

ALAA AL SAMMAN

Founder & Executive Director of PHI
Cultural Project Manager | AI Engineer | Film Director

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PROFESSIONAL PROFILE

Multidisciplinary cultural project manager, content producer, artificial intelligence engineer, film director, and documentary photographer working at the intersection of art, technology, education, and community engagement. Experienced in founding and managing independent cultural initiatives, leading multidisciplinary teams, building partnerships, producing digital and visual content, and coordinating projects from concept through implementation. Founder and Executive Director of PHI and Founder and Manager of Ino Eh.

EDUCATION	CORE EXPERTISE	KEY CAPABILITIES
• M.Sc. AI Engineering (NLP) Latakia University 2026-Present • Film Directing Higher Institute of Cinematic Arts 2024-Present • B.Sc. AI Engineering Arab International University 2017-2023	• Cultural project development • Program & operations planning • Content production & PR • Partnerships & community outreach • Team & volunteer leadership	• Film & media production • Documentary photography • Creative direction & storytelling • Digital systems & AI • Scrum & agile coordination • Monitoring, reporting & documentation

RELEVANT EXPERIENCE

Founder & Executive Director PHI Independent Cultural Space - Latakia, Syria • Developed the vision, operational model, program plan, team structure, and sustainability strategy for an independent cultural space connecting art, technology, learning, and production. • Coordinate a multidisciplinary team and the planning of workshops, film screenings, sound and visual production, coworking, and community activities. • Lead grant applications, budgeting, partnership development, content production, public communication, and audience engagement.	2026-Present
Founder & Manager Ino Eh Independent Art Workshop – Damascus, Syria • Founded and manage an independent art workshop focused on learning by practice, artistic production, and collaboration. • Plan and coordinate workshops in screen printing, stamp carving, ceramics, handmade arts, and creative product development. • Lead daily operations, partnerships, content production, social media, public relations, and participation in cultural events and local bazaars.	2026-Present
Software Team Leader & Scrum Master DIGIT • Led the software development team and coordinated tasks throughout the development lifecycle. • Facilitated Scrum ceremonies, sprint planning, team communication, and stakeholder coordination to support timely delivery.	Jan-Jun 2026
Chief Technology Officer MID Creative House • Lead technology strategy and manage the technical team, integrating reliable digital systems into creative and media-related projects. • Coordinate technical planning, task distribution, quality assurance, and system delivery.	Feb 2024-Present

ADDITIONAL EXPERIENCE

- Documentary Photographer** | Syrian Exploration and Documentation Society

2020-Present

 - Document cultural heritage, architecture, and community subjects; member of the Central Documentation Committee, Photography Department.
 - Contribute to field documentation, archive development, and collaborative visual research.
- Videographer Artist** | MADAD Art Foundation - Watermark Exhibition

Oct 2024

 - Participated in the Watermark exhibition at the National Museum with a video-based artistic work combining visual storytelling, sound, and documentary material.
- System Developer** | SOS Children's Villages Syria

Jun-Aug 2024

 - Developed and maintained the official website, updated Arabic and English content, resolved security issues, and organized the digital archive.
- Volunteers Club Coordinator** | Syria Trust for Development

Jan 2020-Feb 2023

 - Coordinated volunteers and community initiatives, planned activities, followed up on implementation, and prepared monthly activity and performance reports.
- Programming Coach** | Syrian Virtual University - Kids Programming Marathon

Jun 2019-Feb 2020

 - Trained children in Scratch and C++ and prepared participants for the Kids Programming Marathon.

SELECTED PROJECTS & ACHIEVEMENTS

- Souls-Code** | Short Film | 2023

Directed and created the short film, which won the Best Idea Award at the 2023 Content Creators Awards and was screened at Cinema City.
- Watermark** | Video Installation | 2024

Developed a video installation combining sea imagery, sound, and personal testimonies, presented at the National Museum.
- MELAI** | AI & Mobile Application | 2022-2023

Developed an AI-based application combining facial expression recognition and analysis of song lyrics and melodies to recommend mood-enhancing playlists.
- DentallAI** | AI & Mobile Application | 2023

Developed an AI-assisted dental platform connecting practitioners, junior doctors, and patients, with support for panoramic X-ray interpretation and professional knowledge sharing.

SKILLS & LANGUAGES

CREATIVE & MEDIA	TECHNICAL	LANGUAGES
Film directing; documentary photography; camera operation; lighting; visual storytelling; Adobe Premiere Pro, After Effects, Photoshop and Lightroom.	Python, TensorFlow, PyTorch; JavaScript, React.js, Node.js; Dart and Flutter; MySQL, MongoDB; Git, GitHub and GitLab.	Arabic: Native English: Upper Intermediate German: A2