ACADEMIC PORTFOLIO

Selected Work

Abdelrahman Mohamed

Marketing, strategy, service design, brand systems, and AI-assisted visualisation work created for academic purposes under direct academic supervision.

Portfolio overview

2026 edition

منهج أكاديمي
وتنفيذ بصري

Strategy, research, and visual systems

The work is framed as a professional academic portfolio: problem definition, analysis, concept development, brand expression, service/process design, and implementation feasibility.

01 Research depth

Primary and secondary data, expert interviews, academic framing.

02 Strategic clarity

SWOT, TOWS, competitive mapping, EPRG and market-entry logic.

03 Brand systems

Identity, guidelines, persona, messaging, tone and application.

04 Visualisation

Figma, AI visualisation and polished presentation design.

Positioning note

The portfolio should feel like a curated case-study deck rather than a collection of disconnected slides.

NILE RIVER PLATFORM

Vernacular Floating Platform

Building a vernacular, socioculturally sustainable platform on the Nile River.

Cultural + housing + leisure

Concept thesis

A temporary movable island that can operate as tech-free housing and a cultural / entertainment center while respecting the Nile's sociocultural context.



courtyard-centered planning

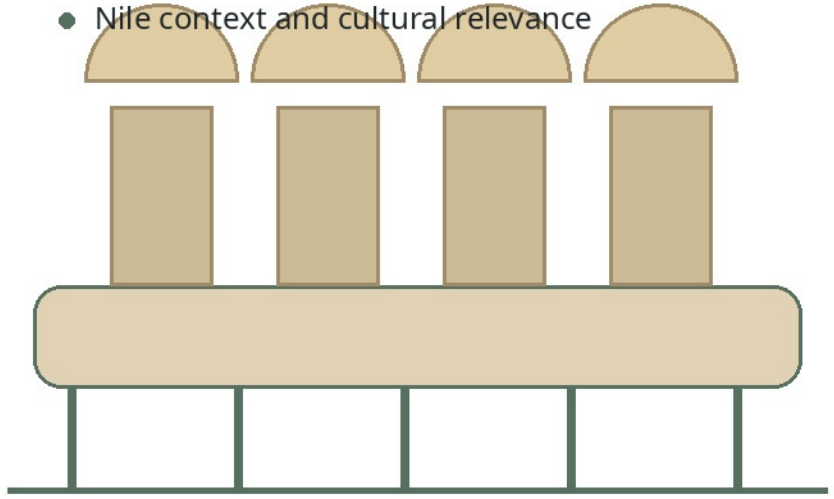
Project methodology

A structured architectural and research process, not only a visual concept.

- Accurate definition of the problem, limitations, and user context.
- Primary and secondary data analysis to frame feasibility and need.
- AI-assisted visualisation used ethically to develop form, atmosphere, and spatial direction.
- Brief historical context of design influences and vernacular references.
- Analysis of Hassan Fathy’s vernacular architecture philosophy.
- Industry expert interview used as a pivotal validation point.

Design references

- Hassan Fathy: domes, vaults, courtyards
- Passive cooling and shaded arcades
- Sustainable modular platform logic
- Nile context and cultural relevance



Bent Balad

بنـت بلـد

A women-only ride-hailing app focused on mutual benefit, added value, and safer mobility for riders and partner drivers.

مشوار أكثر أمانًا

مع بنت البلد

Safe rides by women, for women.

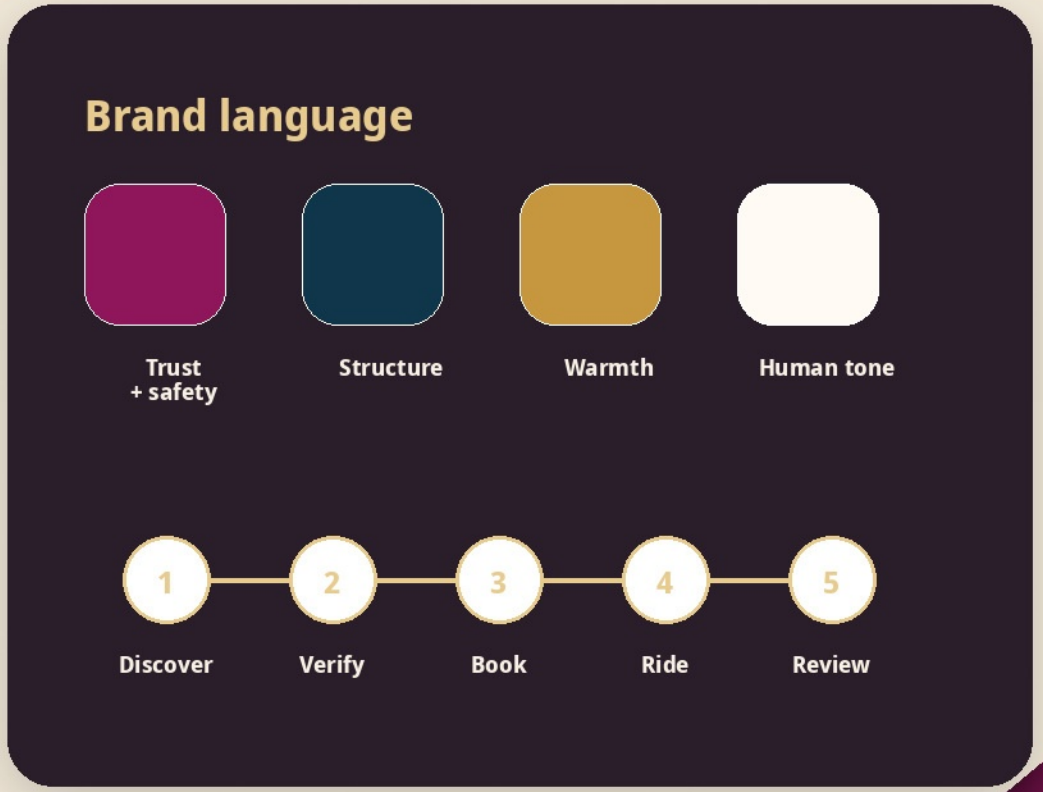


From safety problem to service system

The work translates a social mobility need into a brand, app experience, and service design model.

Core workstreams

- Problem definition and limitations
- Primary and secondary data analysis
- Brand guidelines and brand persona
- Competitive analysis
- Figma visualisation for app and website
- Ethical AI support for safe ride-hailing constraints
- Risk analysis and financial feasibility
- Industry expert interview



Strategic and operational deliverables

A polished portfolio should show the depth of analysis behind the final concept.

1. **Risk management**
   Identifies threats, likelihood, impact, and mitigation.
2. **SWOT, TOWS, QSPM**
   Turns analysis into strategic prioritisation.
3. **Service blueprint**
   Maps customer actions, front-stage and support activities.
4. **Distribution strategy**
   Clarifies electronic and physical channel logic.
5. **Promotional strategy**
   Launch objectives, message and tools.
6. **People strategy**
   Recruitment, training, motivation and service consistency.
7. **Financial feasibility**
   Revenue projections, cost projection and implementation view.

Azza Fahmy

عــزة فهــمي

A strategic market-entry and marketing analysis project for a culturally rooted Egyptian jewelry brand considering USA expansion.



Market-entry analysis framework

The project evaluates international expansion through structured country and strategy assessment.

01 Per-country analysis

Screens target markets before commitment.

02 Strategic country selection

Uses academic criteria rather than preference-based selection.

03 SWOT analysis

Connects internal capabilities with external market forces.

04 Marketing mix analysis

Assesses product, price, place, and promotion adaptation.

05 EPRG framework

Clarifies orientation: ethnocentric, polycentric, regiocentric, or geocentric.

Selected reports and case-study work

A consolidated view of strategy, consumer behavior, service marketing, and critical analysis outputs.

Endorsement Marketing
Consumer behavior research
01

Edita Food Industries
Service marketing case study
02

Food Retailing Trends
Industry trends and challenges
03

Strategic Analysis of BYD
Corporate strategy analysis
04

Al Muqaddimah
Social thought summary
05

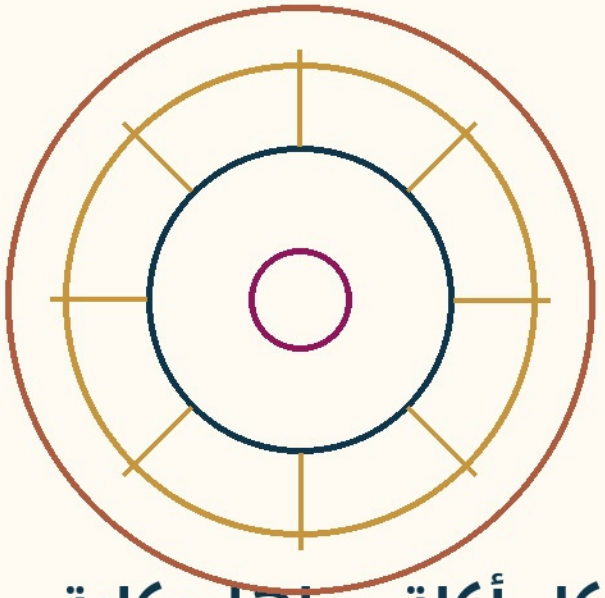
Critical Analysis
Managing facades and visual pollution
06

Azza Fahmy USA
Expansion strategy
07

Secondary Market Data
Market research
08

بنتشارك في الخير
مش الكل الغير

A social marketing campaign direction around Ramadan food waste, family gatherings, and the emotional meaning of leftovers.



كل أكلة وراها حكاية

وضحكة ولمّة وقعدة

From insight to message

The campaign copy turns food-waste prevention into a memory-preservation message.

مترميش الباقي
من حكايتك

Arabic line direction: warm, local, emotional, and built around the idea that leftovers still carry the story of the gathering.

1 **Insight**
Food is tied to family memory.

2 **Barrier**
Waste is normalized after gatherings.

3 **Message**
Do not throw away the rest of your story.

4 **Action**
Share, save, or repurpose leftovers.

So7ba

صُحـــبة

A state-of-the-art social networking application that puts human development first by all means.

CONCEPT DIRECTION

Sohba is not limited to “making friends.” It is framed as a platform for human development, communication skills, dialogue, and social confidence.

from connection to development

Service and brand development scope

The concept is built as a service-marketing project with app, brand, and feasibility components.

Analytical backbone

- Problem definition and limitations
- Primary and secondary data analysis
- Brand guidelines and brand persona
- Strategic competitive analysis
- Figma visualisation for app and website
- Ethical AI support for project constraints
- Risk analysis and financial feasibility

Matching logic

MCQ and essay prompts to understand mindset.

Psychologist input

Expert support for answer interpretation.

Debate rooms

Weekend discussion rooms for diverse topics.

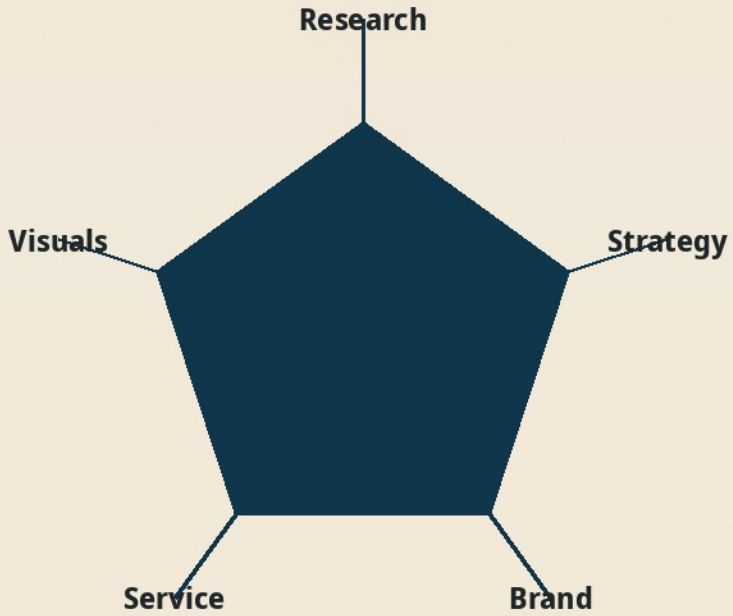
Inclusive design

Background acceptance and communication skill-building.

What the portfolio communicates

A clear capability map helps reviewers understand the value of the selected work quickly.

- **Academic research**
  primary/secondary data, interviews, literature framing
- **Strategic analysis**
  SWOT, TOWS, QSPM, EPRG, market-entry logic
- **Brand development**
  identity, typography, persona, messaging and guidelines
- **Service design**
  blueprints, process mapping, people and distribution strategy
- **Visual execution**
  Figma, AI visualisation, presentation systems



Thank you

شكراً

All work has been completed for academic purposes and under direct academic supervision.

Abdelrahman Mohamed

Portfolio 2026