

Mark Alfar Ceniza

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Commercial Aircraft Interior | VVIP Aircraft Interior | Design Concepts | Research & Development | Programme Management

PROFESSIONAL SUMMARY

19 years in the aviation industry. Developed the ability to cross-professional knowledge, has been engaged in Commercial and VVIP aircraft interior design work, project management with lots of project experience from design concept to implementation. Working closely with a number of stakeholders to gather requirements across the business, to develop cabin definitions. Working in tandem with appointed Design partners, Engineering, Technical, Program Managers, and suppliers. To develop the overall look and feel of the cabin taking into account aesthetics, design, comfort, ergonomics and functionality.

CORE COMPETENCIES AND ACHIEVEMENTS

Commercial Aircraft Interiors: Solid understanding of the Cabin Development Process from initial development until delivery of the aircraft

VVIP Aircraft Interiors: Design and deliver the interior modification of BBJ 737-700VVIP aircraft for Royal Jet and Head of State. Design, Project manage and deliver wide body VVIP aircraft for Head of State. Having expertise and deep understanding of Cabin finishes, aerospace regulations, design, and workmanship which helped deliver premium quality Cabin Interiors from design concept to project implementation.

Awards: Recipient of several Etihad Airways SHUKRAN awards by delivering projects on time and on budget. Selected as the best designer among 12 Cabin Interior designers for B787-8 VVIP aircraft for the Head of State.

Programme Management: Manage all external livery definition for Etihad Airways and Partner Airlines from design, paint selection and implementation. Managed and successfully delivered the new F1 Special External Livery on time for the F1 event. Manage Cabin, External Markings Definition, Trim & Finish Definition for all Etihad Airways fleet and Partner Airlines. Manage FLYNAS A320 Retrofit Programme. Key Technical team member for Etihad's major Cabin Retrofit Program of A320 with registry A6-EIZ.

Excellent Communication: Excellent communication skills and can communicate well with Stakeholders, OEM's, and others involved in the project's development process.

Keen Attention to Details: Accurate, reliable and diligent. Ability to develop new strategies and to think outside the box in order to get the job done. Play with ideas, create a work plan, recheck then review more than once, consult a colleague, break tasks in smaller ones, create lists, increase your interest, and avoid rushing.

Research and Development: Support interior design strategy by conducting market research to validate and identify trends. Maintain a close eye on competitors and are always up to speed on latest industry insights. With a deep understanding of Airline's fleet and cabin lifecycle. Develop a cabin roadmap to identify windows of opportunity for future cabin refurbishment and renewal to maintain cabin quality and great customer experience. Focus on the development of new products, services, design, and research, develop, analyze and suggest new concepts as well as strategies.

Software Expertise: Strong computer skills and is familiar with design software - PACELAB Aircraft Cabin Software, 3D Studio Max, Autodesk AutoCAD, Adobe Photoshop, Adobe After Effects, Adobe Premier, CATIA V5, SOLIDWORKS, Adobe Illustrator, Microsoft Office Application

PROFESSIONAL EXPERIENCE

June 17, 2013 to June 30, 2019

ETIHAD AIRWAYS – Abu Dhabi, United Arab Emirates

MANAGER AIRCRAFT PROGRAMMES

- Managed the aircraft specification and development process with Aircraft Manufacturers and internal stakeholders in order to establish an agreed aircraft specification that meets business requirements for a cost-effective operation and superior cabin interior for superior Guest comfort, experience and utmost satisfaction.
- Programs managed the development, production and implementation of new BFE/SFE cabin products. Define the seats, cabin interiors, systems and galley technical standards and specifications in conjunction with internal stakeholders. Ensure optimization in terms of operational reliability, weight, cost and superior innovative product technology.

- Managed participation in Initial Technical Coordination Meetings (ITCMs), Customer Definition Freeze (CDF), Preliminary Design Reviews (PDR's), Contractual Design Reviews (CDRs), First Article Inspections (FAIs), Aircraft Delivery & Acceptance and introduction into service (EIS) of all types of new aircraft purchased by Etihad Airways.
- Assist the Line Manager and Stakeholders in developing and managing the Aircraft interior designs for the development of world class aircraft interior products for Etihad Airways and Partner Airlines.
- Assist in developing aspects of aircraft cabins such as LOPA, seating arrangements, trim and finish, enhancement of existing products and 3D Virtual Reality reviews
- Liaise with aircraft manufacturer and BFE suppliers for LOPA definition and CAD data integration
- Perform 2D/3D CAD Cabin Interior modelling to support Virtual Reality LOPA reviews
- Review supplier definition documentation and specifications
- Managed the Aircraft Exterior Livery Definition, Aircraft Cabin Interior Definition
- Oversee the development process for Seats, Galleys, Lavatories, Stowage, Cabin Systems and to ensure a world class Guest Experience, space and cost
- Monitor progress of product development, production status to ensure on-time customization of aircraft
- Coordinate the regular status review meetings with Stakeholders and update the Management on the progress of the aircraft project
- Support major aircraft cabin re-configuration programmes and special projects with Etihad Equity Partner Airlines and ensure that synergies from common developments are leveraged.

May 22, 2011 to June 11, 2013

PRESIDENTIAL FLIGHT – Abu Dhabi, United Arab Emirates

DESIGNER/3D VISUALISER

- Responsible for the coordination of all the technical issues for the B747-8 VVIP interior outfitting program.
- Assist in the Specification Development - Ensure that Presidential Flight expectations in terms of quality, operational requirements, technology requirement, design details, functionality are clearly identified within the written specifications and layout package
- Provide input and recommendations on vendor and component selection to ensure that the highest quality standards and technology are incorporated into the Completion Specification and associated layout packages.
- Interface and co-ordinate with Presidential Flight, 3rd Party Designer, and the Completions Center's design group to ensure that Presidential Flight expectations are clearly understood and implemented.
- Participate in the Critical Design Reviews to ensure that the installation and assembly drawings reflect the requirements specified in the approved Layout packages. Follow up on all outstanding queries or concerns with the Completion Center, and Designer.
- Participate in the Component Accessibility Review to ensure that accessibility is built into the components in the initial engineering phase.
- Monitor the milestone schedule provided by the Completion Center and highlight any potential problem areas to both Presidential Flight and the Completion Center for quick resolution.
- Maintain an active documented record of all open items, issues and highlight any potential problem areas. Follow up on all issues.
- Provide a continuous flow of communications and information of activities to Presidential Flight Management.
- Participate in all reviews of monuments, cabinets, seats and major installations and identify any deficiencies early in the program to ensure timely corrective action.
- Review and monitor the quality of the interior completion installations (to include aesthetics, design, construction and fit) to ensure that the Aircraft complies with the Specification and drawing package, from an Interior Completion perspective.
- Concept Designing, Provides all preliminary sketches, 2D, 3D drawings, 3D presentation, realistic cabin and exterior rendering, animation of a VVIP aircraft for Management presentation

March 17, 2007 to March 17, 2011
ROYAL JET – Abu Dhabi, United Arab Emirates
DESIGNER/3D VISUALISER

- Concept Designing, Provides all preliminary sketches, 2D, 3D drawings
- Modify the CAD Drawing if there's any changes of the accessory or furniture previous design
- Provides 3D presentation, realistic cabin and exterior rendering, animation of a VIP aircraft for Management presentation

January 12, 2006 to January 18, 2007
ALSALAM AIRCRAFT COMPANY LIMITED – Riyadh, K.S.A.
DESIGNER/3D VISUALISER

EDUCATION
UNIVERSITY OF SAN CARLOS – CEBU
Bachelor of Science in Architecture March 2001

VOLUNTEER

Conduct regular training for those aspiring CAD Draughtsman and Architectural 3D Artist using 3D design software.

TRAINING

A380 Gen Fam
Corporate Portfolio & Project Management
EASA GCAA CAR-M
EWIS Target Group 4&5
Fuel Tank Safety - Phase 2
GCAA CAR 145
Human Factors Initial
Pacelab Cabin 7.5 User Training Course
Pacelab Cabin 7.5 Data Administration Training Course
Web Page Design and Multimedia

B787 Gen Fam
Customer Service Excellence Course
ETOPS
FAA CFR Part 145/43& Subpart L
Fuel Tank Safety Refresher Course
Human Factors Continuation Training
Policy and Procedures
Warranty & Guarantee
Safety Management Systems Overview

OTHERS

References, Portfolio and Training Certificate available upon request