



PROFILE

Engineering consultant with Master's degree in computer engineering and PhD candidate in the same specialty. One of the pioneers in developing artificial intelligence techniques in the field of arts and Arabic calligraphy.

Practical experience of +20 years in project management and operation. Co-founder of many organizations and projects.

Professional artist in the field of Arabic calligraphy, winner of many awards, and a speaker about art and technology in many international forums.

+10 years experience in e-commerce, in both technical and operational sides.

One of the most trainers offering various courses in the field of Arabic calligraphy and digital arts using modern technologies, especially e-learning.

EXPERTISE

- Electrical Engineering EE
- Computer Engineering CE
- Arabic Calligraphy
- Artificial intelligence AI
- Digital Arts
- Project Management
- Operational Management
- Training and Education
- e-commerce
- Copywriting
- Developing Websites
- Materials and Inventory management
- Preparing Tender Documents
- Technical and Financial Bid Evaluation

CONTACTS



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sirajallaf

SIRAJ ALLAF

PROJECTS - ENGINEERING - ART

EXPERCINCES

Technical Advisor 2021 - Present
INK Consulting Company | Riyadh

- Providing technical advisory services to organizations, including business development, governance, strategic planning, change and transformation initiatives, training, project management and execution.

Consulting Engineer | Division Manager 2021 - 2023
Saudi Electricity Company | R&D | Jeddah

- Working in the field of research and development of Generation, Energy Storage and Renewable Energy, including presenting research ideas, participating and supervising research projects, publishing their results in scientific journals and conferences, preserving intellectual property rights through patents, studying the technical and financial impact of modern technologies, utilizing AI and Data Mining techniques in addition to managing teams aligning with the company and Individuals KPIs .

Consulting Engineer 2004 - 2021
Saudi Electricity Company (several sections) | Jeddah - Shoaiba

- Working in the field of engineering, design, operation and maintenance of power plants, including participation in the preparation of feasibility studies, technical and financial studies for projects, preparation of tender documents, participation in the evaluation of technical and financial offers, supervision of project execution and development studies, in addition to participation in planning and development of staff development and evaluation plans.

CEO 2012 - Present
Hrofiat e-commerce Est. | Makkah

- Establishment and executive management, including participation in the development of strategies and annual plans, supervision of various activities such as the e-store, training courses and artistic projects, participation in the development of the operational plans and annual budget monitoring, general supervision of employees, preparation of job descriptions and the development plan for employees.

EDUCATION

King Abdulaziz University - Jeddah 2020 - Present
PhD | Computer Engineering

King Abdulaziz University - Jeddah 2011 - 2016
MS | Computer Engineering

Umm Al-Qura University - Makkah 1998 - 2003
BSc | Electrical & Computer Engineering

The Holy Mosque - Makkah 1997 - 2013
Arabic Calligraphy Masters License

SIRAJ ALLAF

PROJECTS - ENGINEERING - ART

AWARDS AND MERITS

- Second place in the seventh Arabic calligraphy competition – 2000
- First place in the first Makkah Forum competition for the gifted – 2001
- First place in the Umm Al-Qura University competition – 2002
- Second place in the ninth Arabic calligraphy competition – 2003
- Third place in the tenth Arabic calligraphy competition – 2005
- First place in the twelfth Arabic calligraphy competition – 2009
- First place in the Arabic calligraphy competition in the Fifth Scientific Forum at King Abdulaziz University – 2014
- First place in the Arabic calligraphy competition in the Fifth Scientific Forum for the Saudi universities – 2014
- Second place in Jeddah Municipality competition – 2019

MEMBERSHIPS

- Co-founder of the Saudi Scientific Society for Arabic Calligraphy
- Member of Forsan of Excellence Program in the Saudi Electricity Company
- Lecturer and trainer in the field of Arabic calligraphy in the Winter Enrichment Program (WEP) at King Abdullah University of Science and Technology (KAUST) for three consecutive years.
- Calligrapher of graduation certificates at King Abdullah University of Science and Technology (KAUST) from 2011 to 2017
- Speaker at the UNESCO celebration on the occasion of the Arabic Language Day in Paris in 2014, about Arabic calligraphy and technology
- General Supervisor of Arabic Calligraphy Activities at the Jeddah Book Fair for the year 2017
- Participation in the arbitration of Jeddah Education Competition for Arabic Calligraphy for the years 2017 and 2018
- Co-founder of Hrofiat Est. and Chairman of the Board of Directors
- Participation in the arbitration of (Khatt men Turathona) Competition - 2019
- Lecturer and trainer in Ithraa Academy - 2022 and 2023

EXHIBITIONS AND WORKSHOPS

- Exhibition (Arabic Calligraphy Between Authenticity and Formation) – 2001
- Exhibition of Arabic calligraphy in Tunisia in – 2005
- Saudi Cultural Days in the Arab Republic of Egypt – 2007
- Exhibition (letter and color) – 2010
- The exhibition accompanying the Arabic calligraphy activities within the Winter Enrichment Program (WEP) at King Abdullah University of Science and Technology (KAUST) in 2012/2013
- A workshop on Arabic calligraphy at UNESCO headquarters during the celebration of the Arabic Language Day in 2014
- The Arabic calligraphy exhibition accompanying the celebrations of the 60th anniversary of Saudi-Japanese relations in Tokyo in 2015
- A workshop accompanying the celebrations of the 60th anniversary of Saudi-Japanese relations in Tokyo in 2015
- Exhibition (Thmarat Harf) in Jeddah in 2015
- A workshop on Arabic calligraphy at UNESCO headquarters during the celebration of the Arabic Language Day in 2016
- Arabic calligraphy workshop within the activities of the International Book Fair in Jeddah 2017
- A personal exhibition in Ottawa, Canada, as part of the celebration of the Saudi Cultural Attaché on the International Day of the Arabic Language 2018
- Arabic calligraphy workshop in Ottawa, Canada, as part of the celebration of the Saudi Cultural Attaché on the International Day of the Arabic Language 2018