

NASREEN MOHAMED ASHRAF

SENIOR ARCHITECT | LEED GA | AUTODESK BIM CERTIFIED

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Dynamic and accomplished Senior Architect with over 12 years of experience in spearheading the design and execution of prestigious mixed-use properties, and residential, and commercial projects. Demonstrated expertise in creative design solutions, project management, team leadership, and sustainable design principles. Proven track record of delivering projects within budget and on time while fostering collaborative relationships with clients and stakeholders. Committed to excellence and continuous professional growth.

SKILLS

AUTOCAD
AUTODESK NAVISWORKS
TWINMOTION
AUTODESK INSIGHTS
ADOBE CREATIVE SUITE
LEADERSHIP
INNOVATION
RESOURCE AND CLIENT MANAGEMENT

BUILDING INFORMATION MODELING - BIM
SKETCHUP
3DSMAX
PRIMAVERA
MICROSOFT OFFICE 365
TEAMWORK AND COLLABORATION
ATTENTION TO DETAIL
MENTORSHIP

AUTODESK REVIT
LUMION
GREEN BUILDING STUDIO
DYNAMO
PRESENTATION
COMMUNICATION
ADAPTABILITY

PROFESSIONAL EXPERIENCE

Senior Design Architect | MEIZ Architects | U.A.E, India

2021 – Present

- Founded and led the establishment of an architectural design consultancy in 2021, dedicated to conceptualizing and delivering captivating, functional spaces for discerning residential and commercial clients across the UAE and India. Formulated and upheld a holistic architecture strategy, meticulously assessing cutting-edge technologies to drive tailored solutions aligning with business objectives.
- Delivered projects within an average 5% budget underrun and 98% on-time completion rate securing 75% repeat business from key clients.
- Successfully coordinated annual project budgets exceeding \$5 million.
- Spearheaded Quality Assurance and Quality Control (QA/QC) processes for design
- Led operational and financial tasks including client liaison, contractor oversight, project report preparation, proposal presentation, budget management, scheduling, and team supervision.
- Defined and implemented standards and best practices for architecture design,

development, and deployment. Skillfully integrated sustainable principles while ensuring compliance with municipal building codes.

- Effectively built, motivated, and directed the design team to consistently meet deadlines and requirements.

Key Projects:

- **Luxury Villa Mansion, Dubai** - A contemporary luxurious villa project valued at \$1.5 million in Mamzar Dubai, spanning 12,000 sqft across 3 floors.
- **G+2 Commercial Tower, India** - The prominent commercial tower spans 13,000 sqft across 3 floors, strategically positioned facing the highway.
- **Residential Projects** ranging from 2500 sqft to 15,000 sqft across India and U.A.E.

***Learning Sabbatical* | Indian Civil Service Examination**

2019 – 2021

- Deliberately scheduled career hiatus to pursue success in the rigorous Indian Civil Service examination for roles such as IFS/IAS, driven by a fervent desire to contribute to the nation and its citizens.
- The preparation period spurred substantial personal growth, driving enhancements in interpersonal communication, analytical thinking, critical reasoning, and decision-making capabilities. This transformative process instilled leadership qualities characterized by empathy, self-discipline, confidence, and a visionary approach.

***Design Architect* | ALG International | Qatar, India**

2016 – 2020

- Spearheaded the conceptualization and execution of interior design projects for ALG International, overseeing every aspect from initial design to final implementation.
- Achieved a 12% reduction in project costs through meticulous material selection and the implementation of value engineering strategies.
- Created aesthetically pleasing and functional spaces tailored to client needs and preferences while delivering within budgetary constraints and maintaining a focus on efficiency and innovation.

***Architect* | Msheireb Properties | Qatar**

2010 – 2016

- Evaluated and validated design concepts from initial stages through construction, providing ongoing support to key stakeholders.
- Ensured compliance with MP's requirements, local regulations, and sustainability standards, in all drawing submittals, facilitating the identification and resolution of architectural issues.
- Contributed to developing sustainable building strategies leading to LEED Gold certification for the project.
- Reviewed mockups for final implementation on-site.
- Produced presentation materials and area developmental planning studies to enhance the visualization and communication of design concepts. Additionally, conducted comparative studies to support senior managers in effectively conveying design concepts to stakeholders and clients.

Key Projects:

- Msheireb Downtown Doha, Qatar - the world's first sustainable downtown regeneration project and one of the smartest cities on earth. Valued at 20 billion QAR (\$5.5 billion) and spanning 76 acres, this iconic development features over 100 LEED-certified buildings, encompassing commercial, residential, hotel, retail, religious, cultural, and entertainment areas.
- Zula Wellness Resort, Qatar - Qatar's largest wellness destination, and the Middle East's inaugural well-being resort, embodying Qatari heritage through its architecture, cuisine, and treatments rooted in Traditional Arabic and Islamic Medicine (TAIM)
- Al Sadd mixed-used development, Qatar
- Education City Golf Club, Qatar

Junior Architect | BSArchitects | Qatar, India

2009 – 2010

- Collaborated closely with clients to effectively translate their requirements into conceptual designs and further develop them into detailed designs.
- Played an instrumental role in facilitating client meetings, gathering feedback, and ensuring client satisfaction throughout the design process.
- Demonstrated proficiency in interpreting client needs and translating them into innovative design solutions.

EDUCATION

MASTER OF SUSTAINABLE ARCHITECTURE – Pursuing
University of Sussex, UK

BACHELOR OF ARCHITECTURE (B.Arch.) - First Rank at University level
University of Calicut, Kerala, India

CERTIFICATIONS

BIM Professional Course - RIBA Standard, Autodesk Certified
NOVATR

ADVANCED DIPLOMA IN SUSTAINABLE ARCHITECTURE
Alisons Education

MANAGING PROJECTS
The George Washington University - School of Business

LEED (Leadership in Energy and Environmental Design) GREEN ASSOCIATE
U.S. Green Building Council, USGBC, USA

INTRODUCTION TO REAL ESTATE
Msheireb Properties

AFFILIATIONS

Society of Engineers- Dubai

Dubai Municipality license (DM)- pursuing

Registered Architect at the Council of Architecture India (COA) - CA/2021/131648

United States Green Building Council USGBC

AWARDS

APPRECIATION AWARD - Contribution to MDD
Msheireb Properties

SPECIAL JURY AWARD – Through Your Eyes Videography Competition
Msheireb Properties

CALICUT UNIVERSITY RANK OF HONOUR
University of Calicut

PIDLITE AWARD – Excellence in Architectural Studies
Pidilite Group of Industries

PUBLICATIONS

Engaged in the review and graphical editing of book designs

QATAR CONTEMPORARY BOOK

A guide to a new vernacular architecture for the 21st century by Timothy Makower & Fatima Fawzy

GULF SUSTAINABLE URBANISM

Research Project – A Harvard College and Msheireb Properties collaboration research project on the historic urbanization of various Gulf countries

LANGUAGE

ENGLISH, MALAYALAM, ARABIC, HINDI, TAMIL