SARAH SALEH ABDULLAH ALSEIKHAN

Lecturer

Personal Data

Nationality | Saudi Arabian

Date of Birth | 08-08-1990

Department | Graphic Design and Multimedia

Official UoD Email | ssalseikhan@iau.edu.sa

Language Proficiency

Language	Read	Write	Speak
Arabic	Native	Native	Native
English	Excellent	Excellent	Excellent

Academic Qualifications

Date	Academic Degree	Place of Issue	Address
May 2017	MFA in Design; as an Author and Entrepreneur	School of Visual Arts	New York, United States
June 2013	BsC Graphic Design and Multimedia	Dammam University	Dammam, Saudi Arabia

PhD, Master or Fellowship Research Title:

Master	Naqsh Publishing

Professional Record:

Job Rank	Place and Address of Work	Date	
Lecturer	Imam Abdulrahman bin Faisal, Saudi Arabia	September 2017	Current
Teacher Assistant	University of Dammam Dammam, Saudi Arabia	September 2013	September 2017

Teaching Activities

Undergraduate

#	Course/Rotation Title	No./Code	Extent of Contribution (no. of lectures/Tutorials. Or labs, Clinics)
	Graphic Design Studio 3		Teacher Assistant
	Graphic Design Studio 4		Teacher Assistant
	Typography III		Teacher Assistant
	Elective: Branding		Teacher Assistant
	Elective: Design Leadership		Teacher Assistant
	Computer Imaging II		Teacher Assistant
	Illustration With Color		Teacher Assistant
	Freehand Drawing		Lecturer
	Theory of Design		Lecturer
	Typography II		Lecturer
	Advanced Illustration Techniques		Lecturer
	Print Advertising II		Lecturer
	Professional Practice		Lecturer
	History of GD		Lecturer

Postgraduate

#	Course/Rotation Title	No./Code	Extent of Contribution (no. of lectures/Tutorials. Or labs, Clinics)
1	Design and Intentions	SVA – MFA Design	Teacher Assistant
2	Design Interaction	SVA – MFA Design	Teacher Assistant
3	Business for Design Entrepreneurs	SVA – MFA Design	Teacher Assistant
4	Thesis Consultation: Production	SVA – MFA Design	Teacher Assistant

Brief Description of Postgraduate Courses:

1	**Design and Intentions** - The course is structured to help students examine their assumptions about their own work. It begins with a restaurant project where many design considerations intersect; i.e. communication, service, interior spaces, lighting, color, comfort, etc. The course continues with a series of exercises that intend to disrupt or compliment the students working methods. Ultimately, the objective is to develop the students awareness of what they are already doing.

3	**Business for Design Entrepreneurs -** This course provides students with tools to build a business case into their theses. Through a series interactive workshops students will develop strategies to win support for their projects. By interpreting and deepening their summer research, students will articulate value created for targeted user segments and define the markets those segments represent. Exercises in Discovery-Driven Planning will familiarize students with income statements and help to develop roadmaps for iterative learning. Students will outline pricing and create tools for understanding revenue and cost calculations. In addition, the course will cover fundraising basics, team building and techniques for business storytelling.
4	**Thesis Consultation: Production -** This course will inspire and challenge students to create a more personally powerful and culturally meaningful thesis. As students enter the completion stage and their thesis ventures take shape, they are advised, consulted and assessed on insightfulness of concept, relevancy of concept to intended market, quality of thinking, viability of product, craftsmanship of branding and overall project. With the input of their thesis advisors, students will also demonstrate rigorous user experience research and testing, market research and business capability. Design of the overall project is analyzed –from logo to product, from promotion to presentation– in a series of one-on-one critiques.

Course Coordination

#	Course Title and Code	Coordination	Co-coordination	Undergrad.	Postgrad.	From	To
	Freehand Drawing	*		*		2017	2017
	Theory of Design	*		*		2017	present
	CAD Applications I		*	*		2013	2015
	CAD Applications II		*	*		2013	2015
	Typography II	*		*		2018	2018
	Intro to Advertising Design		*	*		2017	2018
	Senior Thesis in GD		*	*		2018	2018
	Advanced Illustration Techniques	*		*		2018	2018
	Print Advertising II	*		*		2018	Present
	Professional Practice	*		*		2018	Present
	History of GD		*	*		2018	Present

Administrative Responsibilities, Committee and Community Service

Committee Membership

#	From	To	Position	Organization
1	**April 2018**	**Present**	**Committee Head**	Design Committee, College of Design
2	**February 2018**	**Present**	**Member**	**Publication Committee,** College of Design
3	**January 2015**	**June 2015**	**Committee Head**	**Design Committee (Ejad),** College of Design

Personal Key Competencies and Skills:

1	Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Dreamweaver, Premier, XD, After Effects, Dimensions, Lightroom
2	Microsoft Office and Apple iWork, Prezi
3	Autodesk: AutoCAD
4	Coral Painter
5	HTML, CSS Coding, JavaScript
6	Drawing and Illustration
7	Photography
8	Architectural modeling
9	Silkscreen
10	Prototyping
11	Systematic Thinking, problem solving
12	Leadership and working within a group

Last Update

09/11/2018