

Sarah Atef Shams

Assistant Professor | Fashion Design & Apparel Technology | Fashion Education | Curriculum Development | Quality Assurance

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Assistant Professor and Fashion Design & Apparel Technology specialist with extensive academic and practical experience in higher education, fashion design, apparel technology, curriculum development, course design, teaching, and quality assurance. Experienced in teaching and developing 16 fashion design courses across design studios, draping, textile design, fashion event planning, sustainability, CAD, color theory, sewing techniques, and fashion history. Skilled in innovative teaching, digital fashion design, CLO3D, Marvelous Designer, Gerber Pattern Making, 3D printing, laser cutting, and sustainable textile development. Published researcher with academic interests in fashion design innovation, sustainable textiles, cultural influences, and apparel design, with experience in academic advising, scientific research, workshops, and postgraduate program development.

Work Experience

Sep 2022 - Present

- **Assistant Professor | Fashion Design Program**
Beirut Arab University – Faculty of Architecture, Design & Built Environment, Beirut, Lebanon
 - Contributed to Fashion Design Program curriculum development at program and departmental levels and participated in academic meetings and Fashion Design project planning with the Dean.
 - Taught more than 16 courses across the Fashion Design Program and prepared Fashion Design course specifications and outlines for Fall and Spring semesters.
 - Applied innovative, research-based, and student-centered teaching methods in Fashion Design, including research assignments, exploratory tours, multimedia, discussions, individual and group presentations, and hybrid teaching methods.
 - Integrated Artificial Intelligence and digital technologies, including Laser Cutting, 3D Printing, CLO 3D, Marvelous Designer, Browswear, Gerber, VS Software, and Procreate, into the Fashion Design Program to support digital fashion design, pattern making, prototyping, creative development, and mass-production applications.
 - Guided students in developing innovative and sustainable Fashion Design concepts using recycled and natural materials, green materials, natural printing techniques, resin applications, and interdisciplinary scientific experiments.
 - Provided 4 hours/week of office hours and 2 hours/week of academic advising, supporting Fashion Design students with academic inquiries, research, drawings, and course-related guidance.
 - Completed Quality Assurance activities, including submission of required documentation and review of Fashion Design Program course files for Fall and Spring semesters.
 - Participated in oral and written examination committees, Student Activity and admission examination committees, scientific and exploratory visits, and interdisciplinary student activities supporting Fashion Design students' academic and practical development.
 - Contributed to investigation and benchmarking for the development of a proposed Master's Program in Fashion Design, including surveys of international and local fashion schools.

Courses Taught

- Fashion Design: Fashion Design Studio IV | Fashion Design Senior Project | Special Topics in Fashion Design
- Textiles & Garment Construction: Draping I & II | Textile Design | Sewing Techniques | Internship in Fashion Design
- Fashion Studies & Digital Design: Fashion Event Planning I & II | Sustainability in Fashion | Advanced Color Theory for Fashion | History of Costume & Fashion Design | Computer-Aided Drafting for Fashion Design

Sep 2020 - Aug 2022

- **Quality Assistant – Ready-to-Wear and Fashion Technology**
Benha University, Faculty of Applied Arts
 - Updated and reviewed departmental courses, learning outcomes, and curricula in alignment with Quality Assurance requirements.
 - Reviewed and renewed academic programs and course content based on curriculum updates, Artificial Intelligence (AI), and emerging developments in Fashion Design and Technology.
 - Integrated current developments in Fashion Design with relevant scientific and interdisciplinary subjects to support curriculum relevance and academic program improvement.
 - Reviewed course-related documentation and supported continuous curriculum development and Quality Assurance activities.
 - Supported the Anti-Violence Subcommittee within the Faculty's Quality Assurance

framework.

Nov 2019 - Aug 2022

■ **Assistant Professor – Ready-to-Wear and Fashion Technology**
Benha University, Faculty of Applied Arts

- Teach and develop academic courses in Ready-to-Wear and Fashion Technology, including summer courses and practical instruction.
- Support curriculum development through course planning, content enhancement, and academic teaching activities.
- Assist in organizing departmental academic exhibitions and student-related activities.

Dec 2017 - Oct 2019

■ **Assistant Lecturer – Ready-to-Wear and Fashion Technology**
Benha University, Faculty of Applied Arts

- Supported departmental Quality Assurance activities, including course documentation, learning outcomes, and curriculum review.
- Contributed to academic activities related to fashion design, textiles, apparel technology, and student learning.
- Supported students through academic guidance, practical instruction, and participation in departmental academic activities.

Nov 2014 - Dec 2017

■ **Fashion Trainer & Bags Designer**
Ministry of Trade and Industry

- Delivered fashion design training at the Fashion & Design Center (FDC) in collaboration with the Ministry of Trade and Industry and the Design Center in Milan, Italy.
- Worked as a Guest Designer at FDC with the Allaga brand, contributing to fashion and accessories design projects.
- Contributed as a Global Project Partner in Bazar Berlin, Berlin, Germany, supporting international fashion and design initiatives.

Sep 2015 - Jan 2016

■ **Part-Time Assistant Lecturer – Ready-to-Wear and Fashion Technology**
Benha University, Faculty of Applied Arts

- Assisted Lecturers, Associate Professors, and Professors in delivering academic courses and supporting departmental teaching activities.
- Reviewed student projects and provided academic guidance and practical support.
- Supported students in developing and improving fashion design and apparel technology projects.

Sep 2009 - May 2014

■ **Fashion Teacher**
Maadi Narmer School

- Taught fashion design and guided students in developing creative design concepts and practical skills.
- Implemented fashion projects using fabric, paper, cork, beads, and glitter while applying innovative artistic techniques.
- Adapted design projects and teaching approaches to students' abilities and learning needs.

Sep 2007 - May 2014

■ **Theater Decoration Specialist**
Maadi Narmer School

- Designed and implemented theater decorations and stage backgrounds for primary students using creative and handcrafted techniques.
- Created three-dimensional stage backgrounds and theater models using diverse materials for school performances.
- Applied artistic design techniques to develop engaging visual elements aligned with performance themes.

Sep 2006 - Nov 2014

■ **Art Teacher**
Maadi Narmer School

- Developed and updated the art curriculum for primary-grade students in alignment with elementary education requirements.
- Applied modern teaching methods to enhance students' artistic skills and creative expression.
- Adapted art activities and learning approaches to support students' developmental and educational needs.

Sep 2005 - Aug 2006

■ **Fashion Designer – Turkish Department**
Dona Dony Company

- Developed fashion designs for the Turkish Department in alignment with product requirements and design concepts.
- Supported the development and refinement of fashion collections and creative design ideas.
- Contributed to design activities and coordination of fashion-related creative work.

Jan 2005 - May 2005

■ **Fashion Designer – Uniform Clothing**
Waleed Uniform Company

- Designed professional and functional uniforms for the hotel sector in line with operational and aesthetic requirements.
- Developed uniform concepts and designs considering functionality, comfort, and professional appearance.

Apr 2004 - Nov 2004

- Supported the adaptation and refinement of designs based on client and sector requirements.

Pattern Maker
Lone Tex Company

- Created and developed garment patterns in multiple sizes using Gerber software to meet production requirements.
- Applied digital pattern-making techniques to ensure pattern accuracy and consistency across different garment sizes.

Oct 2003 - Feb 2004

Fashion Designer
Egypt for Acoustics and Visuals

- Designed custom clothing and costumes for TV episodes and various programs, aligning designs with visual styling and production requirements.

Conferences

- ASCAAD 2022 – International Conference on Hybrid Spaces of the Metaverse: Architecture in the Age of the Metaverse – Opportunities and Potentials | Beirut Arab University in Partnership with the Arab Society for Computer-Aided Architectural Design (ASCAAD) | October 12–13, 2022

Workshops & Webinars

Workshops

- Innovative Textiles for Palestine and Lebanon (InTexPaL): Vocational Training Needs & Capacity Building Workshop | Erasmus+ INTexPaL | May 12, 2026
- Sustainability Day II | Faculty of Architecture, Design and Built Environment | February 19, 2025
- Seminar: Where to Publish | Beirut Arab University | January 31, 2025
- The Future of Academia in Light of Artificial Intelligence | Beirut Arab University | April 26, 2024
- Team-Based Learning: An Effective Tool for Student Engagement | Presented with Dr. Nesrine Bissar | February 16, 2024
- Writing Grant Proposals | Beirut Arab University | 2023–2024
- Research Talks | Beirut Arab University | 2023–2024
- Using Parametric and Design Illustration in Fashion Design | Fashion Design Department, Faculty of Architecture, Design and Built Environment | Spring 2022–2023
- AR+ Design: Augmented Reality Immersive Design Method | Instructor: Young Song, University of Liverpool | ASCAAD 2022 Conference | 2022
- Interactive Digital Parametric Patterns: Rhino and Grasshopper 3D | Instructor: Fatima Belok, Beirut Arab University | ASCAAD 2022 Conference | 2022

Webinars

- Leverage GenAI in Your Research: Explore Scopus AI | Elsevier, Scopus AI | September 4, 2025
- The Integration of Interior Architecture and Graphic Design to Enhance the Environmental Experience | February 16, 2025
- Scientific Missions (CNRS-L/AUF/FRQ) – 2nd Edition | April 10, 2024
- Building Bridges: Community Engagement in Education and Student Learning | February 23, 2024

Education

Sep 2013 - Aug 2019

Doctor of Philosophy (PhD) – Apparel Design and Technology
Faculty of Applied Arts, Helwan University

Nov 2009 - Dec 2010

Diploma of Education – Art Design
Faculty of Art Education, Helwan University

Nov 2005 - Dec 2013

Master's Degree – Apparel Design and Technology
Faculty of Applied Arts, Helwan University

Sep 1999 - Jun 2004

B.Sc. in Design – Apparel Design and Technology
Faculty of Applied Arts, Helwan University

- Major: Design
- Minor: Fashion, Apparel Design
- Grade: Very Good with Honors

Research Publications

2026

Design and Implementation Requirements for Adaptive Smart Clothing
Benha Journal of Humanities Sciences | Vol. 5, Issue 2

- Authors: Shaymaa Mohamed El-Gendy, Hatem Mohamed Idris, Ahmed Mahmoud Abdo El-Sheikh, and Sarah Atef Shams
- Publisher: Benha University
- Pages: 21
- DOI: 10.21608/bjhs.2026.410588.1467
- PaperLink: https://bjhs.journals.ekb.eg/article_500927_095a0e2e900a99b6d974ee1af0863f8c.pdf

2026

Utilizing Solar Energy in Adaptive Clothing Design

Benha Journal of Humanities Sciences | Vol. 5, Issue 1

- Authors: Shaymaa Mohamed El-Gendy, Hatem Mohamed Idris, Ahmed Mahmoud Abdo El-Sheikh, and Sarah Atef Shams
- Publisher: Benha University
- Pages: 16
- DOI: 10.21608/bjhs.2026.410578.1466
- PaperLink: https://bjhs.journals.ekb.eg/article_497444_8f5dcbef25e5d05821f20f3fadffa4a.pdf

2024

Effects and Repercussions of the COVID-19 Virus on the Fashion and Textile Industry

Journal of Architecture, Arts and Humanistic Science | Vol. 9, Issue 44

- Authors: Sarah Shams, Marwa Yassin
- Publisher: Arab Association for Islamic Civilization and Art
- Pages: 19
- Keywords: Textiles, Fashion, Textile Industry and Fashion Trends, COVID-19 Pandemic
- Publication Type: Local
- Paper Link: https://mjaf.journals.ekb.eg/article_242773.html?lang=en

2019

Integrating Arabic and Japanese Calligraphy in Innovative Designs for Fashion: A Comparative Study of Diwani and Kanji Calligraphy

International Design Journal | Vol. 9, Issue 1

- Authors: S Sarah, S Olfat, S Tetsuya
- Publisher: Scientific Society for Egyptians Designers
- Pages: 9
- Keywords: Arabic Calligraphy, Japanese, Diwani, Kanji, Shodo Style
- Publication Type: Local
- Paper Link: [Sarah Atef Abdelmonem Ali Shams 9-1-sara.pdf](#)

2018

Integrating Egyptian and Japanese Costumes as a Source of Inspiration in Innovative Fashion Designs for Women

International Journal of Advanced Research (IJAR) | Vol. 6, Issue 12

- Authors: S Sarah, S Olfat, S Tetsuya
- Pages: 10
- Keywords: Sinai Dress, Japanese Kimono, Culture, Technical Drawing
- Publication Type: International
- Publisher: Not Available
- Paper Link: http://www.journalijar.com/uploads/908_IJAR-25603.pdf

Scientific Research & Innovation

- 2025–2026: Participated in an interdisciplinary scientific experiment to develop a bio-fabricated textile material using natural ingredients, in collaboration with the Biomedical Department, College of Engineering, as part of a sustainability project.

Academic & University Service

- Participated in the Student Activity Committee and supported faculty and university academic activities.
- Participated in Admission Examination Committees for the Architecture and Design Program during Fall and Spring semesters (2025–2026).
- Supervised and followed up on the periodic maintenance of the Fashion Design Studio, including sewing machines, irons, ironing tables, and mannequins (2025–2026).
- Participated in educational field trips and exploratory visits with Fashion Design students to explore fabric and raw material sources, digital printing facilities, laboratories, and related institutions (2023–2026).
- Contributed to Yearbook layout editing and academic documentation, including Essential Books/Textbooks forms (2023–2025).
- Contributed to investigation and benchmarking for the development of a proposed Master's Program in Fashion Design, including surveys of international and local fashion schools.

Extra-Curricular Activities

- Poetry Tones Exhibition | 2022: Participated in an exhibition organized by the Arab Association of Civilization and Islamic Arts and Bibliotheca Alexandrina.
- Faculty of Applied Arts Exhibitions | 2018–2019: Participated in exhibitions organized by the Ready-to-Wear & Fashion Technology Department, Benha University.
- Bazaar Berlin Exhibitions | 2015–2016: Participated in Bazaar Berlin, Berlin, Germany, including an exhibition with Allaga Brand.
- Maadi Narmer School Annual Exhibitions | 2007–2013: Participated in annual school exhibitions in Cairo, Egypt.
- En Cuencro Entre Dos Culturas Fashion Show | 2004: Participated in a fashion show between the Apparel Design Department, Faculty of Applied Arts and Institut Cervantes Cairo, with Spanish designer Miguel Adrover.
- Young Fashion Made in Egypt Exhibition | 2003: Participated in an exhibition with the Apparel Design Department, Faculty of Applied Arts and the Goethe-Institut, Cairo, Egypt.

Community & Cultural Activities

- 2025–2026: Supported student engagement with Anamaluna through practical training in garment pattern making, sewing, crochet, embroidery, and other fashion-related crafts.
- 2024–2025: Contributed to community engagement activities with Anamaluna, affiliated with the Bahia Hariri Foundation, supporting initiatives that empower women through handicrafts and provide students with exposure to fashion-related practical skills and workshops.

Core Competencies

Curriculum Development	Innovative Teaching
Fashion Design	Student Assessment
Apparel Technology	Academic Research
Course Development	Program Development
Fashion Education	Critical Thinking
Quality Assurance	Smart Clothing
Scientific Research	Functional Clothing
Product Development	Fashion Technology

Professional Skills

Fashion Teaching	Pattern Making
Innovative Teaching	Garment Construction
Student Supervision	Academic Advising
Workshop Delivery	Student Mentoring
Textile Design	Fashion Portfolio Development
Children's Fashion	Hybrid Teaching

Technical Skills

CLO 3D	Textile Printing
Marvelous Designer	Digital Printing
Procreate	3D Printing
Adobe Photoshop	Color Science
Adobe Illustrator	AI in Fashion Design
CAD Fashion Design	Laser Cutting
Fashion Illustration	Browswear
Digital Fashion Design	

Languages

Arabic: Native	German: Intermediate
English: Fulent	