

SAHAR ELHEFNAWY

New Cairo, Egypt

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PROFESSIONAL SUMMARY

Interior Design Leader with 10+ years of cross-disciplinary experience spanning interior design, brand strategy, and project management. Currently leading the creative direction and delivery of complex interior projects, with a strong ability to manage teams, oversee full project lifecycles, and align design outcomes with business objectives. Known for combining creative vision with strategic thinking to deliver high-quality, client-focused environments while driving operational efficiency and business growth.

CORE COMPETENCIES

- Design Leadership & Creative Direction
- Project Management (Concept → IFC)
- Team Leadership & Mentorship
- Client Relationship Management
- Technical Coordination & Detailing
- Brand Strategy & Positioning
- Business Development & Proposals

PROFESSIONAL EXPERIENCE

Head of Interior Design - James Cubitt — Cairo - **Sept 2025 – Present**

- Lead the creative direction across multiple large-scale interior projects.
- Manage full project lifecycle from concept, schematic, DD to IFC delivery.
- Oversee and mentor a multidisciplinary design team to ensure high-quality outputs.
- Lead client presentations and translate briefs into strategic design solutions.

- Supervise technical drawings, specifications, and coordination with consultants.
- Contribute to proposals, pitches, and project acquisition efforts.

Project Manager - Studio être - Oct 2024 – Sept 2025

- Defined project scope, objectives, and execution strategies.
- Managed timelines, deliverables, and cross-functional coordination.
- Ensured on-time project delivery while maintaining quality standards.
- Acted as key point of contact between clients, designers, and stakeholders.

Senior Brand Manager – Anasia- Mar 2023 – Aug 2024

- Developed and executed brand strategies aligned with business goals.
- Led marketing campaigns and ensured brand consistency across all channels.
- Collaborated with internal teams to strengthen market positioning.

Senior Brand Manager - Mazaya Cairo - Jan 2022 – Dec 2022

- Led brand identity development and marketing strategy execution.
- Managed campaigns, content direction, and customer engagement initiatives.
- Coordinated with cross-functional teams to enhance brand visibility.

Key Account Manager - May 2021 – Jan 2022

- Managed high-value client accounts and drove revenue growth.
- Built long-term client relationships and improved customer satisfaction.
- Delivered full sales cycle from lead generation to closing.

Category Development Manager - L'Oréal — Cairo - Mar 2016 – Apr 2021

- Led category strategy development and performance analysis.
- Designed retail booths, kiosks, and brand spatial experiences.

- Managed supplier relationships and execution of retail projects.

Retail Operations Manager - TnD Designs — Cairo - **Jan 2015 – Feb 2016**

- Managed store operations, inventory, and merchandising strategies.
- Optimized operational processes to improve efficiency and profitability.

Senior Visual Merchandising Manager - Alshaya Group — Cairo - **Apr 2013 – Jan 2015**

- Led visual merchandising strategy across multiple retail locations.
- Designed in-store layouts and product displays aligned with brand standards.
- Trained teams to improve sales through visual presentation.

Project Coordinator - MAC Cosmetics / Habachi & Chalhoub - **Feb 2008 – Feb 2010**

- Coordinated project execution, timelines, and stakeholder communication.
- Supported project planning and ensured compliance with requirements.

Assistant Art Director (Freelance) - Film Industry — Cairo - **Mar 2006 – Jan 2008**

- Contributed to concept development and visual storytelling.
- Supported art direction and set design execution.

EDUCATION

Master's Degree – University of Brighton, UK

Bachelor's Degree – Arab Academy for Science & Technology

IGCSE – British School of Kuwait

SOFTWARE SKILLS

AutoCAD | Adobe Illustrator | InDesign | Photoshop | SAP

