

Amira Selim

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Professional Profile

Possessing more than 20 years of hands-on experience in Architectural and Interior Design; a driven professional with a strong work ethic, high quality standards and panache for new ventures.

Career Summary

Dec 15 – to date Founder/Design Chief, Design Dialogue

Set up in Dec 2015, Design Dialogue is a boutique studio for architectural and interior design, based in Downtown Cairo. It is comprised of a group of versatile and well-rounded designers who approach each project with a fresh outlook and a tailored vision. Putting the project and the client first, Design Dialogue follows no single trend or style; each project is an opportunity to create a new narrative, one that speaks to the viewpoint of the client. Intent on uncovering the meaning in buildings and spaces, the design process becomes a journey that culminates in the creation of spaces that are alive. Design Dialogue offers its design services to corporate and private clients, in Egypt and beyond. Portfolio of projects includes residential and commercial projects, F&B, showrooms, retail outlets and office spaces. In the niche of high-end home cinema interiors, DD track record is unmatched in the local market.

Sep 08 – Jan 15 Design Director/Country Manager, AVA

Founded in 2003 in Cairo, Egypt, AVA Creative Solutions Ltd. offers a wide range of services under several companies, based in Cairo with a presence in Lusaka and Doha and projects across the Gulf region and Africa.

Sep 08 – Jan 15

Main responsibilities as Design Director:

- Setting up the AVA Living entity which focuses on commercial and residential projects requiring extended one-on-one attention to every detail starting with architectural design, interior design and all the way to selection of the last piece of furniture.
- Managing the design team of AVA Living and overseeing day to day operations.
- Presenting the company portfolio in initial pitch phase and offer preparation, then leading the design team thru initial conceptual presentations, renderings, detailed design and selection process and finally overview of construction.
- AVA Living specialized in the design of private home cinemas in collaboration with Archimedia - market leader of home automation solutions in the MENA region.

Aug 12 – Jan 15

Country manager for the new branch of AVA Creative Solutions in Lusaka – Zambia. In addition to role as Design Director, new responsibilities included:

- Managing SPACES, a retail showroom that brings high-end furniture and home furnishings, produced and/or assembled by top manufacturers in Egypt, to the Zambian market.
- Supervising and supporting administration activities, ensuring that projects are efficiently and effectively running, with work plans being developed and followed ensuring project objectives are achieved in line with the Country Strategy.
- Initiating and maintaining solid relationships with customers and suppliers.
- Managing the P&L and budget for the country.
- Overseeing all elements of the projects from scouting sales leads till project completion.

Nov 06 – Sep 08 Project Manager - Promosharm Real Estate Developer

Promosharm was a newly-founded real estate developer, launching its very first project, a 40 acre mixed-use resort in Sharm El Sheikh. Role was:

- Project Manager/Owner's Rep, in charge of liaising with the international architectural design firm hired from Dubai, along with local structural and MEP consultants, plus the construction team, acting as the point of reference for these different parties.
- Coordination with the marketing and sales unit to facilitate their efforts and supply their needs when it comes to info about properties, areas, locations, numbering, etc.

Apr 01 – Jul 03 Design Department Manager – Promoters Egypt

The first architect to be employed by leading advertising agency and event organizer Promoters, six months later promoted to Manager of the newly-founded design department. Projects ranged from booth design and signage production to setups for events such as beauty pageants, airport opening and product launches. Responsibilities included:

- Report writing, memos, correspondence with clients and briefs to other departments
- Managing four other designers, approving their work, making sure they meet their deadlines.
- The department was responsible for the design and approval phase with the client, liaising with the Account Executives and Production teams, and finally overseeing installation and delivery.

Dec 99 – Jan 01: Bin Laden International Egypt, site office

Dec 99 – May 00: **Technical Office Engineer**, Emerald Towers, Dreamland

May 00 – Jan 01: **Project Coordinator**, Bahamas Bldgs, Dreamland

Aug 99 – Dec 99: Designer - Fiorito Modern Gardens,

Landscape design & implementation

Qualifications and Professional Development

LEED GA – Sep 2013

Professional Real Estate Diploma, AUC School of Business, Economics and Communication, Institute of Management Development. Courses completed:

- Introduction to Real Estate – Mar 08
- Real Estate Appraisal – Aug 08

Leadership Skills Course, AUC School of Continuing Education, Sep 16

Education

- MFA in Interior Architecture and Design, 2015 Academy of Art University, San Francisco
- Bachelor's degree - Ain Shams University, Faculty of Engineering, Dept of Architecture, Urban Design section
Class of 1999 – Grade: Good
Graduation project: Excellent