

# AHMED ALAWADHI

Department of Interior Design – Basic Education College, PAAET  
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## EDUCATION

**PH.D** (2014) | Emphasis: Design with Digital Media  
Department of Architectural Studies, University of Missouri - Columbia  
Dissertation: *Perception of Crowding At Retail Stores: An Empirical Study Examining the Effect of Design Factors on Approach Responses Using Virtual Reality Simulation*  
Dissertation Chair: Dr. So-Yeon Yoon  
Dissertation Committee: Dr. Newton D'Souza, Dr. Bimal Balakrishnan (Department of Architectural Studies), Dr. Peter Bloch (Department of Marketing)

**Master of Arts** (2009) | Emphasis: Interior Design  
Art and Design Program, Iowa State University, Ames, IA  
Thesis: *Retail Branding Through Sensory Experience: Local Case-study at Chocolaterie Stam*  
Research advisor: Jihyun Song

**Bachelor of Interior Design** (2005)  
Department of Interior Design, Basic Education College, Kuwait

## RESEARCH INTEREST

- Retail Design and Branded Environment
- Consumer Behavior
- Architectural Visualization and Design Communication
- Wayfinding

## ACADEMIC INVOLVEMENT

1. **Vice President and Programming Officer**, Design with Digital Media Student Association (2012 – 2013)
2. Computer simulation for **Metabolic Kitchen Project** (2011)
3. **Digital Illustrator** for conference publication "A Very Hellenistic House: Contextualizing the Stucco Decoration of a Phoenician Villa in Northern Israel," by Dr. Benton Kidd, Associate Curator of Ancient Art at the Museum of Art and Archaeology, University of Missouri (2010)
4. Participation in **CODE Project** at MU ilab for IFF Funding (2010)
5. **Invited Photoshop Seminar Instructor** for Interior Design Student Association (IDSA), Iowa State University (2007)

## TEACHING EXPERIENCE

1. Teaching assistance at **University of Missouri** with Dr. Yoon, ArchSt 4814, Interior Design Studio IV
2. Teaching assistance at **Iowa State University** with professor Song (2 Sections), Graphic Communication for Interior Design III
3. Teaching assistance at **Iowa State University** with professor Song,

## PROFESSIONAL EXPERIENCE

Experimental Studio

1. Interior Designer, Masafa Designers, Salmiya, Kuwait (2007).
2. Interior Designer, Al-Soor Engineering Bureau, Sharq, Kuwait (2005-2007).
3. Interior Designer, Presentation Art, Sharq, Kuwait (2003- 2005).

## CONFERENCES ATTENDED

1. **Interior Design Education Council (IDEC) Annual Conference** (2013). Indianapolis, IN, with support from Scholarship Sponsor
2. **Design Communication Association (DCA) Biannual Conference** (2013). Stillwater, OK, with support from Scholarship Sponsor
3. **Interior Design Education Council (IDEC) Annual Conference** (2009). St. Louis, MO, with support from Scholarship Sponsor

## PUBLICATIONS

### Peer Reviewed Journals (Submitted Papers)

- Alawadhi, A. & Yoon, S. Y. (2012). Price Tags from First Impressions: Exploring the Impact of Store Image on Product Value Using VR Simulation. *Journal of Interior Design*
- Alawadhi, A., Oprean, D., & D'Souza, N. (2011). Help, Im stuck! Can Visual Precedents Overcome Stuckness?. *Design creativity journal*
- Alawadhi, A. & Chandrasekera, T. (2011). The Effect of Spatial Knowledge on Sense Of Belonging In Academic Environments. *Architectural Research Centers Consortium Journal*

### Peer Reviewed Conferences (Accepted Papers)

- Alawadhi, A., Chandrasekera, T., Balakrishnan, B., Yoon, S. Y. & D'souza, N. (2011). *Virtual Environments - Virtual Behaviors*. The Environmental Design Research Association (EDRA) Conference
- Alawadhi, A., Chandrasekera, T., & Yang, C. (2011). *The effect of spatial knowledge on sense of belonging in academic environments*. Architectural Research Centers Consortium (ARCC) Conference. Detroit, MI.

### Peer Reviewed Conferences (Submitted Abstracts)

- Yoon, S. & Alawadhi, A. (2013). *Understanding the value of retail interior using large-scale virtual reality technology*. Interior Design Education Council (IDEC) Annual Conference
- Alawadhi, A. & Yoon, S. (2013). *Does This Store Look Crowded? The Influence of Interior Design Elements in a Retail Store on Customers Perception of Crowding*. Interior Design Education Council (IDEC) Annual Conference
- Alawadhi, A. & Yoon, S. (2012). *Examining the Impact of Design Elements in a Retail Store on Customers Perception of Crowding: An Empirical Study with a High-Fidelity Virtual Environment*. Design Communication Association (DCA) Biannual Conference
- Alawadhi, A. & Oprean, D. (2012). *Are you stuck? An investigation of stuckness with visual information*. Design Communication Association (DCA) Biannual Conference

- Alawadhi, A. & Oprean, D. (2011). *Help, Im Stuck! Can visual precedents overcome stuckness?* Interior Design Education Council (IDEC) Annual Conference
- Song, J. & Alawadhi, A. (2009). *Retail Design and Sensory Experiences of Consumers: Approach for Analyzing the Impact of Senses in Interiors.* Interior Design Education Council (IDEC) Annual Conference
- Song, J. & Alawadhi, A. (2010). *Branding.* Interior World Forum International Conference

#### **Poster Presentations (Accepted Posters)**

- Alawadhi, A. & Yoon, S. (2013). *The Impact of Retail Design Elements on Customers' Perception of Crowding: A pilot Study.* The Environmental Design Research Association (EDRA) Conference
- Alawadhi, A. & Yoon, S. (2013). *Examining the influence of retail design on consumers using virtual reality simulation technology.* The Environmental Design Research Association (EDRA) Conference
- Alawadhi, A. & Oprean, D. (2011). *Investigating Stuckness: Exploring the Causes and How Visual Precedents Can Help Overcome Stuckness.* HES Annual Poster Session - University of Missouri

#### **Poster Presentations (Submitted Abstracts)**

- Alawadhi, A. & Oprean, D. (2013). *Help, Im stuck! Can visual precedents overcome stuckness?* Interior Design Education Council (IDEC) Annual Conference

## **AWARDS & ACHIEVEMENTS**

1. **2<sup>nd</sup> place winner in National Video Competition** on Health Care Design, \$1000, Interior Design Education Council (2012)
2. **Marion K. and Vernon W. Piper Distinguished Doctoral Fellowship**, \$10,000, University of Missouri, Columbia (2009-2010)
3. **Richard Helmick Design with Digital Media Fellowship**, \$1000, University of Missouri, Columbia (2009)
4. **Honorary mention**, the Retail Design Institute Student Design Competition (2009)
5. **Class recognition Award**, Interior Design Program - Iowa State University (2008)
6. **1<sup>st</sup> Place Winner** - Supermarket design project competition (2006)
7. **1<sup>st</sup> place winner**, LOYAC Poster Design Competition (2004)
8. **Four college exhibition awards**, Department of Interior Design, Kuwait (2002-2005)

## **CREATIVE ENDEAVOR**

1. Participation in **IDEC 50<sup>th</sup> anniversary annual conference** logo development (2012)
2. Participation in **Society of Environmental Graphic design competition** (2008-2009)
3. Participation in **Design Communication Association (DCA) Student competition** (2008)

## EXHIBITIONS

4. Visual Art Jury member in **Sketch Literary Magazine**. Ames, IA (2007)
  - **Thesis Exhibition** (2009), Rogers Gallery, University of Missouri
  - LOYAC Student Talent Exhibition (2005), Kuwait
  - College Exhibition –Students Annual Art & Design Exhibition, Kuwait (2003-2004)

## SELECTED DESIGN PROJECTS

### Residential Projects

- The Cliffs Townhouses
- Aqua Villas residential complex
- Casa Casa Resort
- Private Villas (Alsultan, Almarzouk, Aljarallah)

### Commercial Projects

- Al-Adwani mall
- Wafra Mall
- Al-Naseem Supermarket Competition (First Winner)
- Nathan's Restaurant – Multiple Locations
- Lenotre Restaurant – Multiple locations
- Al-seyasah newspaper HeadQuarter

### Overseas Projects

- Kuwait Embassy in Cairo
- Lenotre Restaurant in Qatar

## SKILLS

- **Statistical Analysis Program** | SPSS, JMP
- **Image Composition** | Photoshop, Illustrator
- **Manual Drawing and Coloring** | Charcoal, Pencils, Ink, Markers, Gouache, Pastels, Watercolors, and Airbrush
- **2D Drawings, 3D Modeling, Rendering, and Animations** | Auto Cad, 3D Studio Max, Vray, and Sketch Up
- **Virtual Reality** | EonReality, BSContact, and VR4MAX
- **Video & Sound Editing** | Adobe premier, Flash, After Effects, Acousitca, and windows movie maker