

SOHAILA MOSBEH

A lighting and product designer, highly influenced by surrealism, lover of philosophy and the dreaming state. In my perspective, design has the power to impact moods and be driven by storytelling. My design always took into consideration human emotion and its psychological impact.

WORK EXPERIENCE

Product Designer Intern | 2011

Amr Helmy Design - Cairo, Egypt

Interned for 2 Months.

- Conducted research and analysis presentations for the concept design.
- Created technical sketches and 3D renderings of products.

Product - Lighting Designer Intern | 2014

Transversal 6 Iluminacion - Madrid, Spain

Interned for 3 Months.

- Created, designed and developed own customized lighting products.
- Incharge of 3D renderings and prepared final required project documentations.
- Assisted in site visits and organizing information.

Lighting Designer | Current

SBLD Studio- New York, New York USA

- Conducting research and specifying fixtures.
- Developing lighting design concepts with team.
- Drafting lighting layout with architectural drawing.
- Running photometric calculations
- Creating photoshop visualizations to communicate design ideas.
- Building mock up representations.
- Intergrating video editing and coding programs with lighting control systems.

Freelancer | Current

Artist, Product Design, and Lighting

- Creating moodboards and research custom for clients needs.
- Construct art pieces used for client.
- Designed custom handmade furniture for residential homes.

LANGUAGE

- English ●●●●●●●●●●
- Arabic ●●●●●●●●●●
- French ●●●●●●●●●●
- German ●●●●●●●●●●

EDUCATION

- 2008 German University in Cairo
Bachelor of Applied Arts and Sciences
- 2013 Pre-master in Product Design
Berlin - Germany
- 2015 Parsons The New School
Masters of Lighting Design
- 2017 New York, U.S.A

SKILLS

- Arduino ●●●●●●●●●●
- AGI32 ●●●●●●●●●●
- DAILUX ●●●●●●●●●●
- Designer 2 ●●●●●●●●●●
- Layouts ●●●●●●●●●●
- Model Construction ●●●●●●●●●●
- Photography ●●●●●●●●●●
- Research ●●●●●●●●●●
- Revit ●●●●●●●●●●
- Service Design ●●●●●●●●●●
- Technical Sketches ●●●●●●●●●●
- Writing ●●●●●●●●●●
- Ableton Live ●●●●●●●●●●
- Woodworking ●●●●●●●●●●
- Touchdesigner ●●●●●●●●●●
- Grasshoper ●●●●●●●●●●

TOOLS

- Ps
- Id
- Ai
- Pr
- CAD
- Rhino

EXTRACURRICULARS

- Junior Summer Program (2000-2006)
Center for continuing education by AUC
- S.P.A.R.E (2010)
Society for protection of Animal Rights in Egypt
- Global Service Sustainability Jam (2012-2013)
Service design workshop in Germany
- Introduction To Digital Painting (2014)
Workshop with Tarek Abdelkawi in Egypt
- Learning composition and values (2015)
Workshop with Gendy Mohamed in Egypt
- Parsons_Lightingdesign (2016-2017)
Social media manager and Graphic Desinger
- Fabrica De Texturas (2014)
Graphic design workshop In Spain
- H.O.M.E (2013)
Art Project assistant in Germany
- E+I Studio Grasshopper (2018)
Grasshopper Software Workshop
- LDI Touchdesigner Workshop (2018)
Las Vegase Workshop

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PUBLICATIONS & WRITINGS

The Way Things Are | 2008
Cairo, Egypt
Winner of Youngest Authors Contest

Delusional Euphoria | 2012
Cairo, Egypt
Bachelor Thesis Journal

Design In(g) Society | 2012-2013
Berling, Germany & Cairo, Egypt
Research + Exhibition

Kairo Ecke Leo | 2012
Berlin, Germany
Press Article

Grown Ups | 2013
Berlin, Germany
Research + Presentation

Cut Off Diseno | 2014
Madrid, Spain
Article

Detailed Universe | 2016
New York, New York USA
Manifesto

What Is Lighting Design Really? | 2017
New York, New York USA & Cairo, Egypt
Article

Can Changes in Color Temperature | 2017
Influence Subjective Impressions of an Environment?
New York, New York USA
Research For LEDucation with
Craig A. Bernecker, Ph.D, FIESNA

INTERESTS



PROJECTS

Artemi's Stand | 2011
Cairo, Egypt
Product Design for Musicians

Delusional Euphoria | 2012
Cairo, Egypt
BA Thesis Product Design

Zest | 2013
Berlin, Germany
Pre-Masters Product Design

ABC News | 2014
Madrid, Spain
Transversal 6

CUT-OUT | 2014
Madrid, Spain
Transversal 6

Segovia Congress | 2014
Segovia Spain
Transversal 6

Gilead Reception | 2014
Madrid, Spain
Transversal 6

TED Talks | 2015
New York, New York USA
Lighting Design Studio 1

Labyrinth Library | 2016
New York, New York USA
Lighting Design Studio 2 Daylight

Buzz-Point | 2016
New York, New York USA
Allied Studio Lighting Design + Architecture

Heighten Perceptual Experience of Light and Sound Synergy. | 2017
New York, New York USA
Lighting + Sound Design Thesis

Project Eden | 2017
New York, New York USA
Confidential SBLD Studio

Queens Plaza | 2017
Queens, New York USA
SBLD Studio

Brandywine Metroplex | 2017
Plymouth Meeting, PA USA
SBLD Studio

Union Theological Seminary
New York, New York USA
SBLD Studio

Harrisburg Courthouse | 2017
Harrisburg, PA USA
SBLD Studio

Triangle | 2017
Long Island City, New York USA
SBLD Studio

NYU Mens Health | 2017
New York, New York USA
SBLD Studio

Hyundai Motor Group | 2017
Seoul, South Korea
SBLD Studio

Normainde | 2017
New York, New York USA
SBLD Studio

2020K Gensler | 2017
Washington D.C, USA
SBLD Studio

Host Hotels & Resorts | 2017
Piladelphia, PA USA
SBLD Studio

NYC EDC & SBS | 2017
New York, New York USA
SBLD Studio

IMF | 2017
New York, New York USA
SBLD Studio

Wipro | 2017
New York, New York USA
SBLD Studio

NYU LMA | 2017
New York, New York USA
SBLD Studio

1818 Market St | 2017
Piladelphia, PA USA
SBLD Studio

250 West Pratt | 2017
Baltimore, Maryland USA
SBLD Studio

Liquidnet | 2017
New York, New York USA
SBLD Studio

The Wharf | 2017
Washington D.C, USA
SBLD Studio

MPAA | 2017
Washington D.C, USA
SBLD Studio