

# DANA AREF AL-LAFI

## ARCHITECT AND URBAN PLANNER

### PROFILE

Project Coordinator.  
Content Editor.  
Urban Studies Project Manager  
Assistant.  
Research Assistant.

### CONTACT

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### SPOKEN LANGUAGES

Arabic: Native language  
English: Excellent

### EDUCATION

#### German Jordanian University

Sep. 2018 – Aug. 2021

Master's degree in spatial planning with an average of 88.4% (very good).

**Thesis Title:** [Reviving Downtown Irbid Through Diagnosing Housing Demands.](#)

#### Applied Science Private University

Sep. 2010 – Jun. 2015

Bachelor's degree in architecture with an average of 80.1% (very good).

**Graduation Project:** [Developing and Upgrading Jabal Al-Nuzha Slum.](#)

### WORK EXPERIENCE

#### German Jordanian University – Project Coordinator

01.11.2024 – Currently

Project Coordinator for the Social Entrepreneurship Hub and HUB 3955 (Innovation Hub)

As the Project Coordinator, I am responsible for the following:

1. **Monitoring and Maintaining Project Progress:**  
Ensuring that all projects are on track, meeting deadlines, and achieving their objectives.
2. **Content Management for Websites and social media:**  
Updating and posting engaging content about the hubs' activities and accomplishments, keeping the websites and social media platforms dynamic and informative.
3. **Event Planning and Oversight:**  
Organizing and managing events, workshops, and exhibitions initiated by the hubs, ensuring their smooth execution and successful outcomes.
4. **Interdepartmental Collaboration:**  
Coordinating with various GJU departments to foster cooperation and align efforts with the hubs' vision, objectives, and mission.
5. **Additional Duties:**  
Undertaking tasks assigned by the line manager or GJU president, demonstrating flexibility and commitment to supporting the hubs' goals.

#### German Jordanian University – Projects Coordinator / Research Assistant

05.02.2023 – 31.10.2024

Projects coordinator and Research Assistant at the Center for the Study of Natural and Cultural Heritage (CSNACH) within GJU.

My responsibilities encompass the following:

Monitoring and maintaining the progress of CSNACH's action plan: I create and manage a comprehensive time schedule to track the achievements of our targets effectively.

Supporting CSNACH projects and research: I utilize various software tools such as ArcGIS, Photoshop, AutoCAD, MS, and others to prepare maps and research materials, aiding the ongoing projects and research activities.

Content editing for CSNACH's website and social media pages: I am entrusted with the task of updating and posting information about the center's activities and accomplishments, ensuring the website and social media pages remain current and engaging.

Planning, organizing, and overseeing events, workshops, and galleries initiated by CSNACH: I play a crucial role in the preparation, execution, and monitoring of these events, ensuring their successful implementation.

Collaboration with other departments: I coordinate with relevant departments as required, fostering cooperation and synergies to accomplish CSNACH's vision, objectives, and missions effectively.

Undertaking additional duties as assigned by the CSNACH director: I am always ready to fulfill any other responsibilities entrusted to me by the director of CSNACH.

### **German Jordanian University – Member of the GJU Marketing and Recruitment Committee**

09.05.2024 – Current

As a member of the Marketing and Recruitment Committee at GJU, I have been actively involved in creating post designs for campaigns, as well as planning and brainstorming to generate innovative ideas. My responsibilities include:

- **Content Creation:** Designing engaging visual content for social media posts, flyers, and other marketing materials to promote university programs and events.
- **Campaign Management:** Coordinating and executing marketing campaigns from concept to completion, ensuring alignment with the university's brand and strategic goals.
- **Market Research:** Conducting research to identify target audiences and trends and using insights to tailor marketing strategies effectively.
- **Collaboration:** Working closely with other committee members, faculty, and external partners to develop cohesive and impactful marketing initiatives.
- **Event Promotion:** Assisting in the promotion of university events, including open days, webinars, and student fairs, to attract prospective students.
- **Data Analysis:** Analyzing the performance of marketing campaigns through metrics and feedback and making data-driven recommendations for improvement.
- **Innovation:** Continuously exploring new tools, techniques, and platforms to enhance the university's marketing efforts and reach a broader audience.

**German Jordanian University – Urban Studies Project Manager Assistant**  
**Urban Profiling and GIS Officer for Sustainable MED Cities Irbid Project (Part Time)**

15.06.2023 – 31.10.2023

Part of GJU team in the Sustainable MED Cities Irbid project.

I am tasked with initiating the Project Maps for this project, primarily utilizing ArcGIS and other useful software like AutoCAD. My role is to assist the GJU team by creating and presenting the final maps at the conclusion of each phase. Additionally, I am responsible for analyzing and managing the collected data concerning the urban profile of the area. This includes preparing technical reports related to the data, attending both internal and external project meetings to monitor progress and the workflow, and providing support to other team members in various tasks, even if they fall outside my designated responsibilities.

*Key Contributions and Responsibilities:*

Collaborate with project stakeholders, including local communities, government agencies, and NGOs.

Assist in the planning, coordination, and execution of project activities, ensuring alignment with project goals and objectives and EU regulations.

Prepare and submit accurate and timely reports in accordance with EU reporting standards.

Monitor project progress and identify areas for improvement, providing recommendations to the project management team.

Facilitate communication and information sharing among project partners and stakeholders.

Participate in meetings, workshops, and training sessions as required.

**German Jordanian University – Teacher Assistant**

01.10.2020 – 01.02.2021

Teacher Assistant for one semester as a part of a part-time teacher assistant grant for the first semester of 2020-2021.

I was responsible for the following:

Taking attendance,

Follow up on students,

Correct the assignments and put grades for students' submissions

Committee member.

Main Achievements: Adds to my teaching skills.

**Perta Aluminum Company – Assistant Project Manager**

07.05.2018 – 04.07.2018

I was responsible for monitoring projects, preparing production orders, order materials. Following the projects' progress and reporting to the higher management.

Main Achievements: Adds to my project management skills.

**Technical Glass and Aluminum Company - Technical Site Engineer**

15.03.2017 – 30.04.2018

Technical Site Engineer for Al-Adiyat Machinery Trading Project, coordinating between TGAC and the main contractor in the site.

I was responsible for preparing all the papers, forms, and letters to submit the shop drawings, structural analysis, VOs, RFIs, and others.

Moreover, my duties were to follow up on the project's progress, prepare production orders, track the project's meetings, arrange

meetings as required, and send the minutes of meetings.

Main Achievements: Adds to my negotiation, organizations, planning, monitoring, and reporting skills.

#### **Technical Glass and Aluminum Company – Design Architect**

01.09.2015 – 14.03.2017

I was responsible for preparing shop drawings using AutoCAD

Main Achievements: Enhance my skills in using software such as AutoCAD and MS Office.

### **PUBLICATIONS**

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**"Impact of Housing Development and Downtown Revitalization in Irbid, Jordan.":** Al-Lafi, D. A., Al-Tal, R., & Al-Homoud, M. (2023). "Impact of Housing Development and Downtown Revitalization in Irbid, Jordan." Theoretical and Empirical Researches in Urban Management , 18(3), 27–49.

### **ACADEMIC QUALIFICATIONS**

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**PMP Certificate:** Under process, as currently I am studying to take the certification exam.

**MS Project Certificate:** The Hope institution.

**AutoCAD Certificate:** Pioneers Training Academy.

**ArcGIS Level 1,2 and 3:** InfoGraph (Esri Authorized training center).

**3Ds Max Design Certificate:** Omniplan (Autodesk Authorized training center).

**Quantity Surveying:** Jordan Engineers Association.

### **COMPUTER SKILLS**

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<b>SPSS</b>	<b>ADOBE Photoshop</b>
<b>ArcGIS</b>	<b>3DS Max</b>
<b>MS Office</b>	<b>AutoCAD 2D/3D</b>

### **AREAS OF EXPERTISE**

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#### **Research Skills**

Quantitative and Qualitative

I possess proficiency in utilizing various software applications to gather, analyze, and interpret data. Some of the software tools I am adept at using include ArcGIS, AutoCAD, SPSS, and other relevant programs. With these skills, I am able to effectively collect, analyze, and present data to support research endeavors.

#### **Urban Planning**

## ArcGIS

My area of expertise centers around ArcGIS, which I developed during the completion of my master's thesis titled "Reviving Downtown Irbid Through Diagnosing Housing Demands." Throughout this study, I utilized GIS mapping techniques to integrate spatial and non-spatial data. By employing GIS tools, I effectively gathered, stored, retrieved, analyzed, displayed, and generated data specifically related to downtown Irbid, the designated study area. This comprehensive database serves as a valuable resource for urban planners and other stakeholders, aiding them in decision-making, management, and the overall development of the downtown area.

The application of ArcGIS in my research followed a two-stage process:

Mapping the existing conditions of downtown Irbid using various layers, such as building types, building heights, and more. Each building was associated with specific information, which was systematically organized in tables for future reference, such as the number of floors.

Utilizing ArcGIS to analyze and visually represent the housing demand required in the study's final phase. This involved mapping the housing demand on spatial maps, thereby providing insights into the necessary housing requirements.

By leveraging the capabilities of ArcGIS in this study, I was able to provide a comprehensive understanding of downtown Irbid's housing demands. The integration of spatial data with other relevant information facilitated effective decision-making and informed urban development strategies.

## Project Management

### Project Coordination

### Architectural Design

#### Glass and Aluminum Field

Systems Familiar with:

Point Fixed Glazing.  
Curtain Wall System.  
Internal Partitions.  
Glass Balustrade.

## BUSINESS SKILLS

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|---|--|
| <ul style="list-style-type: none"><li>• Team spirit</li><li>• Hard worker</li><li>• Communication skills</li><li>• Leadership qualities</li></ul> | <ul style="list-style-type: none"><li>• Self-motivated</li><li>• Social skills</li><li>• Organizational skills</li><li>• Diversity</li></ul> |
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## REFERENCES

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### **Nizar Abu-Jaber**

Director of CSNACH, Professor of Geology, German Jordanian University

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### **Raed Altal**

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