

## **CV** \_\_\_\_\_

### Personal Information:

- Sami A. Isawi
- Date of Birth 13/4/1968
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### **Education:**

- M .F.A in Visual Communication  
Yarmouk University – Jordan 2009-2011
- B .F.A in advertising (Commercial Art)  
New Delhi University 1990 - 1994
- Graphic Design Proficiency  
Two month intensive course New Delhi 2008  
Several courses in Art appreciation and modern painting.

### **Strengths:**

- Dedicated, enthusiastic, self motivated analytical thinker With an experienced Artistic sense.
- Teach and inspire others to take action
- Initiate new methods and concepts Organize and communicate ideas.

### **Skills:**

- Broad knowledge of advertising discipline and practice.
- Deep knowledge of brand building and its corporate identity.
- Market research process including product and consumer.
- Excellent communication skills (written and oral) in both Arabic and English.
- Extensive working knowledge of computer applications
  - \* Adobe applications( Photoshop, Illustrator, In design)
  - \* Macromedia applications (Flash, Fireworks Director )
  - \* Coral Draw.
- An ability to conduct full advertise campaign doing the research part putting strategies implement them through different media items . Execute through computer application.
- Conduct and supervised the whole process of printing from A to Z .
- Design hundreds of book covers and corporate identity in the local market.
- Design 20 books for KG1 KG2 and supervised the printing part in the local market.

## **Experience:**

2003- till now

Full time lecturer in Al Najah University in the faculty of fine art Applied Art Department – Graphic Design

Teaching many courses

-Contribute with The Dean to initiate the Graphic design course and launch it 2003-2006

Teaching many courses like History of art, Advertising theory, Aesthetics, History of Islamic Art, Typography, Computer Graphics, Packaging, corporate identity, Principles of printing, History of printing and Printing Technique.

2014-2015 Head of Applied art Department

1996-2002

Part time lecturer in college of art –Al Najah University

March 2007 Training a group of school teachers in “Anera” project of **E-learning** using Flash , Photoshop and Fireworks

1997-2003

Art Director of Sam Style advertising and press shop.

Dealing with all kinds of design and commercial Printing.

1995-1996

Leading a workshop about Graphic design in the Palestinian department for training – Rafedia

Training Graphic design and teaching advertising theory

1994-1996

Art Director in Hadi soft for programming and advertising.

## **Intrests :**

Reading and Writing

Creative thinking

Research in visual art

Capacity Building

### **I Have 3 published Novels**

-Bitter Almond – Novel published 2008

-Ayyoush – Novel Published 2014

-Lam Al shamel – Novel- 2014

### **Two other books about creativity**

-More Creative – published 2013

-Research in visual arts – to be published in 2015