



**SAMAHA JOELLE**

**^ A LITTLE ABOUT ME**

HARDWORKING PUBLIC  
RELATION AND ADVERTISING  
GRADUATE  
LOOKING FOR A BRIGHT AND  
CHALLENGING CAREER WITH A  
PROMISING ORGANIZATION  
WHICH OFFERS A WIDE SCOPE OF  
DEVELOPMENT OF AN INDIVIDUAL  
BOTH PROFESSIONALLY WITH WIDE  
RANGE OF LATEST  
TECHNOLOGY TO WORK UPON

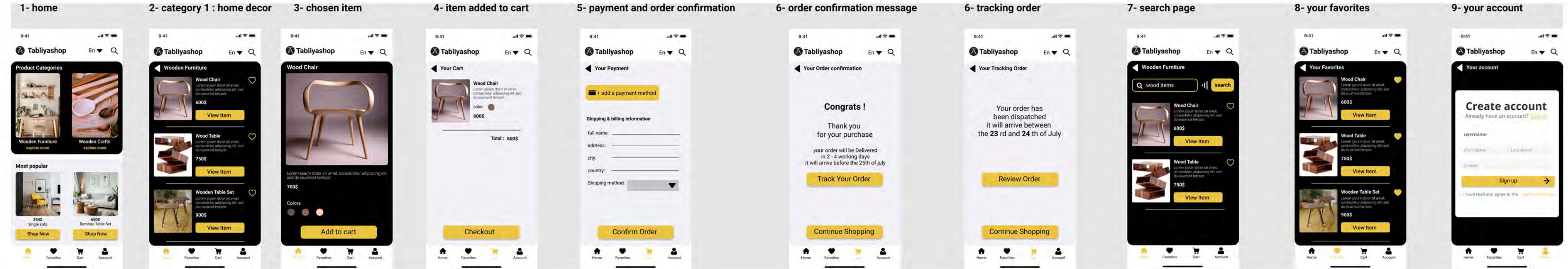
**^ I AM REALLY GOOD AT**

PLANNING AND ADVERTISING  
CREATING AND DEVELOPING A DESIGN OR  
ADVERTISING IDEA  
WRITING SLOGANS OR PUBLIC RELEASE FOR  
PROMOTION  
CREATING DESIGNS, LOGO, GRAPHIC LAYOUT

**GRAPHIC DESIGNER**

# PRESENTATION AND PACKAGING IS EVERYTHING...

## UX/UI mockup high fidelity prototype Design for a craft store using figma



PORTFOLIO

# PRESENTATION AND PACKAGING IS EVERYTHING...

# ARCHITECTURAL PRESENTATION

MR. HISHAM ALSAYED ALHASHIM PRIVATE RESIDENCE  
AL JURF SIGNATURE PLOTS

**erga** PROGRESS  
engineering consultants

**erga** PROGRESS  
engineering consultants

1 - RECEPTION



3 - OFFICE



2 - OUTDOOR TERRACES AND SWIMMING POOL



PROJECT NO.  
A 579

DATE :  
OCTOBER 2020

LOCATION :  
ALJURF ABU DHABI

A-102-M - GROUND FLOOR MOOD  
PRIVATE RESIDENCE

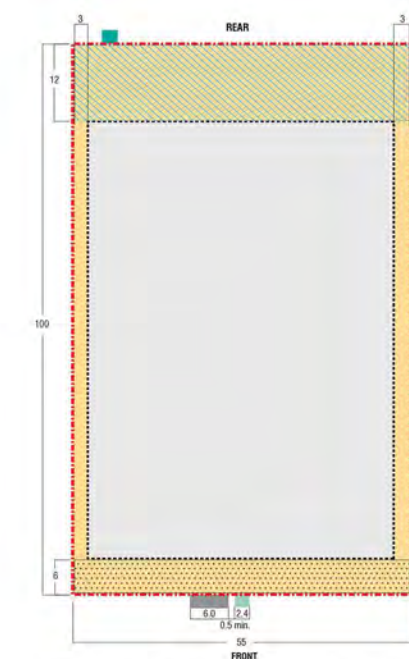
REVISION:  
05

CLIENT:  
MR. HISHAM ALSAYED ALHASHIM

**erga** PROGRESS  
engineering consultants

## PLOT AND GROUND FLOOR CONTROLS

Basic Planning Parameters



## TREES AND PLANTS SPECIES



## VILLA SETBACKS

Front Setback - 6.0 Meters  
Rear Setback - 12.0 Meters  
Side Setback - 3.0 Meters

PROJECT NO.  
A 579

DATE :  
OCTOBER 2020

LOCATION :  
ALJURF ABU DHABI

A - 006 - SITE DESIGN GUIDELINES  
PRIVATE RESIDENCE

REVISION:  
05

CLIENT:  
MR. HISHAM ALSAYED ALHASHIM

# PORTFOLIO



## MATERIALS AND COLOR PALETTE

### VILLA ROOF

#### Roof Material

Like the materials for the villa façade, the materials that will cover the roof deck shall also be carefully selected, and be submitted together with the villa Concept Design by the Owners for plot developer and authorities No Objection.

#### Tiles

Any external tiles if selected for use in the villa design, shall be of exquisite quality and look, which are light in color so as to increase solar reflectance and reduce heat gain, thereby providing a more sustainable building.

#### Gravels

There is no objection to the use Gravel as a roof deck, partially decorative in ALJURF villas for habitable terraces, also it could use for services areas and upper roof.

#### Grass or Green Roofs

A green roof is a roof of a building that is partially or completely covered with vegetation and a growing medium, planted over a waterproofing membrane, the use of green roofs are encouraged in ALJURF villas.



### FENESTRATIONS, BALCONIES, TERRACES, WALKWAYS AND DRIVEWAYS

#### Pergolas/ Trellises

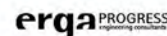
Ground-level pergolas, if proposed in the villa design, can be built within the villa's Building Zone or setback zone and shall not encroach out of the plot area. If a pergola is proposed to be located on a roof deck, its height shall be counted into the maximum overall building height, which is not permitted to exceed 12.0m as measured from the External Ground Floor level.



Examples of Pathways and Driveways

#### Walkways and Driveways

Walkways and Driveways materials to be either precast concrete pavers or insitu concrete. The colours of the materials to match the building facade



PROJECT NO. A 579  
DATE : OCTOBER 2020

LOCATION : ALJURF ABU DHABI

A - 009 - SITE DESIGN GUIDELINES PRIVATE RESIDENCE  
REVISION: 05

CLIENT: MR. HISHAM ALSAYED ALHASHIM

PROJECT NO. A 579  
DATE : OCTOBER 2020

LOCATION : ALJURF ABU DHABI

A - 003 - SITE LOCATION PRIVATE RESIDENCE  
REVISION: 05

CLIENT: MR. HISHAM ALSAYED ALHASHIM



PROJECT NO. A 579  
DATE : OCTOBER 2020

LOCATION : ALJURF ABU DHABI

A - 102 - GROUND FLOOR PRIVATE RESIDENCE  
REVISION: 05

CLIENT: MR. HISHAM ALSAYED ALHASHIM

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## ARCHITECTURAL PRESENTATION



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CONCEPTUAL DESIGN



XA-A-008  
MOOD BOARD

AARAKA - KSA



erga

CONCEPTUAL DESIGN

XA-A-007  
MOOD BOARD

AARAKA - KSA

# PORTFOLIO

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## ARCHITECTURAL PRESENTATION



**Khawanij**  
Private Modern Villa - Dubai  
conceptual design    may 2021    **erga**

### MOOD BOARD



Transparent with sharp edges



Connecting the Landscape with the indoor Space .



Simple and Elegant



### GROUND FLOOR



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ARCHITECTURAL PRESENTATION



PORTFOLIO

# PRESENTATION AND PACKAGING IS EVERYTHING...

# ARCHITECTURAL PRESENTATION



**LA COSTA K.S.A**  
CONCEPT DESIGN  
erga  
JUNE 2020



erga

CONCEPTUAL DESIGN

XA-A-012  
MOOD BOARD - RESTAURANTS & CAFES

LA COSTA K.S.A



GROUND FLOOR PLAN

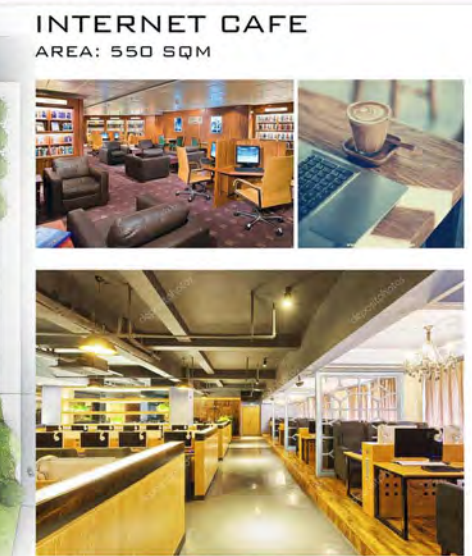
TICKETING AREA  
AREA: 560 SQM



erga

CONCEPTUAL DESIGN

XA-A-101-5  
ZONE 5 - GROUND FLOOR - PART 1



INTERNET CAFE  
AREA: 550 SQM



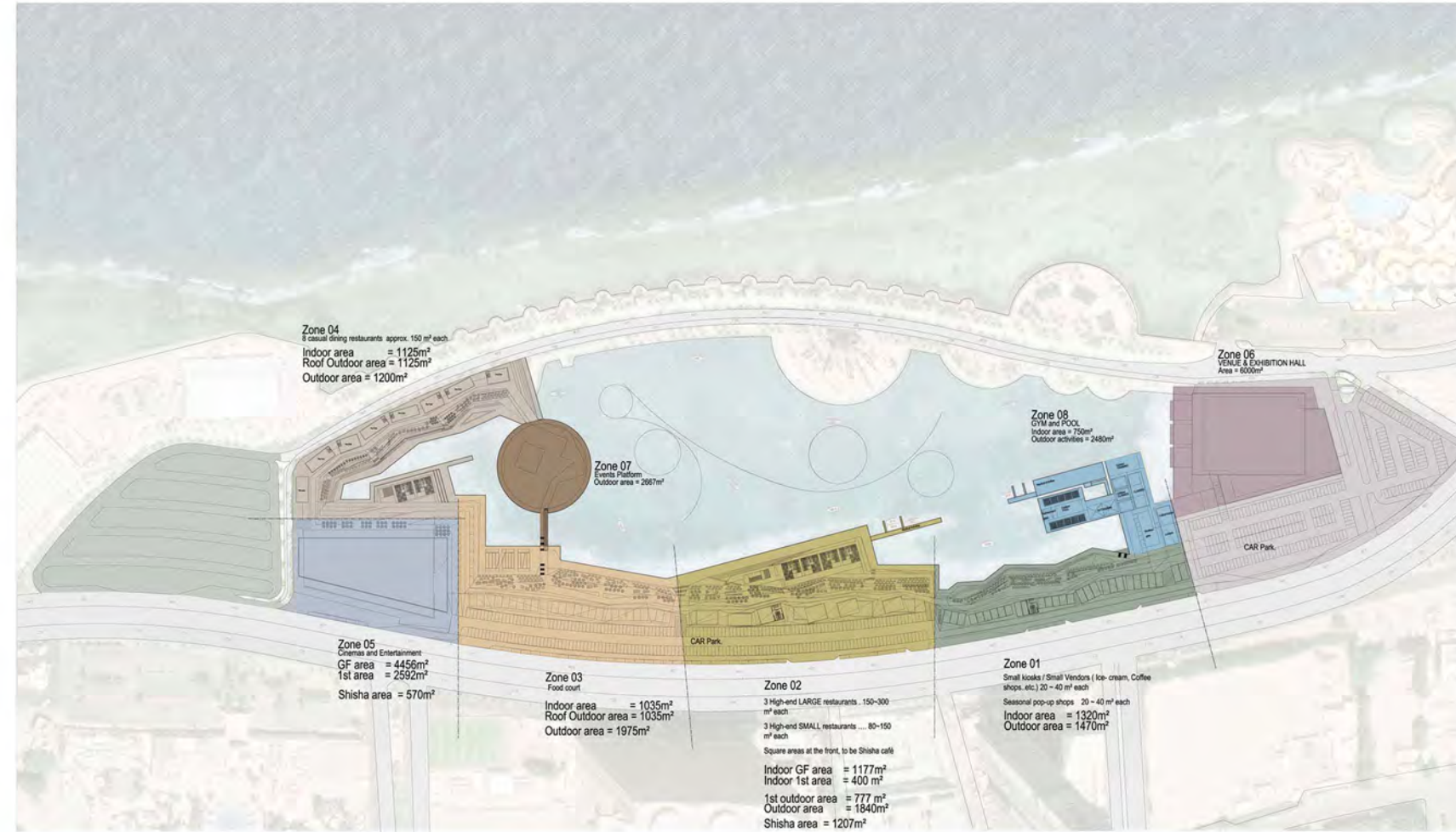
LA COSTA K.S.A

# PORTFOLIO



# PRESENTATION AND PACKAGING IS EVERYTHING...

ARCHITECTURAL PRESENTATION



PORTFOLIO

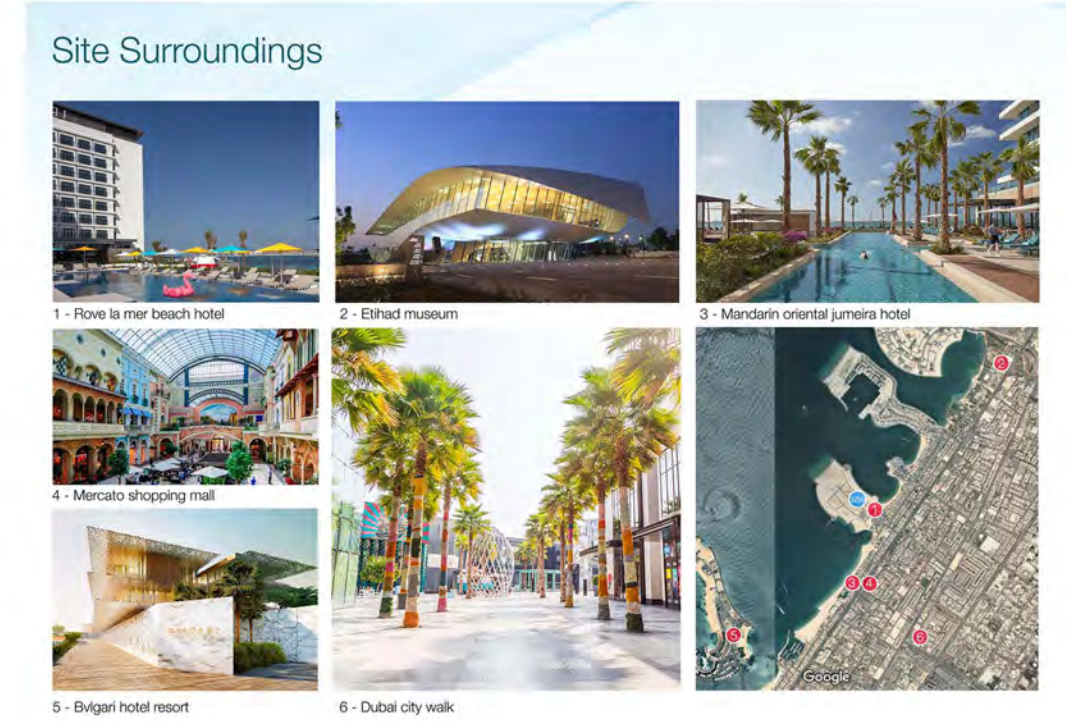


LA MER VILLA - DUBAI  
erga conceptual design May 2021

### Mood Board



### Site Surroundings



1 - Rove la mer beach hotel  
2 - Etihad museum  
3 - Mandarin oriental jumeira hotel  
4 - Mercato shopping mall  
5 - Bvlgari hotel resort  
6 - Dubai city walk

### Plans - Ground Floor





## INTRODUCTION

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### LUSAIL - QATAR

Lusail is a planned city in Qatar, located on the coast, in the northern part of the municipality of Al Daayen.

Lusail is located about 23 km north of the city centre of Doha, just north of the West Bay Lagoon, on over 38 km<sup>2</sup> and will eventually have the infrastructure to accommodate 450,000 people. Of these 450,000 people, it is estimated that 250,000 or less will be residents, 190,000 will be office workers and 60,000 will be retail workers.

It is planned to have marinas, residential areas, island resorts, commercial districts, luxury shopping and leisure facilities, and a golf course community, man made islands and several entertainment districts. Construction is still ongoing. Development is being carried out by the state-controlled developer Qatari Diar along with Parsons Corporation and Dorsch-Gruppe.

It is one of the proposed venues for the Qatar 2022 World Cup.

The planned Lusail Iconic Stadium, with a capacity of 80,000+ people, will host the opening and final matches of the 2022 FIFA World Cup.

Lusail Sports Arena is another sporting venue in the city and hosted matches of the 2015 World Men's Handball Championship.

Located just outside the city is the Lusail International Circuit, which has hosted the Qatar motorcycle Grand Prix every year since 2004. Since 2007 it has been the opening round of the MotoGP world championship, and in 2008 floodlights were installed to the facility, making it the only race on the calendar to be held at night.

KATARA TOWERS - LUSAIL      LUSAIL TOWERS & COMMERCIAL BOULEVARD      WORLD CUP 2022 STADIUM - LUSAIL QATAR

## MOOD BOARD

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### ELEGANCE

### UNIQUE EXPERIENCE

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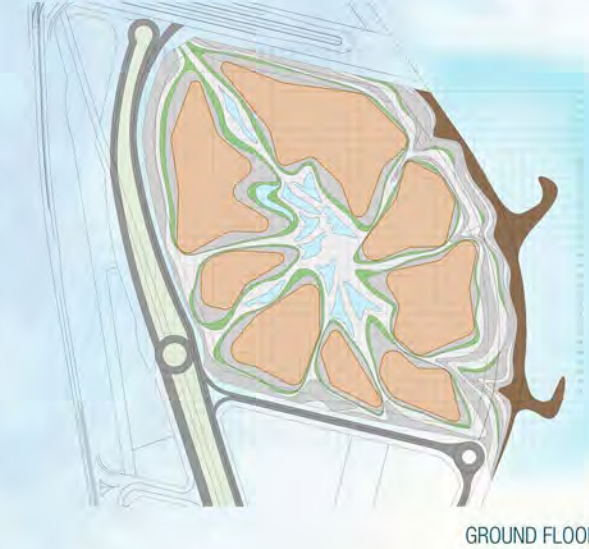
## ARCHITECTURAL PRESENTATION

### WORLD CONNECTIVITY



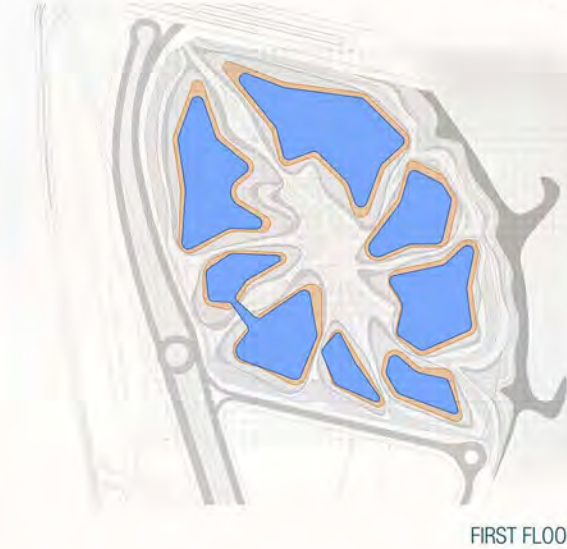
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### PLANS

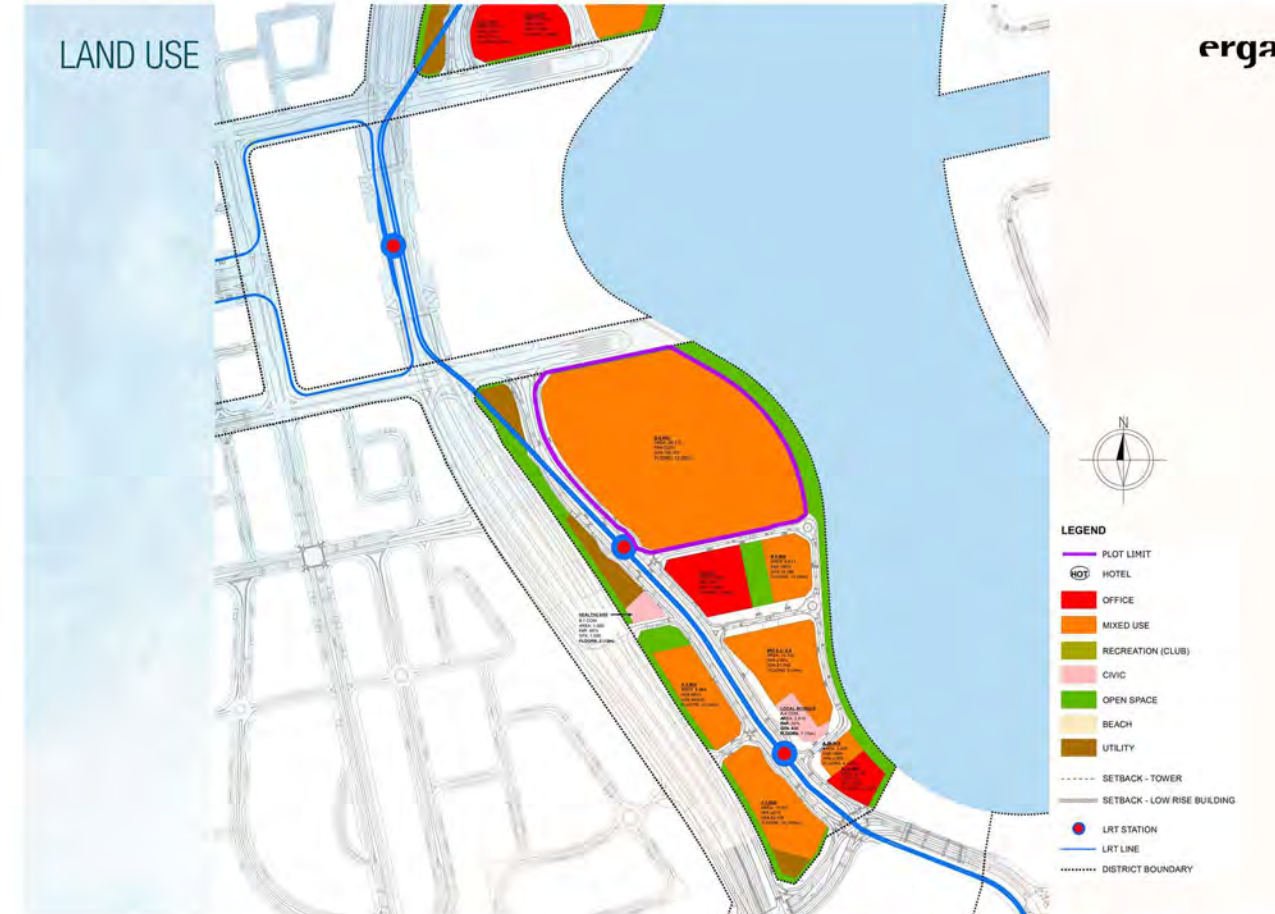


Plot Area	88219	220%		
GFA	194081.8			
Floors	12			
Height	60			
Floor	Slab area	use	exp. Terraces	GLA
GF	40500	F&B / Shops	48633	89133
1st	31500	F&B / Shops	9000	40500

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### LAND USE



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# PORTFOLIO



### INTRODUCTION

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**Riyadh** is the capital of Saudi Arabia and the largest city on the arabian peninsula. It is the political and administrative center of Saudi Arabia, and holds great economic significance, as it hosts the headquarters of many banks and major companies, and is one of the world's fastest growing cities in population. It is ranked second in term of population after makkah region with 24% of kingdom's total population. The city had a population of 40,000 inhabitants in 1935 and 83,000 in 1949. The city has experienced very high rates of population growth, from 150,000 inhabitants in the 1960s to over seven million, according to the most recent sources.



### MOOD BOARD

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#### TRANQUILITY



Inside calm green spaces, a wide range of amenities and social activities ensure a productive & tranquil environment for the business park.



# PRESENTATION AND PACKAGING IS EVERYTHING...

## ARCHITECTURAL PRESENTATION

### PROJECT COMPONENTS

erga

#### OFFICES

The Project includes office spaces, with the flexibility to rent from a single desk office to entire building, to be designed to a market-leading specification with sustainability credentials and a focus on staff wellbeing. Buildings will offer large, uninterrupted floorplates with views out onto the surrounding green landscape.

#### Small Offices



#### Medium Offices

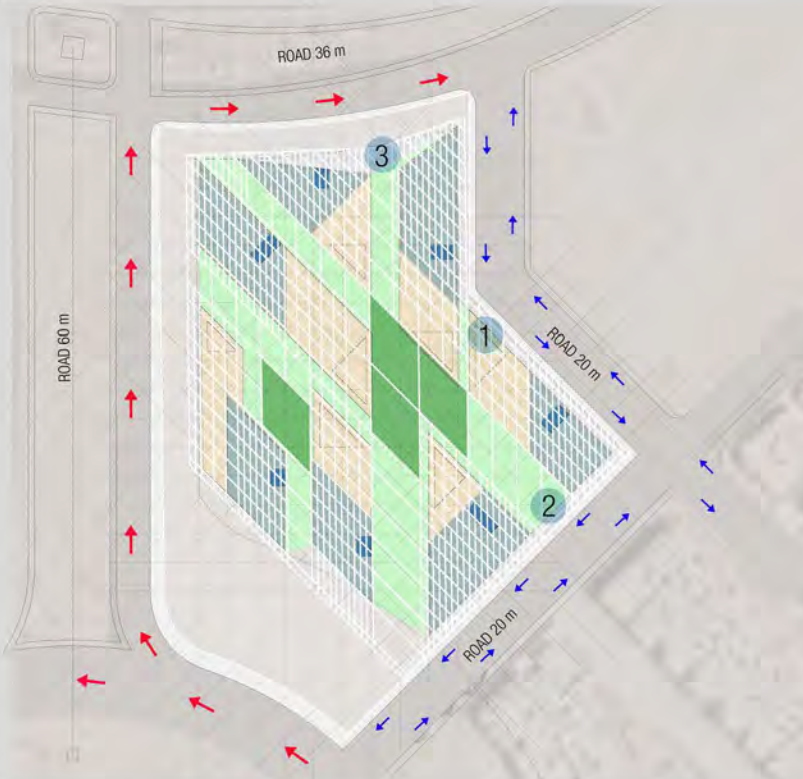


#### Large Offices



### DESIGN GUIDELINES

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- TYPICAL FLOOR OFFICES
- ANNEX FLOOR OFFICES
- CORES
- SHADED LANDSCAPE
- COURTYARDS
- EXTERNAL LANDSCAPE
- DROP OFF

A TOP ROOF CANOPY WILL SHADE THE WHOLE PROJECT AND EMBED PV SOLAR PANELS TO REDUCE POWER CONSUMPTION.

#### TARGETED AREAS:

- PARKING AREA : 21300 X 2 m<sup>2</sup>
- GROUND FLOOR : 8120 m<sup>2</sup>
- FIRST AND SECOND : 8600 X 2 m<sup>2</sup>
- ANNEX FLOOR : 4300 m<sup>2</sup>

TOTAL BUA : 29620 + 42600 = 72220 m<sup>2</sup>



### CONCEPT DESIGN PLANS

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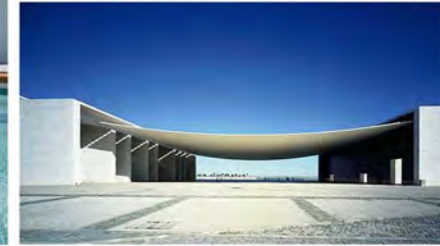
PARKING AREA : 21300 X 2 m<sup>2</sup>  
 NUMBER OF CARS : APPROX. 840  
 ONLY FOR REFERENCE : TECHNICAL AREA & FIRE ESCAPE  
 COMPARTMENTATION NOT SHOWN

GROUND FLOOR AREA : 8120 m<sup>2</sup>  
 LANDSCAPE AREA : 13241 m<sup>2</sup>

- COMMERCIAL
- MULTIPURPOSE AREA
- GYM
- NURSERY
- BUSINESS CENTER
- MUSALLAH
- CORES
- LOBBY

# PRESENTATION AND PACKAGING IS EVERYTHING...

## ARCHITECTURAL PRESENTATION

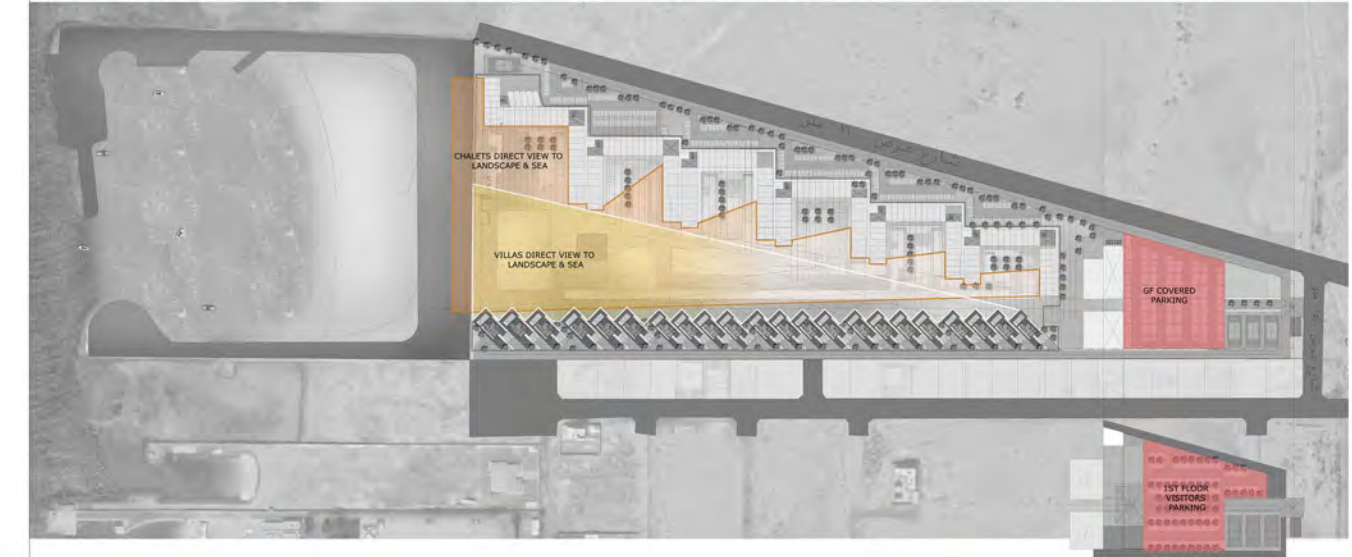


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CONCEPTUAL DESIGN

XA-A-010  
MOOD BOARD 06 - MAIN GATE & ENTRANCE PLAZA

REDSEA RESORT - KSA



CHALET'S LANDSCAPE MOOD



ARRIVAL EXPERIENCE WITH SEA VIEW



CHALET'S/VILLAS ORIENTED VIEW

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CONCEPTUAL DESIGN

XA-A-102  
DESIGN INTENT

REDSEA RESORT - KSA

# PORTFOLIO

## The Concept

### Towers Set up

8 Towers placed in a way to optimize the view to all units.  
4 main towers located on the land frontage with a distance of 80 m creating the main site landmark. The minimum distance between towers is 20 m and the maximum distance is 80 m.



Residential towers benefit from 4 drop off area and a direct easy access to basements parking.



Site existing monument buildings reserved to become part of the retail venue.



## Program

### Residential

#### Apartments

The project consists of 3 types of apartments:  
a - 1 bedroom apartment 45 m<sup>2</sup>  
b - 2 bedrooms apartment 60 m<sup>2</sup>  
c - 3 bedrooms apartment 90 m<sup>2</sup>  
with one parking lot for each apartment.

#### Tower Amenities

##### Hotel Style drop off



##### Double height lobby



##### Roof top pool & Recreation area



MARINA GARDENS - TANGIER

erga AUGUST 2020

erga AUGUST 2020

MARINA GARDENS - TANGIER

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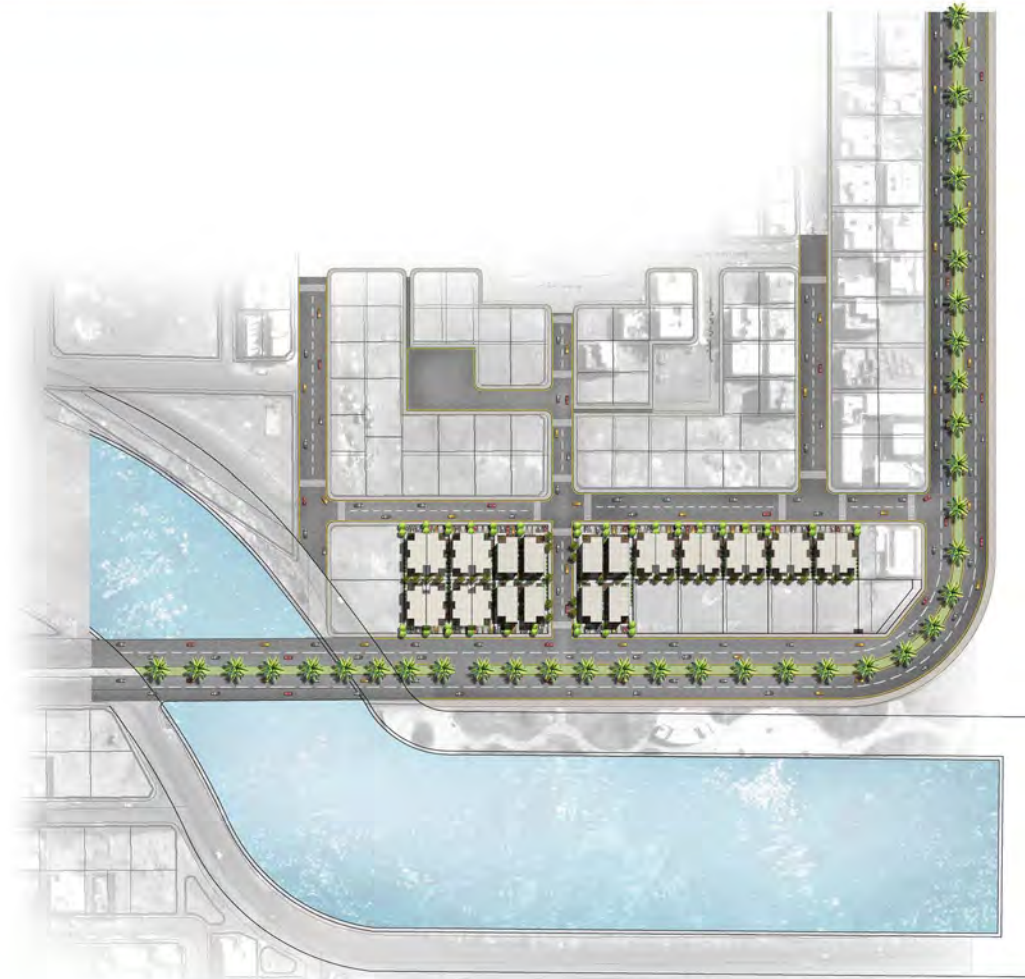
MARINA GARDENS - TANGIER





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ARCHITECTURAL PRESENTATION



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# PRESENTATION AND PACKAGING IS EVERYTHING...

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# PRESENTATION AND PACKAGING IS EVERYTHING...

# ARCHITECTURAL PRESENTATION



**PORTFOLIO**

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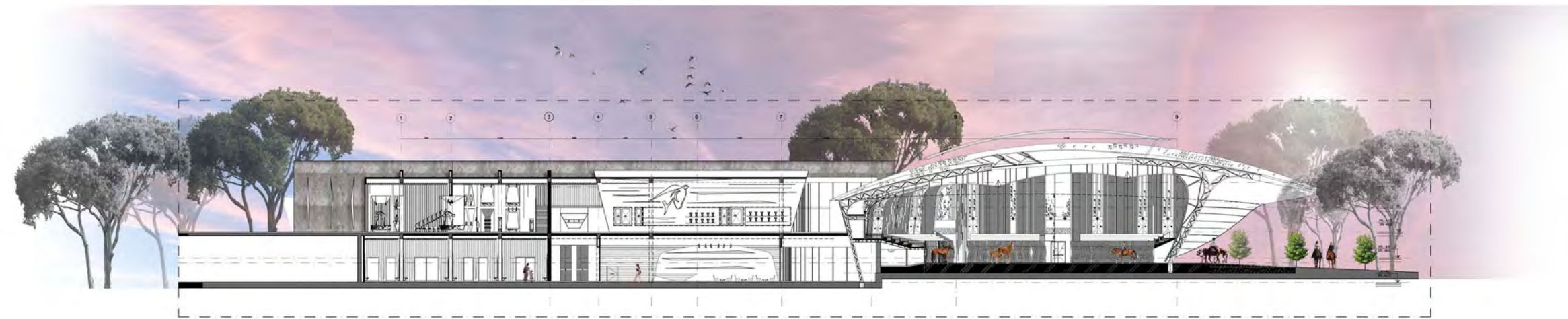
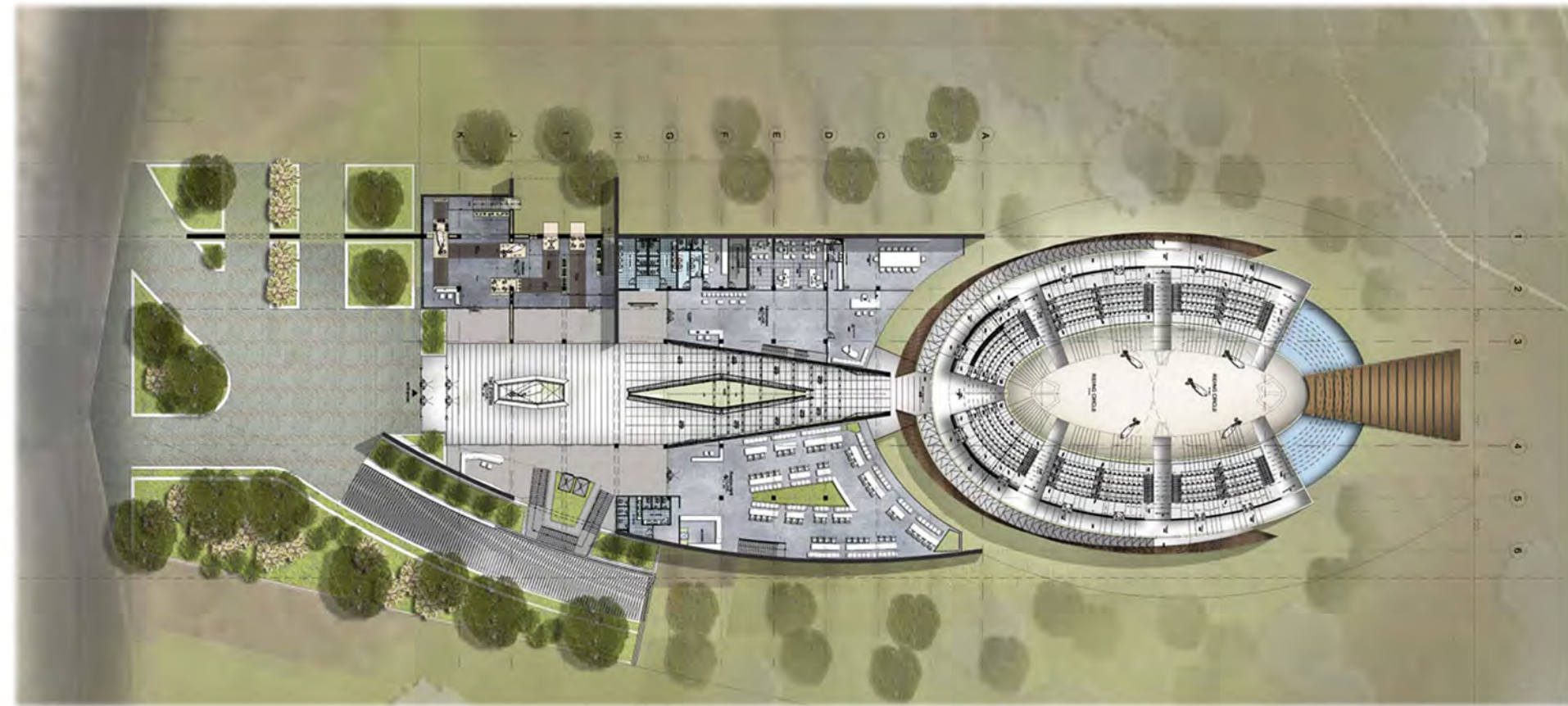
ARCHITECTURAL PRESENTATION



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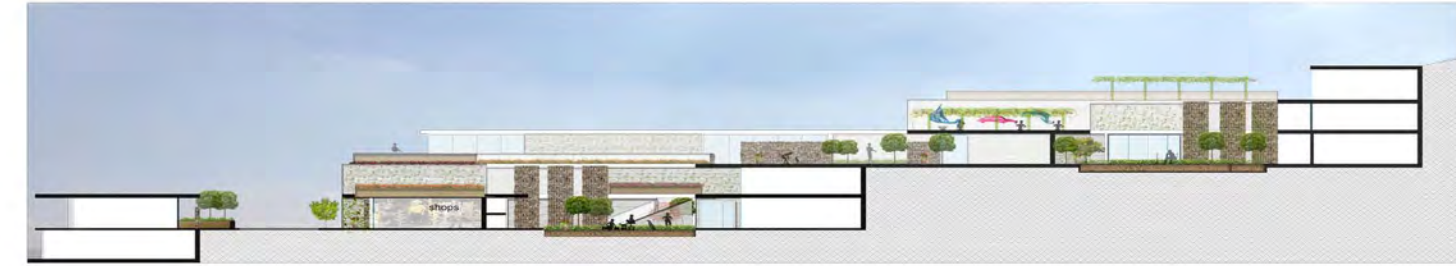


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Every Day Is A  
Second Chance



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