

## Personal info.

@ ramy.graphic@gmail.com

+2 011 222 3000 5

Patio 6 compound,  
6th October city - Cairo

Male  
Egyptian  
28/11/1986  
Married

English / Excellent

## Portfolio

**Bē** behance.net/ramykenawy

shades-eg.com

## Education >>

## Academic Experience >>



# Ramy Kenawy

## Professional Summary

A highly accomplished and creative Senior Art Director with a proven track record of delivering impactful solutions across all advertising and communication channels. Adept at developing compelling concepts and innovative design solutions for both multinational and local brands. Demonstrates strong proficiency in the latest design software, post-production techniques, and emerging industry trends. Expert in campaign conceptualization and visualization, with a keen ability to craft persuasive copy, present strategic ideas, and drive creative development from concept to execution.

### Main Clients:

PwC, Unilever, ETIC, RSA, Archer, Tetrapak, Celfocus, Saudi National Bank- SNB, York, Jotun, Ikea, Savola, Inertia, Castrol, World Bank, House & development bank-HD other local brands.

## Bachelor of Applied Arts, Class of 2009

Faculty of Applied Arts – Advertising Department, Helwan University.  
Graduated with Excellence with Honours.

**Achieved first rank across the Faculty with a graduation project and overall grade of Excellence with Honours.**

## Master's Degree in Applied Arts, 2016

Faculty of Applied Arts – Helwan University / Specialization: Advertising  
"Augmented reality & its applications in various of display channels"

## Ph.D. in Applied Arts, 2025

Faculty of Applied Arts – Helwan University / Specialization: Advertising  
"The Theory of Co-creation for Designing Visual Identity of National Products Brands"

## Lecturer

Faculty of Applied Arts / Advertising department / Helwan University (2025- Present)

### Main duties:

- Delivered comprehensive lectures on advertising, branding, and visual communication.
- Designed and taught courses in advertising strategies, digital media, and creative concepts.
- Supervised and mentored students in their academic projects and thesis work.
- Assessed student performance through exams, assignments, and creative submissions.
- Led workshops and practical sessions to enhance hands-on skills in advertising.
- Contributed to curriculum development, ensuring alignment with industry advancements.
- Participated in departmental research initiatives and academic publications.
- Organized and managed student exhibitions, conferences, and creative events.

## Assistant Lecturer

Faculty of Applied Arts / Advertising department / Helwan University (2017- 2024)

## Teaching Assistant


Faculty of Applied Arts / Advertising department / Helwan University (2011 - 2016)



FACULTY OF APPLIED ARTS



كلية الفنون التطبيقية

	الاسم	رامي محمود محمد قناوي
	Name	Ramy Mahmoud Mohamed Kenawy
	الاسم المستخدم فى النشر العلمى	Ramy Mahmoud Kenawy
	الوظيفة الحالية وجهة العمل	مدرس – قسم الإعلان – كلية الفنون التطبيقية – جامعة حلوان
	الدرجة العلمية (اسم الجامعة والدولة)	دكتوراه – جامعة حلوان - مصر
	التخصص العام	الإعلان
التخصص الدقيق		
البريد الإلكتروني	<a href="mailto:ramy_kenawy@a-arts.helwan.edu.eg">ramy_kenawy@a-arts.helwan.edu.eg</a>	
المؤهلات العلمية	دكتوراه	
السيرة الذاتية		
الأبحاث المنشورة	"استراتيجية الماركة" بدون ماركة "وتأثيرها على الصورة الذهنية للمنتجات" "دراسة التقنيات الحديثة في مجال التغليف وتصميم العبوات لتعزيز تجربة المستهلك"	
الجوائز		