

AHMED SAMI MAHGOUB ELKHALIFA

INDUSTRIAL DESIGNER · PRODUCT DEVELOPMENT & PROTOTYPING

Al-Rayyan, Qatar · +974 5510 4748 · +60 19-902 4314 · binsami.id@gmail.com · linktr.ee/BINSAMI

PROFESSIONAL PROFILE:

I am an Industrial Designer who enjoys understanding people just as much as designing products. My interest in design began long before university—I was the child who constantly took toys apart, rebuilt them in my own way, and preferred creating things with my own hands rather than simply using them. That curiosity naturally grew into a passion for solving real-world problems through thoughtful, practical design.

Growing up, I was drawn to art, sketching, calligraphy, photography, music, and hands-on making. Living and studying in Saudi Arabia, Sudan, Qatar, and Malaysia exposed me to diverse cultures and communities, teaching me how to listen carefully, adapt to new environments, and understand people from different perspectives. These experiences continue to shape the way I approach user-centered design.

Studying Industrial Design expanded my skill set beyond product development. Alongside 3D CAD modeling and prototyping, I developed experience in graphic design, product visualization, photography, sketching, UI/UX design, and model making. I enjoy working across disciplines to turn ideas into practical, manufacturable solutions.

I believe good design starts with empathy. I like putting myself in the user's position, questioning every detail, and exploring different scenarios before arriving at a solution. I also enjoy helping teammates refine their ideas, identify overlooked problems, and strengthen their concepts. This collaborative mindset led to me being recognized by my university with the **Supportive Student Award** for consistently contributing to my peers' success.

Today, I am driven by one goal: designing products that are meaningful, intuitive, and capable of making everyday life better.

EDUCATION

Dual Bachelor of Arts (Honours), Industrial Design

2023 – Sep 2026

Asia Pacific University of Technology & Innovation, Malaysia

De Montfort University, Leicester, United Kingdom

PROFESSIONAL EXPERIENCE

Product Developer & Chief Marketing Officer | Anjiz

Jan 2026 – Present · Qatar / Remote

- Drive product development for an early-stage venture: defining the product concept, translating user needs into specifications, and shaping the physical and visual identity of the offering ahead of launch.
- Lead brand strategy, pre-launch campaigns and growth initiatives, holding responsibility for how the product is positioned and communicated.
- Work across the boundary between design and commercial decision-making, justifying design choices against cost, timeline and market.

Furniture Designer (Internship) | FROMM — Italian furniture company

Jul – Oct 2025 · Doha, Qatar

- Contributed to culturally inspired furniture collections, blending Arab heritage with contemporary design principles for the Qatari market.
- Designed Kashtah, a desert-trip seating set, from initial concept through to presented proposal.
- Worked closely with the in-house design team on concept development, CAD detailing, prototyping and design review cycles.
- Gained direct exposure to the gap between a rendered concept and a manufacturable product: tolerances, material behaviour, joinery, finishing and cost.
- Awarded a Certificate of Experience on completion.

Project Manager | University Projects, Asia Pacific University

Jan 2025 · Malaysia

- Led and coordinated multiple teams across academic product design projects, ensuring timely completion and effective collaboration.
- Allocated tasks, guided team members and aligned individual output with the overall project objective.

Project Manager (Freelance) | Coca-Cola Environmental Design Event

Apr 2024 · Malaysia

- Led a team through a design event focused on environmental sustainability, overseeing project execution and team collaboration.
- Developed design solutions aligned with environmental goals, contributing to a successful project outcome.

Graphic Designer (Freelance) | National Committee for the Prohibition of Weapons

- Designed the poster for a national awareness campaign, earning second place in a national competition for schools in Qatar.

DESIGN PROJECTS

- **V-HUB** — portable charging and power hub for communities in conflict zones without reliable electricity, built around reclaimed lithium-ion cells. Aligned to UN SDG 7 (Affordable and Clean Energy) and SDG 12 (Responsible Consumption and Production).
- **Micro Rinse** — portable handheld fabric spot cleaner.
- **UNI-DRILL** — portable drilling and power tool concept.
- **PURENA** — handheld personal-care device combining bakhoor diffusion and vacuum extraction.
- **Re-Vend** — reverse vending machine for plastic recycling, designed to incentivise plastic return.
- **Gazebo+** — smart modular public gazebo for athletes, developed in collaboration with Asia Pacific University.
- **Soft Stream** — smart kitchen blender concept.
- **G Melody** — AI-powered modular smart musical instrument.
- **Soundra** — AI-powered modular smart screen supporting multiple instruments.
- **BOOST** — exhibition booth redesigned around ergonomics and visitor flow.
- **Kashtah** — desert-trip seating set designed for FROMM.
- **Sustainable Corporate Gift** — eco-friendly corporate gift set for Asia Pacific University.
- **OCTO** — hand-sculpted clay keychain inspired by octopus mechanics.

TECHNICAL SKILLS

CAD & Engineering SolidWorks — part modelling, assemblies, technical drawings

Visualisation KeyShot, Adobe Photoshop, Procreate, Sketchbook Pro

Prototyping Model making in wood, metal, foam and clay; sculpting; workshop tools; iterative physical testing

Sketching Hand sketching, ideation, marker rendering, multi-perspective 3D drawing, Arabic calligraphy

Media Phone photography, product photography, graphic design, UI/app design

Software Canva, Microsoft Office, Google Workspace, AI-assisted design tools

PROFESSIONAL SKILLS

Design User-centred thinking, problem solving, design storytelling, critical thinking

Delivery Project management, teamwork, adaptability, analytical and strategic thinking

Communication Public presentation and idea defence, cross-cultural collaboration, active listening

ACHIEVEMENTS

- 2nd Place — National Poster Design Competition, Qatar
- 2nd Place — School Calligraphy & Typography Competition
- Certificate of Participation — James Dyson Foundation Hackathon
- Certificate of Participation — Coca-Cola Environmental Design Challenge
- “Most Supportive Student” Award — Asia Pacific University

VOLUNTEERING

- Coca-Cola Environmental Design Event · James Dyson Foundation Hackathon · M7 Doha for Design · Corporate Gifting Project, Asia Pacific University

LANGUAGES

Arabic Native

English Fluent — IELTS 6.5 overall (British Council)

PROFESSIONAL DEVELOPMENT PLAN

After graduation I intend to enter industry directly, to learn how products are actually specified, costed and made. I then plan to complete a diploma in mechatronics to close my engineering gap, with the longer-term option of a Master’s in Industrial Design.

REFERENCES

Mohd Norhazli Bin Mohamed Azlanudin

Lecturer, School of Media, Arts and Design, Asia Pacific University of Technology & Innovation

+60 10-290 0048 · norhazli.azlanudin@apu.edu.my

Further references available on request.