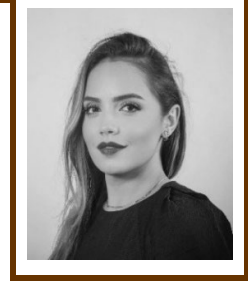




Faculty Name	Nada Abdallah
Academic Rank	Assistant Professor of Visual Communication
Terminal Degree & Date	MFA in Graphic Design & Visual Communication I 2014
Awarding Institution	Lebanese University, Beirut - Lebanon



SHORT BIOGRAPHY

Nada Abdallah is the Founder of Bilarabic Design Festival and Director of Meta.motif masterclasses, Vice President of ATypl (Association Typographique Internationale). Holds a Bachelor of Science Degree in Visual Communication from the American University of Sharjah and an MFA from the Lebanese University. Prior to joining University of Sharjah, taught design at the Higher Colleges of Technology, Lebanese University and Lebanese International University. Won several awards in Design and Photography and sponsored numerous winning students' projects. Juror in various International Typography Competitions such as TDC awards. Work exhibited in Lebanon, UAE, Greece, Korea, Iraq, Jordan, Egypt, Bahrain, KSA, USA and other. Active since the early 1990s, her work and research focus on Arabic Calligraphy and Typography, and prehistoric motif design. Abdallah is an Assistant Professor of Visual Communication.

CONFERENCES & WORKSHOPS

- **Right Left Right: Analog to Digital, Arabic to Latin**, ATypl, Brisbane, Australia, 2024
- **Arabic Typography: Static and Dynamic Talk**, University of Applied Sciences Ulm, Germany
- **Same but Not Similar Workshop**, ATypl, Sorbonne University, Paris, France, 2023
- **Back to Alif Talk**, ATypl, Sorbonne University, Paris, France, 2023
- **Square Kufic Calligraphy Workshop**, Estedad Program, UAE Ministry of Education, UAE, 2022
- **Back to Alif Talk**, 6th International Scientific Forum "Islamic Artistic Tradition", University of Sharjah, 2022
- **East Meets West Talk**, Al Burda Festival, Expo 2020, 2021
- **Square Kufic Interactive Workshop**, Al Burda Festival, Expo 2020, 2021
- **Arabic Type Lapse: Transformations from the Past Talk**, Association Typographique Internationale, ATypl Conference, 2021
- **Square Kufic Interactive Workshop**, Association Typographique Internationale, ATypl Conference, 2021
- **Multilingual Kufic, Masterclass Leader**, Letterform Archive, San Francisco
- **Kufic Calligraphy Workshop**, Estedad Program, UAE Ministry of Education, UAE, 2021



- **Kufic Script from Calligraphy to Typography Talk**, Association Typographique Internationale, ATypI Conference, 2020
- **Typomotif Workshop**, Association Typographique Internationale, ATypI Conference, 2020
- **Meta.motif II, Prehistoric Motifs from the Mediterranean**, Design Masterclass, Ionion Center for Arts & Culture, Kefalonia Greece, 2020
- **From Sharjah to the World**, Typomotif Workshop, Sharjah Calligraphy Biennale, 2020
- **TypoKufia**, Typomotif Workshop, Typoday, Typography International Conference, Amman, Jordan, 2020
- **Words of Happiness**, Typomotif Workshop, Saudi Design Week, 2019
- **Tolerance: Where Civilizations Meet**, Motif Design Workshop, College of Fine Arts & Design, University of Sharjah, 2019
- **Conducted Meta.motif I, Prehistoric Motifs from the Mediterranean**, Design Masterclass, Ionion Center for Arts & Culture, Kefalonia Greece, 2019
- **Meta.motif, Prehistoric Motifs from the Mediterranean**, Design Workshop, Lebanese International University, Saida, Lebanon, 2019
- **Kufi Ashkal Alwan**, Kufic Inspired Font Design Using Contemporary Trends, Bilarabic Design Festival, Saida, Lebanon, 2017
- **Tafkeek Tarkeeb, The Reconstruction of Motif Design from Saudi Arabia**, Saudi Design Week, Riyadh, Saudi Arabia, 2016
- **Bilarabic Design Festival, Keynote Speaker**, Saudi Design Week, Riyadh, Saudi Arabia, 2016
- **Arabesque Patterns Workshop**, Bilarabic Design Festival, Lebanese International University, Saida, Lebanon, 2016
- **Better Tomorrow Workshop**, Bilarabic Design Festival, Lebanese International University, Saida, Lebanon, 2016
- **Print and Publishing Workshop**, Dubai Higher Colleges of Technology, Dubai, UAE, 2002

EXHIBITIONS

- **6th Emirates International Poster Festival (EIPF)**, Dubai Design Week, Dubai, 2024
- **“Yearning”** Faculty Show, Etihad Modern Art Gallery, Abu Dhabi, 2024
- **Sawasiya, Dubai Calligraphy Biennial**, Al Jalila Cultural Center for Children, 2023
- **Cairo International Forum for Arabic Calligraphy**, Cairo, 2023
- **NOSTALGIA**, Faculty Show, Ayyam Gallery, Dubai, 2023
- **5th Emirates International Poster Festival (EIPF)**, Dubai Design Week, Dubai, 2023



- **Back to Alif**, “Islamic Artistic Tradition” Sharjah Calligraphy Biennale, 2022
- **Glimpses of the UAE**, Cultural & Scientific Association, Al Nadwa, Dubai, 2022
- **KSCS International Exhibition of Color Works**, Korea, 2022
- **Al Azhar Al Sharief Forum for Arabic Calligraphy and Decoration**, Cairo, Egypt, 2022
- **4th Emirates International Poster Festival (EIPF)**, Dubai Design Week, Dubai, 2022
- **Cairo International Forum for Arabic Calligraphy**, Cairo, 2022
- **Gabung**, UOM & UOS Faculty Exhibition, Malaysia and Sharjah, 2021
- **From the Vault**, Faculty Show, Emirates Fine Arts Society, Sharjah, 2021
- **Cairo International Forum for Arabic Calligraphy**, Cairo, 2021
- **International Calligraphy Festival (Al Azhar Forum)**, Cairo, 2021
- **The Message of Eid**, Worldwide Graphic Designers, Indonesia, 2021
- **3rd Emirates International Poster Festival (EIPF)**, Dubai Design Week, EXPO 2020, Dubai, 2021
- **Tamayouz Excellence Award: IRAQ 100**, International Poster Exhibition, 2021
- **Rethinking the Future of Islamic Arts and Heritage**, College of Engineering, University of Sharjah, 2021
- **Bismilla, Al Burda Festival**, EXPO 2020, Dubai, 2021 | curator
- **D’Source Corona Design Challenge**, Typoday, Typography International Conference, 2020
- **Happiness in Words**, Animated Arabic Typography, Sharjah Innovation Week, 2020
- **Art Abu Dhabi**, College of Fine Arts Virtual Booth, UAE, 2020
- **International Connections**, Annual Faculty Show, Maraya Center, Sharjah, 2020
- **Arabic Calligraphy Festival**, Beirut, Lebanon, 2020
- **Daily Routine**, College of Fine Arts and Design, UOS, 2019
- **Eishi Biladi**, Typography Design for National Day, Zero 6 Mall, 2019
- **Meta.motif**, Ionion Center for the Arts and Culture, Kefalonia, Greece, 2019
- **Sutra of Wollendorf**, Mahmoud Kahil Exhibition, Beirut Lebanon, 2019
- **SEA(S) International Art Exhibition**, Ionion Center for the Arts and Culture, Kefalonia, Greece, 2018
- **Love, Arabic Calligraphy**, Color Works Korea, Soongsil Univeristy Hyungnam, 2018
- **Bilarabic Design Festival**, Beirut Deisgn Week, Lebanon, 2017
- **Needs Unmet**, Speculative Design Hackathon, Beirut Design Week, Beirut, Lebanon, 2017



- **SUTRA**, Faculty Exhibition, Fine Arts & Design Department, Lebanese International University, Beirut, Lebanon, 2016
- **Bilarabic**, Design Festival, Saudi Design Week, Riyadh, Saudi Arabia, 2016
- **SUTRA**, Color Works Korea, Soongsil Univeristy Hyungnam, 2015
- **Sailors: Caring For People**, Brazil-Lebanon Cultural Center, Achrafieh, Lebanon, 2015
- **SUTRA**, Lebanese University, Hadath, Beirut, Lebanon, 2014
- **Infographic Poster**, Institue of Fine Arts Annual Exhibition, Lebanese University Hadath, Lebanon, 2013
- **Photography**, UNESCO Palace, Beirut, Lebanon, 2006
- **“My Way”** Short Film Performace, by Salem Al-Qassimi, Emirates, Film Festival, Abu Dhabi, UAE, 2004
- **Photography**, Fairmont Hotel, Photography Middle East and Fugi Film Competition, by ITP Publishing Group, Dubai, UAE, 2002

TEACHING AREAS

- Visual Communication Studios, Typography (Latin and Arabic), Branding and Identity Design, Publication Design.

GRANTS & SPONSORSHIPS

- **Back to Alif**, Department of Culture, Sharjah, 2022
Grant Value (AED 50,000) - Solo
- **Chancellor’s Teaching Excellence and Innovation Grant**, University of Sharjah I Grant Value (AED 10,000) – Joint Award
- **Al Burda Festival**, Ministry of Culture & Youth, UAE, 2021 I Grant Value (AED 4,000 + Construction Cost) I Joint Award

RESEARCH AREAS

Arabic Calligraphy and Typography, Bilingual Matchmaking, Branding and Identity Design and Cultural Motifs.

PROJECTS & INSTALLATIONS

- **EXIT 19**, College of Fine Arts and Design, UoS, UAE, 2024
- **EXIT 18**, College of Fine Arts and Design, UoS, UAE, 2023
- **Chancellor’s Ramadan Book**, College of Fine Arts and Design, UOS, UAE, 2023
- **Back to Alif**, “Islamic Artistic Tradition” Sharjah Calligraphy Biennial, 2022
- **Sharjah in Pictograms**, College of Fine Arts and Design, UoS, UAE
- **Creatives on the Rise**, College of Fine Arts and Design, UoS, UAE, 2022



- **Heritage in Continuum**, College of Fine Arts and Design, UoS, UAE, 2022
- **UAE National Day Flag & Mural**, College of Fine Arts & Design, University of Sharjah, 2021 | supervision
- **Emirates International Poster Festival**, Dubai, 2021-2024
- **EXIT 17**, College of Fine Arts and Design, UoS, UAE, 2022
- **EXIT 16**, College of Fine Arts and Design, UoS, UAE, 2021

EMPLOYMENT HISTORY

- **Assistant Professor, Visual Communication Program 2019-Present**
University of Sharjah, College of Fine Arts and Design
- **Lecturer and Coordinator of Fine Arts & Design Department 2005-2019**
College of Arts & Sciences, Lebanese International University
- **Lecturer of Visual Communication Program 2008-2009**
- Institute of Fine Arts, Lebanese University, Hadath Campus, Lebanon
- **Instructor and Art Director 2002-2005**
Higher Colleges of Technology, Sharjah Women's College
- **Design Consultant and Art Director 2000-2008**
Express Printing Press, Sharjah, United Arab Emirates
- **Senior Graphic Designer 2001-2002**
Campus Journal, AD media, Dubai, United Arab Emirates
- **Freelance Designer 1998-present**
Designing Corporate Identities and Brand Toolkits.

MEMBERSHIPS

- **Vice President, ATypl**, Association Typographique Internationale, New York, USA
- **Board of Directors, ATypl**, Association Typographique Internationale, New York, USA
- **Academic Board, Ionion Center for the Arts & Culture**, Kefalonia, Greece
- **Jury Member, Prix Charles Peignot**, Paris, France
- **Jury Member, The Type Director Club**, New York, USA
- **Member, ATypl**, Association Typographique Internationale, New York, USA
- **Member, American Institute of Graphic Arts**, New York, USA
- **Member, Design Research Society**, United Kingdom
- **Member, Egyptian Calligraphy Society**, Cairo, Egypt
- **Member, Institute of Visual Communication**, Beirut, Lebanon
- **Member, Lebanese Graphic Design Syndicate**, Beirut, Lebanon
- **Member, Khatt Foundation**, Netherland



- FOUNDER**
- **FiftyFifty:** A Traveling Lettering Exhibition, supported by the University of Sharjah and ATypI. Premiering in Brisbane, and travelled to Greece, Dubai, and others, featured 150 winning student posters from 34 universities across 20 countries, highlighting multilingual designs under the theme “Positive Synonyms.”, 2023 – Current
 - **Meta.motif Masterclass on Prehistoric Motifs from the Mediterranean,** Ionion Center for Arts & Culture, Kefalonia, 2019 – Current
 - **Bilarabic Design Festival** celebrates Arabic culture and design as a platform for collaboration and dialogue, with projects showcased at Beirut and Saudi Design Weeks, 2016 – Current
 - **“Tolerance: Sharjah Where Civilizations Meet”** featured 100 design students creating typographic motif posters exhibited during Sharjah Innovation Week 2020
 - **“LIU Meets AUS Through World Folk Tales,”** collaboration with the American University of Sharjah’s School of Architecture & Design to supervise 24 students from nine nationalities, illustrating folktales from Africa, Australia, Brazil, Britain, Japan, and Tibet, 2017
- AWARDS & RECOGNITIONS**
- Projects **“Back to Alif”** (Installation), **“SOS”** (Poster), and **“Isolated Letterforms Connected”** (Experimental) won three **The Society of Typographic Art (STA) 100 Awards**, 2023
 - **Certificate of Appreciation**, 6th Cairo International Forum for the Art of Arabic Calligraphy, Ministry of Culture, Egypt, 2021
 - **Certificate of Appreciation**, Al Azhar forum for Arabic Calligraphy, The Cultural & Scientific Association, (EXPO 2020, Dubai Design Week)
 - **Certificate of Attendance**, Collection and Preservation of Intangible Cultural Heritage, Sharjah Institute for Heritage, 2021
 - **Certificate of Appreciation**, Tamayouz Excellence Award: IRAQ 100, 2021
 - **Certificate of Appreciation**, National Ambassador Program “ESTEDAD”, Ministry of Education, UAE, 2021 and 2022
 - **Certificate of Appreciation**, Sharjah Innovation Week, 2022 – 2022
 - **Certificate of Appreciation**, Glimpses of the Emirates, The Cultural & Scientific Association, Dubai, UAE
 - **Certificate of Participation**, Emirates International Poster Festival 2022, The Cultural & Scientific Association, (EXPO 2020, Dubai Design Week)
 - **Best Actress Award** on Film “My Way” by Salem Al-Qassimi, Emirates Film Festival Competition, Dubai, UAE, 2005
 - **Excellence in Service**, Higher Colleges of Technology, Sharjah, UAE, 2005
 - **Certificate of Appreciation** for Campaign Design, For Mosaic Annual Exhibition, Higher Colleges of Technology, Sharjah, UAE, 2003, 2004, 2005



- Recipient of **Excellent Evaluation** from the Head of Department of Design at Sharjah Higher Colleges of Technology, Sharjah, UAE, 2004
- **Certificate of Honor** for Graphic Design Student who won the Sheikh Zayed post stamp competition. Emirates Post, Dubai, UAE, 2003
- **First Place**, Photographer of the Middle East Award, Photography of the Middle East Magazine published by ITP and Fuji Film, Dubai, UAE, 2002
- **Second Place**, Photographer- Digital Category by Nikon Photographic Competition, Dubai International Art Center, Dubai, UAE, 2001

STUDENT AWARDS & RECOGNITIONS

- **Competition to Celebrate the 40th Anniversary of China-UAE Diplomatic Relations** (1st and 3rd place winners), Beijing, China, 2024
- **Fine Crafts and Concept Design Award (FCCDA)**, Winner Anwaar Abdalla Hassan Abdalla Alhosani, graduation project, "Mudhkar," 2024
- **WPO WorldStar Student Awards** (Mohammad Jaber and Haneen Kamara), World Packaging Organisation (WPO), 2024
- **4th Annual Women in Research Forum**, Student Hessa Almarzooqi Senior Project Branding Sharjah: A Visual Identity selected to be featured and presented, UOS, 2023
- **The Corniche Book**, Senior Student work selected to be published, Sharjah Art Foundation, 2023
- **CairoPrints 4 Competition**, Cairopolitan, Cairo, Egypt, 2023
- **Arab Student StarPack 2022**, Libanpack, United Nations Industrial Development Organization, (UNIDO), 2023
- **In Arabic We Create Calligraphy Competition** (1st and 3rd place winners), Arabic Language and Literature Department, School of Humanities and Social Sciences, University of Sharjah, 2023
- **Dubai Lynx International Festival of Creativity**, 2023
- **World Stage Design Competition** (1st, 2nd and 3rd place Winners), Sharjah Performing Arts Academy & The International Organization of Scenographers, Theatre Architects and Technicians
- **WPO WorldStar Student Awards** (Merna Ayman Hafez, Hessa Alzarooni, and Alya Almheiri), World Packaging Organization (WPO), 2023
- **Al Bader Award** (Graduation project of Student Bayan Samman, Winner), Fujairah Creative Center (the Ministry of Culture and Youth Centre in Fujairah), 2022
- **WPO WorldStar Student Awards**, World Packaging Organization, 2022
- **Your Font Contest 2**, Student Deema Hussein, TSfonts, 2022
- **Arab Student StarPack 2021**, Libanpack, United Nations Industrial Development Organization, (UNIDO), 2021
- **Arab Student StarPack 2020**, Libanpack, United Nations Industrial Development Organization, (UNIDO), 2020



- **Arab Student StarPack 2018**, Libanpack, United Nations Industrial Development Organization, (UNIDO), 2018
- **Typomania Festival**, student Jana Saba Ayoun Animation work exhibited in Moscow, Russia, 2018
- **Arab Student StarPack 2017**, Libanpack, United Nations Industrial Development Organization, (UNIDO), 2017
- **Student Mariam Hammoud, Poster exhibited** in Poster for Tomorrow, International Poster Exhibition, 2016
- **Typomania Festival**, students Nourhan Manana, Jana Mizher
- Animation work exhibited in Moscow, Russia, 2016
- **The Ramadan Campaign**, (1st & 2nd place winners), Beirut, Lebanon, 2016
- **Arab Student StarPack 2015**, Libanpack, United Nations Industrial Development Organization, (UNIDO), 2015
- **The Sailors: caring for people Poster Competition**, Student Hiba Ahmad winner, Brazil-Lebanon Cultural Center, Achrafieh, Lebanon, 2015
- **Easter Egg Painting Competition**, Student Layana Khankan winner, Saida, Lebanon, 2015
- **Google Photography competition**, Senior Student Ammar Ghabris selected as Finalist, 2012
- **The Sheikh Zayed post stamp competition**, Graphic Design Student wins, Emirates Post, Dubai, UAE, 2003

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ResearchGate <https://www.researchgate.net/profile/Nada-Abdallah-3>