

Mennatullah Saleh Elsayed Saleh Ashour

Lecturer of Art & Design (PhD)

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ResearchGate: https://www.researchgate.net/profile/Mennatallah-Ashour?ev=hdr_xprf

Summary

Dedicated **Lecturer of Art & Design (PhD)** with over **12 years of academic experience** in higher education, specializing in **Environmental Design and Interior Architecture**. Strong expertise in teaching design curricula including **Biomimicry, Sustainable Design, Interior Design History, Digital Arts, and Materials Technology**. Actively involved in **quality assurance, accreditation processes, and academic administration**, with membership in **Self-Study Report and Examination Control Committees**. Experienced researcher with **international publications** focusing on sustainable and future-oriented built environments. Proficient in **design software, digital visualization tools, and generative AI technologies** applied to contemporary design education.

Professional Experience

Lecturer

2025: Present

Higher Institute of Applied Arts-Fifth Settlement

- Delivered undergraduate courses in **Art, Environmental Design, and Architecture**, contributing to curriculum development, academic quality assurance, and applied research in sustainable and biomimicry-based design.

Assistant lecturer

2020: 2025

Higher Institute of Applied Arts-Fifth Settlement

- Supported and delivered theoretical and practical design courses while assisting in **course preparation, student assessment, and academic documentation** in alignment with institutional quality standards.

Teaching Assistant

2014: 2020

Higher Institute of Applied Arts-Fifth Settlement

- Assisted in studio-based teaching, practical workshops, and student evaluation, providing academic support and contributing to the effective delivery of undergraduate design programs.

Freelancer. Exterior & Interior Designer.

2013: Present

- Developed and executed **interior and exterior design projects**, integrating environmental design principles, digital visualization tools, and sustainable material solutions.

Education

- **PhD. In Decoration & Environmental Design.** **2019: 2025 (awarded)**
Faculty of Applied Arts, Helwan University
“Biomimicry empiricism and its effect on Contemporary Architectural surfaces”.
- **MSc. In Decoration & Environmental Design** **2014: 2018**
Faculty of Applied Arts, Helwan University
“Towards a Sustainable Future “Environmental Design and Using Photovoltaic Cells””.
- **Bachelor of Applied Arts, Decoration Department** **2008: 2013**
Higher Institute of Applied Arts-Fifth Settlement, New Cairo Academy. Grade: Excellent.

Volunteer Experience & Memberships

- **Global Sustainability Leaders (GSL)** **3/28/2026 - Present**
- **Global Ambassadors of Sustainability (GAoS)**
Global Sustainability Ambassador **1/19/2026 – Present**
- **Ain Albee’ah Association**
General Assembly Member **2016 – Present**

ACADEMIC & TEACHING EXPERIENCE

Lecturer – Applied Arts (Preparatory Year)

Higher Institute of Applied Arts-Fifth Settlement

First Semester – Academic Year 2025/2026

- Taught “Descriptive Geometry” to Preparatory Year students, focusing on spatial visualization, projections, and geometric construction principles.

https://www.researchgate.net/publication/398407239_alhndst_alwsfyt_almstwy_t_wa_lfraghyt_adad_mnt_allh_salh

- Delivered “Natural Elements Studies course”, emphasizing analysis, drawing, and abstraction of natural forms as a foundation for design thinking.
- Conducted practical studios and workshops to enhance students’ observational and analytical skills.
- Prepared course materials, assignments, and assessment tools in alignment with learning outcomes.

Second Semester – Academic Year 2025/2026

- Engineering Drawing

https://www.researchgate.net/publication/404186222_alrsm_alhndsy_wttbyqath_lkly_at_alfnwn_alttbyqyt

Lecturer – Interior Design & Furniture

(Department of Interior Design & Furniture – Higher Institute of Applied Arts-Fifth Settlement)

First Semester – Academic Year 2025/2026

- Taught “History of Interior Design and Furniture (Ancient Egyptian Civilization)” to first-year students.

https://www.researchgate.net/publication/398367361_tarykh_altsmym_aldakhly_wal_athath_msry_qdym_adad_md_mnt_allh_salh_2025-2026?_tp=eyJjb250ZXh0Ijp7InBhZ2UiOiJwcm9maWxlliwicHJldmlvdXNQYWdlIjoiaG9tZSIsInBvc2l0aW9uIjoicGFnZUNvbnRlbnQifX0

- Covered the evolution of Ancient Egyptian interiors, furniture styles, materials, construction techniques, and symbolic elements.
- Linked historical design principles to contemporary interior and furniture design concepts.

- Prepared lectures, visual presentations, and academic references aligned with course learning outcomes.
- Assessed students through written exams, research assignments, and presentations.

Second Semester – Academic Year 2025/2026

- Theatrical Décor – 1st & 2nd Year

Lecturer – *Decoration Department*

(Department of Decoration – Higher Institute of Applied Arts-Fifth Settlement)

First Semester - Academic Year 2025/2026

- Taught the extended course “Animated Graphics Design” to second-year students, focusing on concept development, visual storytelling, and motion principles.
- Conducted a hands-on workshop “Sameh Arafa” as part of the Animated Graphics Design course to enhance practical and digital skills.
- Taught “Plastics, Resins, and Adhesive Materials Technology” to fourth-year students.
https://www.researchgate.net/publication/400026472_madt_tk_alldayn_walratnjat_walmwad_allasqt_adad_md_mnt_allh_salh_2025_2026
- Organized and supervised a practical workshop in collaboration with “CMB – Modern Building Chemicals”, focusing on applied materials and construction chemistry.
- Conducted an additional “3D Printing Workshop- Ikon 3D”, introducing students to additive manufacturing techniques and material applications in decorative and design fields.

Second Semester – Academic Year 2025/2026

- Principles of Urban Planning – 3rd Year

Lecturer – *General Program*

First Semester - Academic Year 2025/2026

- Taught the extended course “Still Life” to first -year students.
- Taught the extended course “Portrait” to fourth -year students.

Second Semester - Academic Year 2025/2026

- Taught the extended course “Still Life” to second -year students.

Committees & Academic Service

- **Member of the Self-Study Report Committee** at Higher Institute of Applied Arts-Fifth Settlement.
- **Contributed to the preparation and documentation of the institutional self-study report in accordance with quality assurance and accreditation standards.**
- **Participated in course evaluation, academic documentation, and internal quality review processes.**

ACADEMIC ADMINISTRATION & EXAMINATION CONTROL

- **Member of the Examination Control Committee.**
- **Assigned as Control Officer for First-Year students.**
- **Responsible for managing Fourth-Year backlog and repeat students' examinations.**
- **Ensured accuracy, confidentiality, and compliance with academic regulations.**

Applied Research & Innovation

- **Patent Application:**

"Application of Laser-Cut Solar Cells on Building Facades Based on an Innovative Design Vision".

Egyptian Patent Office- Application No. 337/2019

Status: Not Granted

Publications & Conferences

- International Design Journal, Volume 14 Issue 6, November 1, 2024, **"Introduction to Bio-Visual Mimicry in Contemporary Design Through Biomimicry"**. pg. 299:310.
- Heritage and Design Journal, Volume 4 special (1) part (2), Nonmember 2024, 1" International Conference of the Faculty of Design & Creative Arts FUTURE VISION FOR THE EGYPTIAN INDUSTRY, First Topic: Design and arts to Enhance Egyptian Industry - Technology, creativity and innovation **"The integration and merging of the empirical method and the Theory of Inventive Problem Solving (TRIZ) towards creativity in the design process"**. pg. 722: 792.
- The 5" International Conference of the faculty of Applied arts, Faculty to factory, 23-24 April 2018, **"Contemporary Environmental Design and its Impact on Architectural Surface Design in Built Environment"**.

Courses & Certifications

- **Artificial Intelligence Ambassadors Program**, in collaboration with Engineers for a Sustainable Egypt (ESE), (NTI), Ministry of Communications and Information Technology. 7th Cohort – Group 1. 2026
- **Free open access Publishing with Springer Nature: A guide for Researchers – Costed covered by STDF in Collaboration with the EKB**, Springer Nature Webinars. Jan 28, 2026
- **Bio-learning Module in the bio-digital architecture Design**, The iBAG-UIC Barcelona, the Biodigital Architecture Master’s Program, and the UFE. July 2025
- **Fundamentals of Digital Transformation**, TPIT Helwan University. April 2024
- **Teaching Strategies and Effective Learning-** National Authority for Quality Assurance and Accreditation of Education. July 2018
- **Education Programs, Courses Specifications and Evaluation of Learning Outcomes for H.E. Institutes-** National Authority for Quality Assurance and Accreditation of Education. April 2018
- **Self-Evaluation for H.E. Institutes-** National Authority for Quality Assurance and Accreditation of Education. March 2016
- **Solar Energy System Theoretical and Practical-** British University. August 2015
- **3D max Design-** Russian Culture Center. May 2014

Skills

Design & Visualization Software

- AutoCAD
- Rhino & Grasshopper
- 3ds Max
- SketchUp

Graphic & Digital Tools

- Adobe Photoshop
- Adobe Illustrator
- Digital Illustration Tools

AI & Emerging Technologies

- Generative AI (Midjourney, Meshy, Nano banana,....)

Office & Presentation Tools

- Microsoft Word
- PowerPoint
- Canva
- Gamma ai

Language Skills

- Arabic: Native
- English: B2
- German: A2- B1
- French: A1

"All supporting documents, including educational degrees, certifications, and professional references, are available upon request."