



# HASSAN FAHMY

Maadi, Cairo 

UAE: 058 855 6602 EGYPT: +20 122 611 0000 

hfahmy.pd@gmail.com 

<https://www.hassanfahmy.info> 

## ABOUT ME

I always had a fascination with design and the construction of products, this fondness kept growing all thanks to my grandparents with my grandmother being a painter, as well as my grandfather being an architect specializing in the field of smart and interactive homes. I work very well either independently or as a part of a work force, while always urging to be a very efficient designer in the fields I happen to be working in.

## EDUCATION

### IGCSE | The British School in Cairo

2004 - 2016

I was able to study a variety of subjects in school that gave me the necessary information that lead me to determine the field I wanted to pursue. I was thankfully focusing on engineering based subjects that assisted me immensely in my product design BA.

### BA Product Design | German University in Cairo

2016 - 2021

Graduated from the German University in Cairo (GUC) in the field of Design, Applied Arts and sciences specialized in Product Design with 98% in my bachelors. My time at university has been invaluable to my career as a designer. I gained a wealth of knowledge about design principles, color theory, semantics, and more that I apply to every project I work on.

## EXPERIENCE

### Aerodynamics & Design | Cairo American College

2013 – 2014

While I was enrolled in the CAC summer programs I was able to learn some very useful skills in design and aerodynamics in regards to the angle of attack, chord line and drag all thanks to Dr. Ahmed Ali, I am now able to incorporate some if not all of these aspects in my designs whether industrial or automotive.

### BMW Training | Bavarian Auto Group “BMW”

2014 – 2015

While working in the workshops at BMW, I understood the intricacies of BMW vehicles and all of the design process and mechanical aspects that were needed to reach what it is now. This made me aware that my passion for cars and technology can be reflected in my designs in the future.

### CAD Modeling & Production | Barchetta Designs

2018 – 2019

During my project I assisted in G-Code setup, Simulation and Post. Hands on experience in additive manufacturing techniques, from design to prototype in one of the available machines (filament print and SLS) Overall understanding of building procedures, normative for carpentry installation and furniture. - Hands on experience with product presentation, resource and time planning, market research & product viability, among others.

### Salon Development | L’Oreal Paris

2019

I was working in L’Oreal designing salons, booths, podiums and exhibitions using CAD modeling as my primary method for visualizations and exporting technical drawings, that are later produced and can be found in a variety of malls and salons around Egypt.

## **Side X Side | BA Project**

2019 – 2020

My BA project was designing a fully electric concept car for recreational purposes. I designed a fully electric buggy from the bare tubular chassis to all the exterior body panels, after I conducted all of the necessary market research needed to determine the style and aspects of the design to focus on.

## **F-350 Baja for SEMA-2020 | Patriot Off-Road**

2020

I had the opportunity of designing a wide body kit for a Ford F-350 to be displayed in the SEMA Motor show in Las Vegas, I started with sketches and concepts all the way to 3D scanning the body and designing the CAD model that would be molded into the outer panels and painted. I oversaw the whole project from Idea to production and display in the motor show.

## **Carbon Wheel Chair | Pre-Masters**

2021

During my premasters I gathered a broad range of skills that helped me gain creative vision that can lead to projects capable of creating a true impact in our world. During my Pre-Masters I designed a carbon fiber wheelchair that can conquer any obstacle up to 30cm in height which is a game-changer for anyone with a disability seeking greater independence. My consistent focus helped me earn a great score for my projects focused on how the differently abled can overcome daily obstacles.

## **Military Deployment | Egyptian Air-Force**

2022 – 2023

In 2022, I started my 14 month journey in the Egyptian military where I was retaught everything from discipline to punctuality I was not only very thankful for the experience I gathered from working in the division I was in, monitoring the projects as well as designing what is requested but also for the people I met and the connections I made.

## **Project Branding Manager | Air Ride Equipment**

2023

Early 2023, I was approached by Air Ride Equipment in San Bernardino, CA to manage their project branding restructuring phase, while also closely monitoring and consulting on their new product launch in mid-2024, Having this opportunity to work with a variety of different teams and oversee their work flow gave me some useful information and managing techniques that I'll be implementing in my future methods of management.

## **Senior Associate Publisher | Grass Roots Motorsports**

2024

Working with Grass Roots Motorsports was absolutely incredible whether if it was online or in person the staff, head of operations and the director of sales are all people that I did not only enjoy their company but also was able to gather plenty of information that would benefit my career in the future and increase my development in specific areas to give me that extra edge like deep experience and intense familiarity with CRM systems and judge the relative merit of each source of information in regards to product development and sponsorships with companies such as Summit Racing.

## **Head LED Designer | CA Sofia**

2024

As the Lead Designer at CA Sofia, I guided the design team through every stage of the creative process, ensuring a strategic and data-driven approach to our projects. I provided leadership in utilizing both quantitative and qualitative data insights to inform our design decisions, enabling us to create solutions that truly resonated with market demands. By fostering a collaborative environment and aligning our efforts with consumer needs, I helped the team transform research findings into innovative and functional designs that positioned our products for success in the market.

## Product & Furniture Designer | One True Find “Maison 69”

2024 – 2025

At One True Find, I managed client engagement process from A to Z, ensuring seamless communication and satisfaction at every stage. From initial brainstorming sessions to understanding the approach and preferences of the current market designs, I translated ideas into innovative designs that aligned with the business vision. I was responsible for conceptualizing, designing, and producing detailed technical drawings for a wide range of furniture items and products, ensuring precision and functionality while maintaining the brand’s aesthetic identity. My role required a balance of creativity and technical expertise to bring unique concepts to life effectively.

## F-150 DAKAR for SEMA-2025 | Patriot Off-Road

2025

Once again I had an opportunity to work with Patriot Off Road after the success of our SEMA 2020 build. Currently I’m working on designing a new Radicalized body kit for a 2025 Ford F-150 Raptor R to be displayed in the upcoming SEMA Motor show in Las Vegas the end of this year. I’m currently overseeing the whole project from Ideation to production up until the display in the motor show. The design process of this build is not only determined by the pre decided aesthetics of the vehicle and exterior but also understanding the needs of the current market buyers and what they truly desire while also comprehending what the competitors builds are at with their current price points in order to properly price our truck.

## Product Supervisor | Renault Egypt

2025 – Present

In my role as Product Supervisor at Renault Egypt, I am responsible for conducting comprehensive market analysis of the Renault lineup, with a strong focus on evaluating each model's positioning within its competitive segment. This involves identifying and benchmarking direct and indirect competitive sets, analysing feature-to-value relationships across the segment, and tracking shifts in consumer demand and market trends to ensure Renault's portfolio maintains a clearly defined and defensible position in the Egyptian market. My work requires a deep understanding of how competing brands and models are structured — from specification laddering to pricing architecture - in order to identify gaps, opportunities, and threats within the lineup at any given time. On an international level, I contribute to the research and evaluation of new brand acquisitions and their market implementation, applying structured research model selection methodologies to ensure the process is grounded in accurate, objective data. Pricing analysis in the form of cascades and pricewalks supports this work as a tool for validating margin integrity across the portfolio.

### SKILLS

Design Research

Prototyping

Semantics/Interaction

Problem Solving

Visual Communication

Design Planning

CAD Modeling/Rendering

Strategic Thinking

Product Positioning

Aerodynamics/Longevity

Team Work/Planning

Conflict Resolution

### Personal Information

Date of Birth: 25/10/1998

Nationality: Egyptian

Languages: English – Arabic (Bilingual)

Marital Status: Single

Military Service: Complete