philosophy 3D Digital Design, February 2015, Helwan University, Cairo

Graduated with Distinction.

- Master of Design, Advertising Design, August 2008, Helwan University, Cairo, Graduated with Distinction.

- Bachelor of Design, August 2004, Design Education College, Helwan University, Cairo.

Employment History

- Assistant Professor, University of Khorfakkan, College of Arts, Humanities, and Social Sciences, Communication Dept (Current).
- Assistant professor, Adjunct visiting, Abu Dhabi University, Art & Science College, Mass Comm Dept (August 2024- May 2025).
- Assistant professor, Adjunct, American University in the Emirates- College of Design, Dubai (July 2023-February 2025).

- Assistant Professor, City University Ajman, Ajman, (September 2018 – September 2023).
- Assistant Professor, Al Jazeera University, Dubai, UAE (January 2017 - August 2018).
- Lecturer, Sharjah University, Visual Communication, Sharjah (January 2009 –August 2009).

Professional Membership & Activities

- Activities, Community Communication & Media Committee (Chair), University of Khorfakkan, currently.
- Education & Learning Committee (Member), University of Khorfakkan, currently.
- Strategic Planning Committee (Member), University of Khorfakkan, currently.
- Scientific Research Committee (Member), University of Khorfakkan, currently.
- Student Exchange Committee (Member), University of Khorfakkan, currently.
- Active Membership Associations in Syndicate of plastic & Arts 2004 – Now.
- International Association of Art, (Active Membership), 05/2004.
- Accreditation, Curriculum, and Study Plan-Member (2018-2020) City University Ajman.
- Events Committee –Member. City University Ajman.
- Exit Show (2018-2019-2020) Committee–Member +Organizer, City University College Ajman.
- Exit Show (2010) Committee–Member (University of Sharjah).
- Advertising Graduation Project Evaluation (2020-2021-2022) City University Ajman.

Teaching Experience

- Design a 3D Printing course in Media & Advertising Art field Accredited by CAA.
- 3D Design- DES 212-1.
- Preparation of media materials for public relations (PRS 303-6).
- Design of written advertisement (ADS 301- 3).
- Multimedia (COM 403- 5).
- Electronic Advertising (ADS 401- 8).

- Printed Advertisement (Year Four).
- Design Fundamentals (ADS 305- 6).
- Roads Advertisement (ADS 308- 4).
- Public Relations Campaigns – Practical (PRS 401-2).
- Design Online Public Relations (PRS 305- 12).
- Graphic Art (ADS 309-4).
- Radio & T.V Advertising (ADS 403- 5)
- Advertising Campaign Planning (ADS 402- 3).
- Advertising Campaigns (ADS 401-2)
- Graduation Project in Advertising (ADS 406-2)
- Restructuring and Developing Graphic Design and Multimedia.

Conferences & Workshops (Last 5 years)

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| <ul style="list-style-type: none"> • Design full workshop training “The Arts of Applying Design Methods, Principles, and Elements for Media Campaign”, February 7, 2024, Dubai, American University in The Emirates. • Student Grievances Policy and Procedure Workshop, November 24, 2023, Dubai, American University in The Emirates. • Automated Assessment Moderation Process Workshop, DEC 05, 2023, Dubai, American University in The Emirates, UAE. • IEEE International on Image Processing (ONLINE) Conference, Alaska. 2021 – 9-22 SEP, IEEE, ICIP, USA. • How to Get Published- Participating in the SAGE PUBLISHING WORKSHOP- 24 NOV-29 NOV 2021- City University Ajman, UAE. • Developing a course assessment plan, designing test questions in alignment with CLOs-21-29 FEB 2019- City University Ajman, UAE. • Designing and Using Rubrics in QFE UAE,07-14 MAR 2019- WORKSHOP, City University Ajman, UAE. • Student`s Media Forum (2),25 DEC 2019, College of Communication, Al Qasemia University, Sharjah, UAE. |
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- Designing instructional plan incorporating curriculum-based instructional strategies, Higher Education committee –March 21-29, 2019- City University Ajman, UAE.

Research Interests

- Media studies, digital design, and advertising findings in high-impact journals in three years. Focus on top academic conferences like (ACM SIGGRAPH, ICA) linking industry players.
- Next-generation media and advertising, communication, and immersive experiences, industry practices
- 3D modelling, animation, and immersive design.
- Digital twins in media and advertising.
- Data-driven personalization lets users interact with media content.
- creating unique storytelling experiences across devices (mobile, desktop, AR/VR).
- User-centered design (UCD) in Digital Media.
- Gamification in interactive media and advertising campaigns helps.
- Impact of AR and VR on consumer engagement, brand perception.

Recent Research Publications (Books, Journals & Conferences papers)

- AI in Media Production Education: Ethical, Accessibility, and Creative-Cognitive Challenges, Education Open Journal, Accepted for publication, 2025.
- Sustainable Technology and Accessibility: A Smart Color Theory Approach for Special Needs Employees: A UI Mobile Application Design, Under Review.
- THE IMPACT OF AI TECHNOLOGY ON VISUAL COMMUNICATION AND CULTURAL DIFFERENCES, International Journal of Education and Social Science Research (IJESSR), April 2025.
- 3D Printing Applications in Creative Advertising Marketing: A review International Journal of Membrane Science and Technology, AUG 2023, VOL 10 NO (2), 3487-3494, Scopus database.

- Understanding Design Effectiveness: 3D Dimensions in Marketing and Advertising Strategy Using (3D3A Strategic Marketing Model). International Journal of Membrane Science and Technology, 2023, 10, 38-46. Scopus database.
- 3D Printing Applications in Advertising Marketing: A review, Helion Journal, ELSEVIER, Preprint publishing. Scopus database.
- THE IMPACT of 3D PRINTING on ATYPICAL ROAD ADVERTISING DESIGN (CONSUMER PERCEPTION), Journal of Research and Media Studies, June 2022.
- Effectiveness of CHATBOT Advertising on Consumer Buying Decision: An Analytical Study, Journal of Design Sciences & Applied Arts, June 2022.
- The use of virtual reality technologies in developing media products within government institutions In the United Arab Emirates, Journal of Research and Media Studies, September 2021, 17(17), 1-55.
- The influence of post-modernism thought in digital designing the animated three-dimensional decorative murals and employing them in multi-purpose spaces within the academic institutions- Helwan university Journal, Ph.D. Thesis, February 2015.
- Symbolic and plastic values in digital design vocabulary of the Egyptian mail stamp and using that in application of advertising in instruction and design – Helwan university Journal, MA. Thesis, July 2008.

Peer Review Activities

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| <ul style="list-style-type: none"> • Progress in Additive Manufacturing Journal, Title: “Corrosion Resistance Investigation on Laser-Sintered Maraging Steel (18Ni300): An Evaluation of Hardness and Electrochemical Studies”, September 2024. • Cogent Business and Management Journal, Tylor & Frances, Scopus database, for research “Do governance factors affect the effectiveness of risk management disclosure in UAE banks?”, May 2023. • Cogent Business and Management Journal, Tylor & Frances, Scopus database, for research “The Interplay of Real Earnings Management and Investment Efficiency: Evidence from the US”, March 2023. |
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- Cogent Business and Management Journal, Tylor & Frances, Scopus database, for research “Ridesharing platforms and prosumer capitalism in the sharing economy: A gender-based analysis of service providers’ experiences”, June 2023.

Research, Teaching Grants

- AI in Media Production Education: Ethical, Accessibility, and Creative-Cognitive Challenges, Education Open Journal, Accepted for publication, 2025, Abu Dhabi University.

Awards and Recognitions

- Autodesk 3DS United States, Mastering (MODELING-ANIMATION-MAPPING-MATERIALS)
- QEDEX professional courses, Engaging HE Students with Project-Based Learning - Developing a course- Qedex -July31-2021.
- Developing a course in Problem Solving Tools and Techniques, Qedex, 2023.
- Additive manufacturing 3Dprinting (design- CAM) – ALISON INSTITUTE ISLAND- 30th September 2021.
- Mastering & Certificate of completion in 3d studio max- Autodesk Education Initiative's Authorized Institute- Egypt, 2008.
- Certificate of Competence in Learning (MS Access Concepts) -Institute Information Systems Management of the Egyptian Armed Forces- 2007.
- Office Automation-Institute Information Systems Management of the Egyptian Armed Forces –Egypt-2007
- Developing a course assessment plan, designing test questions in alignment with CLOs, and using rubrics in Higher Education, 2019 February 21 – City University College of Ajman.
- 20 certificates from LinkedIn learning design & media communications methods and technologies.

Community Services

- Course Training, Maxon C4D, Development Center, City University Ajman, 2021.

- Course Training, Designing instructional plan incorporating curriculum-based instructional, strategies, Higher Education committee –March 21-29, 2019- City University Ajman, UAE.
- Workshop Training, Collaborated with architects and designers syndicate action design concepts into production phases 2016.