

Eng./Arch. Reema Alsobayel

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Nationality: Saudi



EDUCATION

University of Miami, Coral Gables, FL Architecture (M.arch) Classical Architecture Semester Abroad, Rome, Italy	2011-2015 Spring 2012
The Boston Architectural College, Boston, MA Architecture Design Preparation	2010-2011
Prince Sultan University, Riyadh, Saudi Arabia Interior Design Engineering (B.S)	2004-2009
University of the Arts London, London, United Kingdom Drawing Courses in Central Saint Martins	Summer 2008
Najd National Schools, Riyadh, Saudi Arabia High School Diploma	2004

PROFESSIONAL EXPERIENCE

Jacobs, Riyadh, Saudi Arabia | 2022 – Present

Strategic Consultant

- Consulted for **SIDRA 6,7 and 8 Project** as a Stakeholder Manager for **ROSHN**
 - Responsibilities included identifying stakeholder needs, conducting engagement activities, fostering relationships.
 - Meticulously tracking all communications and submissions from all project stakeholders to ensure transparency and accountability throughout the project.
- Consulted for **Detailed Master Plan Design Consultancy Services for Diriyah Gate Phase II** as a Project Manager for **Diriyah Company**
 - Key responsibilities included ensuring compliance across all master planning disciplines.
 - Overseeing project development and coordinating with various Master Planning disciplines to align design and planning objectives with regulatory requirements in a timely manner.
- Consulted for **King Salman International Airport** as a Social Value Consultant in Jacobs sustainability team for **King Salman International Airport Company**
 - Cultural Integration Initiatives: Developed themes and strategies to foster Saudi Arabia cultural integration within the airport and enhance collaboration among diverse teams.
 - Enriching Local Communities Initiatives: participated in initiatives aimed to making a positive impact on local communities surrounding the airport. This involved identifying projects that contributed to the social, economic, and environmental well-being of the communities, such as education and skill development programs, environmental sustainability initiatives, and community engagement activities.
- Consulted for **Neom Codes and Standards Regulatory Framework** as Stakeholder Manager and Technical Consultant for **Neom Authority**
 - Identifying key stakeholders and facilitating effective communication between Neom Authorities through collaborative efforts with clients.
 - Formulating a comprehensive communication and engagement plan, incorporating research and workshops, to ensure productive interactions with stakeholders.
 - Conducting surveys and workshops with support from subject matter experts (SMEs) and analyzing answers for each department to gain a detailed understanding of the relationships between Neom authorities' departments and continuously applying this knowledge to the communication and engagement plan.
- Consulted for **Ministry of Health (MOH)** as a Stakeholder Manager and Assistant Project Manager for **Health Sector Privatization Strategy**
 - Developed stakeholder engagement and communications plan for implementation
 - Participated in data collection for gap Analysis
 - Participated in planning meetings, problem solving, clerical support, follow up with clients, deliver presentations, conduct assessments, ensure project changes and managing daily operations
- Consulted for **Ministry of Health (MOH)** as a Technical Consultant and Assistant Project Manager on substituting **three Maternity and Children's Hospitals** in Riyadh, Jeddah and Alahsa, Saudi Arabia
 - Participated in gap and demand analysis for each city
 - Supported in governmental approvals process for hospitals project with EXPRO and NCP
 - Supported Functional Design Brief for the three Women and Children Hospitals
 - Lead Technical Due Diligence report for the three Women and Children Hospitals

Mimaria First Architectural Consultancy, Riyadh, Saudi Arabia | 2017 – 2022

Senior Architect/ Principal Assistant

- Played a pivotal role in multiple Urban Studies and Architectural Projects for prestigious clients such as the **Public Investment Fund (PIF), Ministry of Culture (MOC)** and others, contributing to the realization of Vision 2030 in Saudi Arabia
- Conducted thorough Site Assessment and Analysis to inform the design process and ensure alignment with project goals
- Conducted in-depth research and analysis on Building Typologies and Styles in Saudi Arabia, informing innovative architectural approaches for various projects
- Contributed the design and selection of artifacts and storytelling for **Diriyah Gate Development Authority (DGDA) Aturaif District (UNESCO Site)**, showcasing a commitment to preserving cultural heritage
- Successfully designed the tent for the **Formula E 2018 short-term project**, demonstrating adaptability and creativity within a time-sensitive environment (3 months)
- Collaborated with the allocated team to lead the implementation and monitoring of annual business plans, ensuring the achievement of financial and strategic objectives
- Developed comprehensive guidelines and standards for the firm, ensuring consistency and quality in architectural projects
- Identified suitable materials, reviewed effects and costs, liaised with manufacturers, and arranged samples for evaluation, ensuring adherence to high-quality standards
- Demonstrated expertise in Regulatory Understanding, Submission, and Clearance processes to facilitate project approvals

Saudi Icon Co., Riyadh, Saudi Arabia | 2016 – 2017

Junior Architect

- Led the establishment of CAD standards, ensuring uniformity and efficiency in design processes, and played a crucial role in modifying the construction documents module, contributing to the preparation of designs and build documents
- Managed portions of design and construction for a variety of retail shops and restaurants, including notable projects such as "Urth," "Karen Millen," "Pizza Dominos," and "Harvey Nichols Men's Department", showcasing attention to detail and project coordination skills
- Identified trendsetting ideas through research and attendance at industry-related events as part of the business development plan
- Created engaging content for social media platforms, contributing to the firm's marketing strategy and enhancing the client base and projects
- Maintained relationships with clients, understanding their needs and ensuring the successful delivery of projects
- Coordinated with other disciplines (structure, mechanical and electrical) throughout the entire project process
- Produced professional presentations for clients, demonstrating a commitment to delivering high-quality work
- Represented the establishment in various events such as "Saudi Build", "Big 5" and "Glow Works" contributing to public relations and recruitment efforts
- Contributed to the procurement on multiple projects, calculating and locating specified materials from local and international vendors in a timely manner
- Managed interior design components of development projects, collaborating with architects, engineers, and design professionals to integrate interior design principles into project plans and specifications
- Played a role in pre and post-construction project planning
- Monitored construction projects, conducting technical inspections to ensure compliance with design and quality standards

DAR Engineering Co. Alfanoor, Riyadh, Saudi Arabia | 2015 – 2016

Junior Architect

- Developed space planning for several **Governmental Office Buildings**
- Chose and specified materials and furniture for a **Children's Hospital**
- Assisted with master planning proposal for a **Medical City in AlJouf, Saudi Arabia**
- Developed façade designs for several **Substations in Dammam, Saudi Arabia**
- Applied (BIM) on Revit for Hospitals construction details for Dar Engineering Co. Standard

Montero Architects, Miami, FL, USA | 2014 – 2015

Intern Architect

- Participated in a design charrette for a new development in North Miami
- Trained under licensed (AIA) Architect

Mimaria Co., Riyadh, Saudi Arabia | 2009 – 2010

Junior designer

- Developed Architectural and Interior Plans for residential projects
- Specified furniture and finishes for multiple projects
- Prepared specifications and quantities for residential projects
- Assisted with a Sustainable Green City Concept proposal

Trainee (Part-Time) | 2007 – 2009

Intern | Summer 2007

ACADIMIC EXPERIENCE

King Saud University, Riyadh, Saudi Arabia | Fall 2020/ Spring 2021

Cooperating

- Teaching first year studio

University of Miami, Coral Gables, FL, USA | Fall 2013/ Spring 2014

Teacher's Assistant

- TA for first year studio

FREELANCE WORK

- Developed branding and design for **Herfa by Naema** movable display for **The Local Agency**, Riyadh, SA | **Sept 2017**
- Worked on several marketing campaign for **The Local Agency**, Riyadh, SA | **Sept 2017**
- Business Development Engineer at **Qurtoba Palace Consulting Engineers** Riyadh, SA | **Oct 2017 – March 2018**
- **Developed Design and Logo** for **KOA Fitness**, Jeddah, SA | **June 2019**
- Developed and managed consultation for Marketing and Communication Strategy for **Quality of Life Program (QOL)** and concept design and business plan for **Allure Hub** co-working Space with **Connect Global Consultancy**, Riyadh, SA | **May 2019 – May 2020**
- Assisted art pieces processes with **Mohsen Binali Arts** for **Misk Residency Program** | **May 2020**
- Managed construction of Art piece for **Mohsen Binali Arts** for **Misk** | **Sept 2022**

AFFILIATIONS

- Member of the Saudi Engineering Counsel for Engineers **2015- Present**
- Member of the Saudi Engineering Counsel Women's Committee **2016- 2021**

Accomplished:

- Participated in UNESCO's registration of World Engineer Day for Saudi Arabia
- Contributed to the organization of the "DecoFair" exhibition in Riyadh, Saudi Arabia
- Participated as a member of the Kemitt jurors for multiple competitions in Riyadh, Saudi Arabia

SKILLS/ INTERSTS

- Arabic mother language, Fluent English
- Microsoft Office Word, Excel and Power Point
- AutoCad, Revit, Sketch Up, Lumen, Rhino
- Adobe Photoshop, Adobe Illustrator and InDesign