

# AMIR ALSHURAFQA

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📍 DUBAI, UAE



## SUMMARY

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Highly skilled and versatile Creative Design Manager with 9+ years of experience managing design teams, with a strong background in project management, interior architecture, and cutting-edge technologies. Certified in augmented reality (AR), virtual reality (VR), and 3D artistry, with expertise in graphic design, UI/UX design, and front-end development. Adept at seamlessly integrating innovative technologies into design processes to deliver immersive and captivating experiences. Proven track record of successfully executing high-profile projects and leading cross-functional teams. Committed to delivering exceptional design solutions while continuously seeking opportunities for growth and learning.

- Project Management
- Interior Design
- New Technology
- Creative Design
- Communication
- Teams Management
- Problem-solving
- Continuous Improvement

## Expertise

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- Certified Project manager (MBA.PM).
- Certified Interior Architect. (Bachelor).
- Certified Virtual Reality (VR) expert.
- Front-end developer & 3D on the web.
- New Technology expert.
- Certified Augmented Reality (AR) expert by Google.
- Senior 3D Artist. (3Ds Max) by Autodesk.
- Certified Virtual Reality (VR) expert.
- Graphic design & Ui/Ux design expert.
- Web3 & metaverse Specialist.

## Technical Skills

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### Proficient in

- 3D Modeling & CAD (AutoCAD, 3Ds Max, Blender, Sketchup, Reallusion CC4).
- Rendering Tools (V-ray, Corona, Twinmotion, Lumion).
- ArchViz (Unreal Engine 5.2).
- Web Development (HTML5, CSS, JavaScript, Three.js, WebXR, A-frame.js).
- Google Workspace (Docs, Sheet, Slides, Forms, Drive, Calendar, Meet, Admin Console).
- Microsoft Office (Word, PowerPoint, Excel, Outlook, MS Projects, OneDrive, Teams).
- Adobe (Acrobat, Photoshop, Illustrator, InDesign, XD, Premiere, After Effects).
- Productivity Platforms (Monday.com, Zapier, Notion, FTTT - automation & workflow, Hootsuite).
- UAE Government systems (MOHRE System, Dubai Municipality).

## Education

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### Master of Business Administration - MBA, Project Management.

[Limkokwing University of Creative Technology](#)

📅 2018 - 2019 📍 Kuala Lumpur, Malaysia

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### Bachelor of Interior Architecture (B.Arch.)

[Limkokwing University of Creative Technology](#)

📅 2011 to 2015 📍 Kuala Lumpur, Malaysia

# Experience

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## Head of New Technology

AVR HUB LLC.

Feb 2021 - Present · 2 yrs 6 mos 📍 Dubai, UAE

Driving innovation and technological advancement within the organization. With expertise in emerging technologies such as augmented reality (AR), virtual reality (VR), and web3/metaverse, I lead strategic initiatives to leverage these technologies for transformative business solutions. By staying at the forefront of industry trends and collaborating with cross-functional teams, I champion the adoption of cutting-edge tools and methodologies to enhance user experiences, optimize processes, and drive digital transformation. With a passion for exploring the potential of new technologies, I thrive in dynamic environments, continuously pushing boundaries and delivering impactful results.

### Key Contributions:

- Conducting research on emerging technologies and assessing their potential business applications.
  - Collaborating with cross-functional teams to align technology initiatives with organizational goals.
  - Managing vendor relationships, contract negotiations, and evaluating new tools and platforms.
  - Developing technology roadmaps and implementation plans for digital transformation.
  - Overseeing the integration of new technologies into existing systems and processes.
  - Providing guidance to team members on technical aspects and best practices.
  - Monitoring project progress and addressing challenges during technology implementations.
  - Presenting updates and recommendations to senior management on new technology initiatives.
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## Design Manager

Safari Dècor LLC.

Jan 2016 - Feb 2021 · 5 yrs 2 mos 📍 Dubai, UAE

I successfully led and managed interior design projects from start to finish. With expertise in project coordination, budget management, and client satisfaction, I delivered exceptional design solutions. By fostering a collaborative work environment and staying updated on industry trends, I ensured the company's reputation for excellence in interior design was upheld.

### Key Contributions:

- Leading and supervising design teams, providing guidance and support throughout projects.
  - Collaborating with clients to understand their design requirements and preferences.
  - Developing design concepts, presentations, and proposals for client approval.
  - Managing project budgets, tracking expenses, and ensuring cost-effective design solutions.
  - Overseeing project timelines, coordinating with project stakeholders to ensure timely delivery.
  - Conducting site visits and inspections to monitor project progress and quality control.
  - Reviewing design documentation, including drawings, specifications, and material selections.
  - Providing feedback and guidance to design team members, fostering their professional development.
  - Keeping up-to-date with industry trends, materials, and technologies relevant to interior design.
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## 3D Designer

Melegacy sdn.

Feb 2014 - Feb 2016 · 2 yrs 1 mo 📍 Kuala Lumpur, Malaysia

- Collaborating with clients and internal teams to understand project requirements.
- Creating and refining 3D models, textures, and animations.
- Rendering and visualizing 3D designs for client presentations.
- Incorporating feedback and making revisions to meet client expectations.
- Collaborating with cross-functional teams to integrate 3D designs into projects.
- Keeping up-to-date with the latest 3D design trends and techniques.
- Managing multiple projects, ensuring timely delivery.
- Maintaining organized documentation of design assets and project progress.

## Courses

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- Certified Professional Autodesk 3ds Max 2020 (Autodesk). Issued May 2020.
- Certified Professional Autodesk AutoCAD 2020 (Autodesk). LinkedIn Skill Assessment badge.
- Augmented Reality and AR-Core (By Google). Issued Mar 2022.
- WebXR, VR, and AR, experiences using Three.JS (Udemy). Issued May 2022.
- Professional Graphic Designer (Adobe). June 2022.
- Introduction to Augmented Reality and AR-Core Issued Mar 2022.
- Verified International Academic Qualifications (World Education Services "WES"). Issued Feb 2020.

## Volunteering

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### Designer

[Limkokwing University of Creative Technology.](#)

📅 2013 - 2015   📍 Kuala Lumpur, Malaysia

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### Designer

[Perdana Leadership Foundation.](#)

📅 2011 - 2014   📍 Kuala Lumpur, Malaysia

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## Projects

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### Dubai Metaverse Assembly

[Museum of The Future](#)

📅 2022   📍 DUBAI, UAE

I Was the head of the virtual reality and virtual event team that created and managed the operation of the successful launching of Dubai Metaverse Assembly initiative by his EX. Shaikh Hamdan bin Mohammed Bin Rashid, Dubai Crown Prince.

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### Global Media Congress

[Exhibition Land . AD](#)

📅 2022   📍 Abu Dhabi, UAE

I was the head of new technology hired by Alsayegh Media Group to lead the new technology aspect of this project, and to support WAM the main sponsor of the event with Virtual reality, Artificial intelligence and Metaverse creation in this Global project.

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### Rattan House - Virtual Store

[Virtual 3D on the Web](#)

📅 2022   📍 Riyadh, KSA

As the Head of Design and Creation at Rattan House, I played a pivotal role in developing and bringing to life the virtual furniture store concept. I led the design efforts, creating an immersive and visually appealing virtual shopping environment. Collaborating with developers, artists, and designers, I curated virtual furniture displays and optimized 3D models for an engaging user experience. My focus was on delivering a seamless and visually stunning virtual furniture shopping experience for customers.

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### MBL Residence - MAG K2 Tower

[JLT Cluster K](#)

📅 2019   📍 Dubai, UAE

MBL Residence is a 40-storey mixed-use building in JLT Cluster K, Jumeirah Lakes Towers, Dubai. The project was developed by MAG Group through its subsidiary MBL Development DMCC. Construction began in January 2017 and was completed by 2021. I was the head of the interior design team who created and managed the interior design and construction of the K2 tower.