RAMZI FOUAD HANI (MFA)

Interior Architect | Interior, Product & Furniture Designer | Academic Senior Lecturer

Beirut, Lebanon & London, UK
Email: ramzihanidesigns@gmail.com | r.hani@bau.edu.lb
Phone: +961-3-871329 (Lebanon) | +44-7-517163638 (UK)

PROFESSIONAL SUMMARY

Accomplished multidisciplinary Interior Architect, Strategic Product Designer, and Senior Academic Lecturer with over two decades of experience spanning Beirut and London. Proven track record directing premium turnkey architectural projects, building innovative furniture brands, and advising global household corporations like Samsonite and Marks & Spencer. Seamlessly bridges industry leadership with higher education, developing specialized curricula across design innovation, spatial dynamics, and theatrical scenography.

EDUCATION & ACADEMIC PROFILE

- **Master of Fine Arts (MFA) in Product Design** – Birmingham City University (BCU), UK | September 2006 – February 2008

  Specialization: Furniture Manufacturing & Strategic Product Design Innovation.
- **Bachelor of Arts in Interior Architecture (Honours)** – Lebanese American University (LAU), Lebanon | September 2001 – October 2002
- **Bachelor of Science in Interior Design (Honours)** – Lebanese American University (LAU), Lebanon | September 1997 – September 2001

PROFESSIONAL CORPORATE EXPERIENCE

Design Director & Business Owner | The Design Atoms Studio, Beirut & London *(September 2011 – Present)*

- Spearhead a multidisciplinary studio executing high-end turnkey interior architecture projects from preliminary concept generation through to execution drawings, structural detailing, and site completion.
- Design and launch bi-annual signature collections of furniture and consumer goods under the studio's lifestyle brand, 'Urban'.
- Consult for external design enterprises to restructure brand strategies, improve manufacturing efficiency, and optimize product lineups.

Freelance Product Designer & Consultant | Samsonite International, Mansfield, UK *(February 2009 – June 2022)*

- Embedded into the global luggage design division to evolve MFA thesis research into highly commercialized, factory-ready product lines.
- Conducted consumer intelligence analytics on 21st-century traveler behaviors and usage patterns to direct next-generation material procurement.
- Collaborated directly with manufacturing plants and industrial test labs to develop innovative mechanical components and lightweight materials.

Design Innovation Committee Consultant | Marks & Spencer, London, UK *(January 2008 – Present)*

- Formulate global sustainable design strategies for commercial retail interiors, integrating recycled elements, green lighting, and modular spaces.
- Devise and deliver corporate training modules regarding retail color psychology and sensory product design for company personnel.

Senior Interior Architect | Le Cercle, Beirut, Lebanon *(November 2008 – September 2009)*

- Developed comprehensive layout plans, spatial concepts, and architectural details for premium corporate and residential properties.

Senior Interior Architecture Intern | Philippe Starck Studio, London, UK *(November 2006 – September 2007)*

- Supported the core design team with conceptual sketch transformations, initial product prototyping layouts, and cross-departmental coordination.

Assistant Interior Architect | Condas International, Beirut, Lebanon *(September 2003 – July 2006)*

- Generated detailed construction shop drawings and millwork packages for landmarks, including the Conference Palace Hotel (Abu Dhabi, UAE) and the Marina Residential Towers (Beirut, Lebanon).

ACADEMIC & HIGHER EDUCATION EXPERIENCE

Full-Time Senior Lecturer (Faculty of Architecture, Design , and Built Environment - Interior Design Department) | Beirut Arab University (BAU), Lebanon *(January 2022 – Present (Part-Time: January 2018 – June 2022))*

- Senior Lecturer in Junior and Senior-level graduation thesis studios, professional practice seminars, legal/ethical regulations of design, and advanced color theory courses within the Faculty of Architecture and Built Environment.

Product Design & Interior Architecture Instructor | American University of Science & Technology (AUST), Lebanon *(October 2009 – June 2022 (Guest Lecturer: October 2022 – Present))*

- Designed and taught Product Design Methodologies, training senior graphics and space planners in multi-tier analytical thinking models.
- Commanded the Packaging Design specialization track, tracking environmental engineering, structural labels, and visual brand identity.

CORE RESEARCH INTERESTS & EXPERTISE

- **Strategic Methodologies:** Formulation structures, targeted market testing, user empathy mapping, and design implementation frameworking.
- **Color Scenography:** Certified researcher studying the physiological and therapeutic influences of custom color matrices within Middle Eastern architecture.
- **Spatial Scenography:** Integrating set construction, art direction, performance blocking, and industrial structural layouts.

SELECTED EXHIBITIONS, PRESENTATIONS & PERFORMANCES

- **Keynote Speaker Series:** "Design of Life" (Ongoing presentation series targeting human spatial behavior, neurological wellness, and color selection metrics).
- **Featured Artistic Showcase:** "Portraits of the Dreamer: OVO Suite" – Black and White Abstract Photo Anthology, Annual Photography Exposition of the Milan Institute of Modern Art, Italy (2005).
- **Theatrical Scenography Credits:** Written and designed staging for multiple regional productions, including "Tallatna" (2012), "Fallasna" (2019), and the upcoming production "Orjowan" (Scheduled for 2025).

TECHNICAL SKILLS & LANGUAGES

Design Automation & CAD: Autodesk AutoCAD (Expert in 2D), McNeel Rhinoceros 3D, SketchUp.

General Software Knowledge: Microsoft Office

Visual Identity & Graphics: Adobe Creative Suite (Photoshop, Illustrator, InDesign), MS Office Suite.

Languages: English (Native/Fluent), Arabic (Native/Fluent), French (Full Professional), Italian (Conversational).

PROFESSIONAL AFFILIATIONS & VOLUNTEERING

- Active Representative: Greenpeace International (Beirut Chapter) – Active since 2002.
- Choral Performer: Lebanese American University (LAU) Classical Choir – Performed in 11 major seasonal concert series (2000–2005).

ACADEMIC & PROFESSIONAL REFERENCES

- **Mr. Graham Powell** — *Product Designer & Former Coordinator of Product Design MFA Program*
  Institution: Birmingham City University (BCU), UK | Email: graham@guineapigdesign.com | Phone: +44-7-968842133
- **Dr. Ziad Mawlawi** — *Interior Architect & Adjunct Professor of Architecture*
  Institution: Lebanese American University (LAU), Lebanon | Email: ziadibnabeeh@gmail.com | Phone: +961-70-032442
- **Mr. Rashed Bohsali** — *Architect, Fine Artist, & Professor of Design*
  Institution: Lebanese American University (LAU), Lebanon | Email: rbohsali@lau.edu.lb | Phone: +961-3-903074
- **Mrs. Zeina Salman** — *Interior Architect & Former Design Department Manager*
  Institution: Condas International, Lebanon | Email: zeinas100@gmail.com | Phone: +961-3-606032