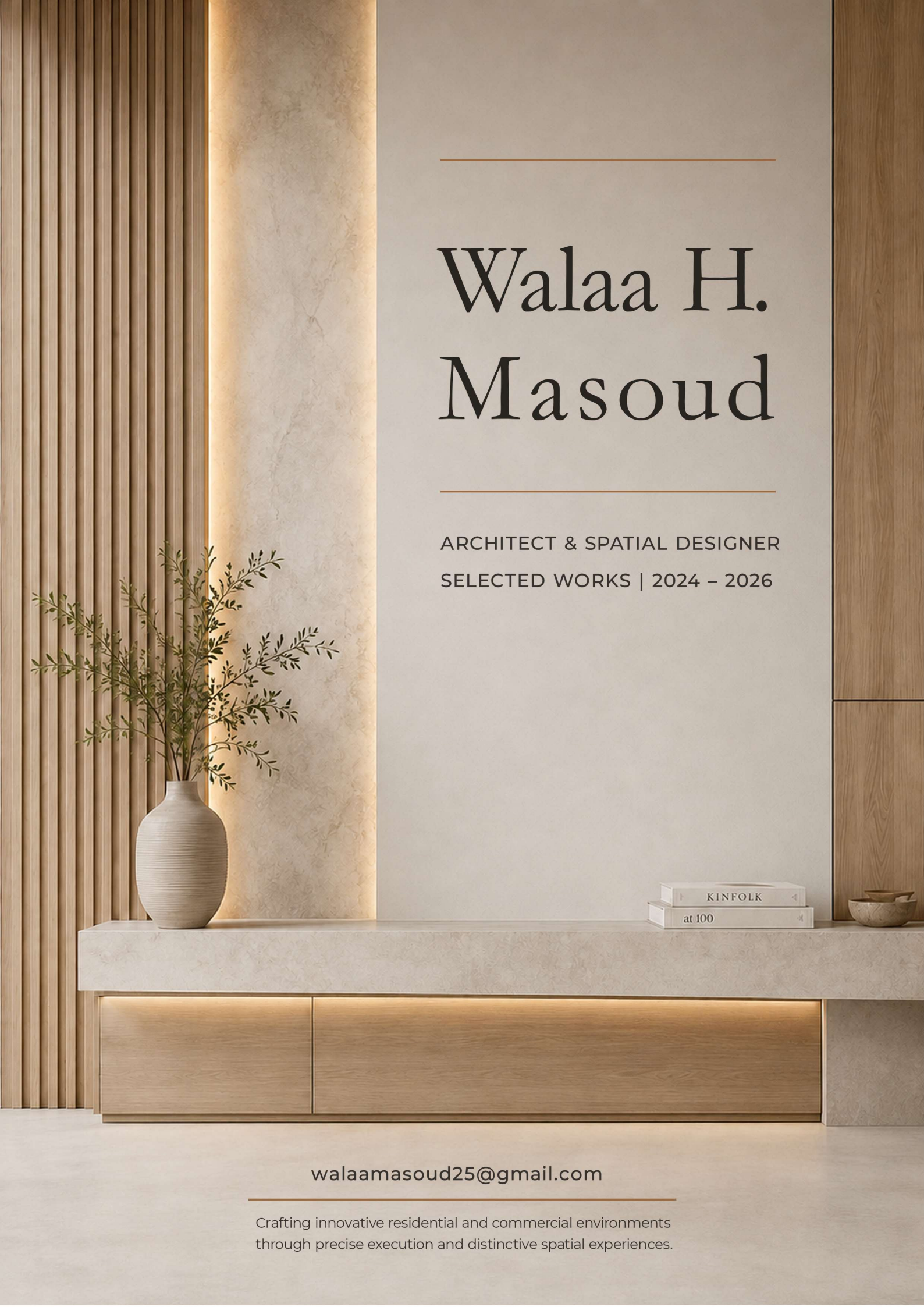


Walaa H. Masoud

ARCHITECT & SPATIAL DESIGNER

SELECTED WORKS | 2024 – 2026

walaamasoud25@gmail.com

Crafting innovative residential and commercial environments through precise execution and distinctive spatial experiences.

02 | ABOUT THE ARCHITECT

Designing context-aware spaces through clear planning, coordinated development, and buildable detail.

PHILOSOPHY & PROCESS

Context & Response

I begin by reading the site, climate, access, surrounding fabric, and user priorities—using these factors to guide orientation, thresholds, and the relationship between indoor and outdoor space.

Privacy & Spatial Organization

I organize public, private, and service zones through clear adjacencies, controlled sightlines, and efficient circulation—supporting everyday use without sacrificing privacy or comfort.

Brief & Coordination

I translate client, user, and technical requirements into a coordinated design brief, balancing spatial quality, feasibility, and project priorities.

FROM DESIGN TO DELIVERY

Spatial Strategy

Planning begins with hierarchy, movement, scale, and functional relationships—allowing one coherent design logic to guide the project from overall plan to individual spaces.

Technical Development

I develop coordinated drawings, material transitions, and joinery details that preserve design intent and translate key decisions into clear, buildable information.

CAD / BIM Workflow

I use CAD and BIM to manage revisions and maintain consistency across plans, elevations, details, schedules, and visualization outputs.

PROFESSIONAL PRACTICE

Professional experience with a local engineering practice, contributing to live residential, interior, and façade projects for clients across the Arab region.



SELECTED WORK — PRIVATE VILLA | NEW CLASSIC · ARCHITECTURAL DESIGN · FAÇADE DEVELOPMENT · VISUALIZATION

03 | INDEX

Selected works across residential architecture, interior environments, and cultural concepts.

Professional, collaborative, and conceptual work. Specific roles and confidentiality notes are identified within each project.

01 **AL-EZZ FOR OUD HEADQUARTERS**
Interior Architecture, Space Planning & Detailed Working Drawings — 04 – 07

02 **PRIVATE VILLA — NEW CLASSIC**
Modern Residential Architecture & Facade Design — 08 – 09

03 **PRIVATE VILLA & EVENTS CHALET**
Interior Design · Spatial Planning · Visualization — 10 – 11

04 **PRIVATE VILLA INTERIORS – OMAN**
Interior Architecture · Space Planning · Detailed Working Drawings — 12 – 13

05 **PRIVATE VILLA LANDSCAPE – OMAN**
Site Planning · Landscape Design · Visualization — 14 – 15

06 **CULTURAL HERITAGE STADIUM**
Civic Architecture - Concept Design - Cultural Identity — 16 - 17

07 **NOQOOSH CULTURAL COMPLEX**
Master Planning & Cultural Landscape — 18 - 19

01 | AL-EZZ FOR OUD HEADQUARTERS

HEADQUARTERS INTERIOR DESIGN · RIYADH, SAUDI ARABIA
486 m² · 2026

PROJECT OVERVIEW

Designed for the Hirsch fragrance brand in Riyadh, this 486 m² corporate workplace brings executive offices, collaborative workspaces, meeting facilities, customer service, administration, and support functions into one coherent environment organized around clear circulation and operational efficiency.

MY ROLE

Sole architectural and interior designer, responsible for space planning, interior architecture, furniture planning, material and lighting selection, and visualization. Developed through a local engineering practice; currently under construction.



CENTRAL WORKPLACE SPINE

IDENTITY & WORKPLACE EXPERIENCE



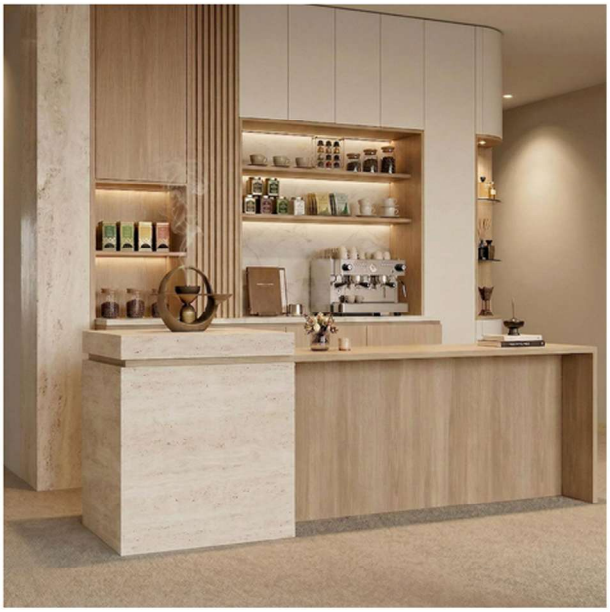
HIRSCH RECEPTION
Travertine, natural wood, integrated lighting, and turquoise seating establish a refined and recognizable brand arrival.

DESIGN CHALLENGE

The key challenge was accommodating a high-capacity workplace within a compact, linear floor plate while preserving clear circulation, comfort, daylight access, and a consistent architectural

DESIGN RESPONSE

The plan maximizes each zone without turning the central corridor into a visual barrier. Glass partitions extend available daylight, while a restrained palette of travertine, natural wood, black metal, and Hirsch turquoise connects the departments as one workplace.

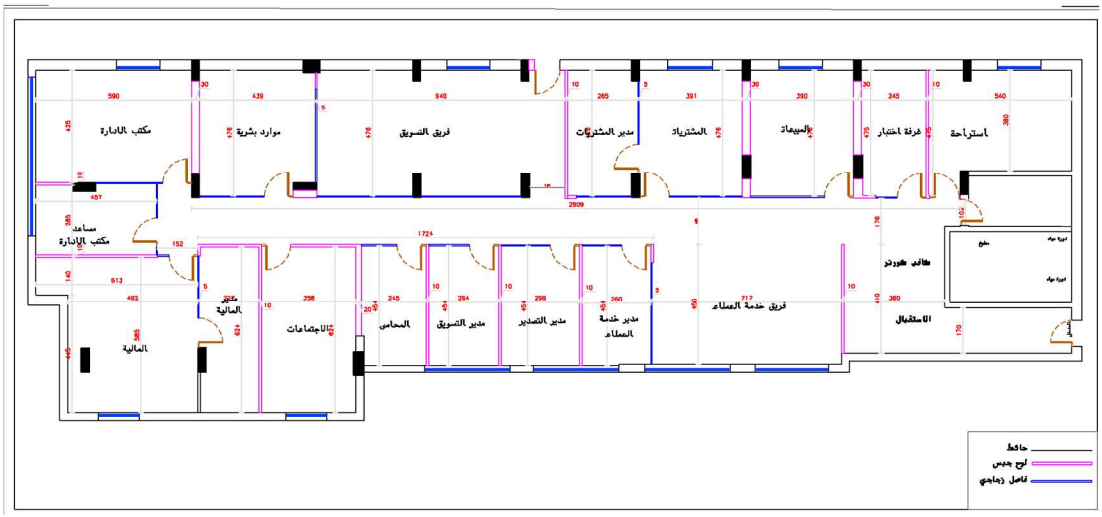


HOSPITALITY DETAIL
Integrated storage and a refreshment point support staff and visitors.

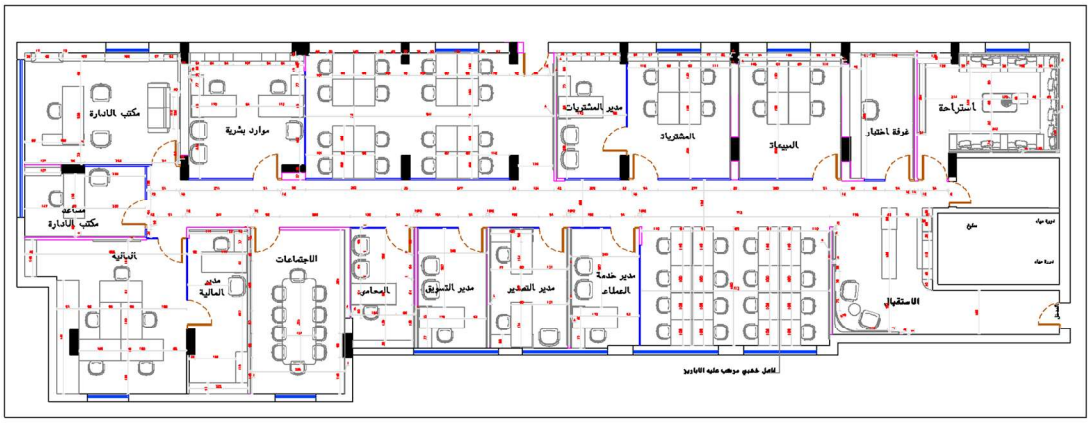
MATERIAL **PALETTE**

Travertine · Natural Wood · Glass · Black Metal · Hirsch Turquoise

PLANNING & PROGRAM DEVELOPMENT



GENERAL LAYOUT



FURNITURE DISTRIBUTION

CLIENT DEVELOPMENT

During design development, the client's operational requirements evolved, requiring a significant increase in the number of workstations. The workplace was consequently reconfigured—including the reallocation of part of the reception area—to accommodate the expanded program while maintaining circulation quality, functional clarity, and the project's architectural language.

INITIAL PROGRAM ▶ INCREASED CAPACITY ▶ RECONFIGURED WORKPLACE

DEPARTMENTAL SPACES & SITE PROGRESS



EXECUTIVE OFFICE
Daylight-oriented workspace with integrated storage and visitor seating.



HUMAN RESOURCES OFFICE
Shared office balancing storage, privacy, and face-to-face consultation.

ARCHITECTURAL STATEMENT

Rather than treating the headquarters as a collection of isolated offices, the design creates a continuous workplace experience. Transparency, material consistency, and efficient planning strengthen daily operations while giving the Hirsch brand a calm and recognizable architectural identity.



SITE PROGRESS
Glass partitions and internal spatial divisions during installation, following design handover.

DESIGN

Walaa H. Masoud

PROFESSIONAL CONTEXT

Developed through a local engineering practice; currently under construction.

02 | PRIVATE VILLA — NEW CLASSIC

FACADE DEVELOPMENT · OMAN

Private Residence · 320 m² · Two Levels · Approx. 2,000 m² Plot · 2026

PROJECT OVERVIEW

A comprehensive façade transformation for a private villa in Oman. The intervention redefined the residence through controlled proportions, a restrained New Classic language, and a coordinated exterior identity.

MY ROLE

Sole designer for façade composition, materials and colours, exterior lighting, boundary wall, gates, and documentation.



ARCHITECTURAL COMPOSITION

A unified hierarchy of framed openings, vertical elements, recesses, and simplified classical detailing.

DESIGN INTENT

The design creates architectural presence without relying on excessive ornament. Massing, depth, material transitions, and warm integrated lighting work together to establish a clear identity in both daylight and evening conditions.

ENVELOPE, ARRIVAL, AND TECHNICAL CONTROL



BOUNDARY & ENTRANCE SEQUENCE
The villa façade, pedestrian entrance, vehicle gate, perimeter wall, and lighting are resolved as one composition.

DESIGN RESPONSE

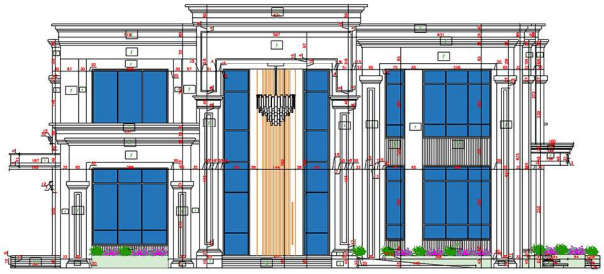
Symmetry and vertical proportions establish order, while recessed volumes and framed openings create depth. A limited palette and integrated lighting extend the same language across the full envelope.

SCOPE DELIVERED

Architectural composition, material and color strategy, exterior lighting design, boundary wall and gate design, façade detailing and visualization, construction documentation.

FROM CONCEPT TO DOCUMENTATION

Selected façade drawings translate the visual language into controlled dimensions, coordinated elements, and buildable information.



1 FRONT ELEVATION
SCALE 1:100



ENTRANCE DETAIL
Scale, layered framing, warm light, and timber define the arrival.

03 | PRIVATE VILLA & EVENTS CHALET

RESIDENTIAL & LIFESTYLE INTERIORS · OMAN.

Private Retreat · 250 m² · Two Levels · 2026.

PROJECT OVERVIEW

A two-level interior conceived as a flexible private retreat, combining hospitality, daily living, and creative use within one coherent spatial language.

MY ROLE

Interior design, spatial planning, ceilings, lighting, wall treatments, custom elements, visualization, and construction documentation.



FORMAL RECEPTION LOUNGE
A refined reception space shaped by warm wood, balanced lighting, and generous seating.



OPEN-PLAN LIVING
A fireplace connects the lounge and kitchen.



FAMILY LOUNGE
A bright, warm, and inviting family space.

LIVING, HOSPITALITY & CREATIVE USE



LIVING & DINING
A connected everyday setting shaped by built-in elements and layered light.

SPATIAL STRATEGY

The interior balances social gathering, everyday living, and focused creative work through clearly defined zones connected by a consistent material and lighting language.

SCOPE DELIVERED

Interior architecture, space planning, ceiling and lighting design, wall treatments, custom joinery, visualization, and construction documentation.



PHOTOGRAPHY STUDIO
A flexible room for content production, styling, display, and focused work.



KITCHEN
Full-height storage and a restrained material palette support practical daily use.

04 | PRIVATE VILLA INTERIORS

MODERN RESIDENTIAL INTERIORS · OMAN

Private Residence · 280 m² · Two Levels · Double Height · 2026

PROJECT OVERVIEW

A complete interior design for a two-level private villa in Oman, developed to create a calm and cohesive residential environment. The design coordinates spatial planning, ceilings, lighting, wall treatments, furniture, and integrated elements through one consistent architectural language.

MY ROLE

Designed by Walaa H. Masoud, covering space planning, interior architecture, ceiling and lighting design, wall treatments, custom detailing, visualization, and construction documentation.



DOUBLE-HEIGHT LIVING CONNECTION

The upper lounge is positioned beside the void, linking private family space with the vertical volume of the villa.

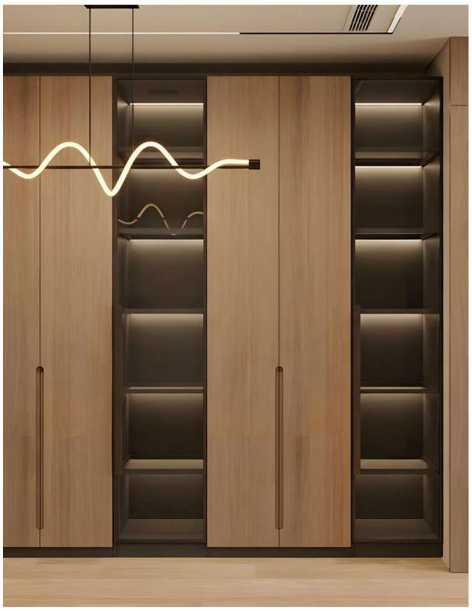
DESIGN INTENT

The architectural language relies on warm timber, pale stone, soft neutral finishes, and precisely placed lighting rather than decorative excess. Built-in storage and media elements are integrated into the envelope, allowing the rooms to remain visually composed and practical.

PRIVATE SPACES & MATERIAL CONTINUITY



BEDROOM SUITE
Layered wall panels, integrated lighting, and a soft seating zone organize rest and daily use.



DRESSING ROOM
Closed and glazed storage balance visual calm with accessible display.

DESIGN RESPONSE

A consistent family of timber tones, light stone, dark metal, and warm illumination carries through the living areas, bedroom, dressing room, and bathroom. The repetition of materials creates continuity, while tailored joinery responds to the storage and functional needs of each space.



BATHING ZONE
Stone surfaces, recessed niches, and a glazed wet zone are coordinated as one functional composition.



DINING AREA
A refined dining space defined by warm natural materials, balanced lighting, and a sculptural chandelier, creating an elegant visual connection with the living area.

05 | PRIVATE VILLA LANDSCAPE

OUTDOOR LIVING & SITE EXPERIENCE

Residential Landscape · Private Residence · Oman

PROJECT OVERVIEW

A compact residential landscape that organizes circulation, recreation, outdoor dining, and family use as one connected sequence around the villa.

SCOPE

Site planning, hardscape, planting, shaded outdoor dining, water feature, children's play area, landscape lighting, and visualization.



WATER & OUTDOOR DINING

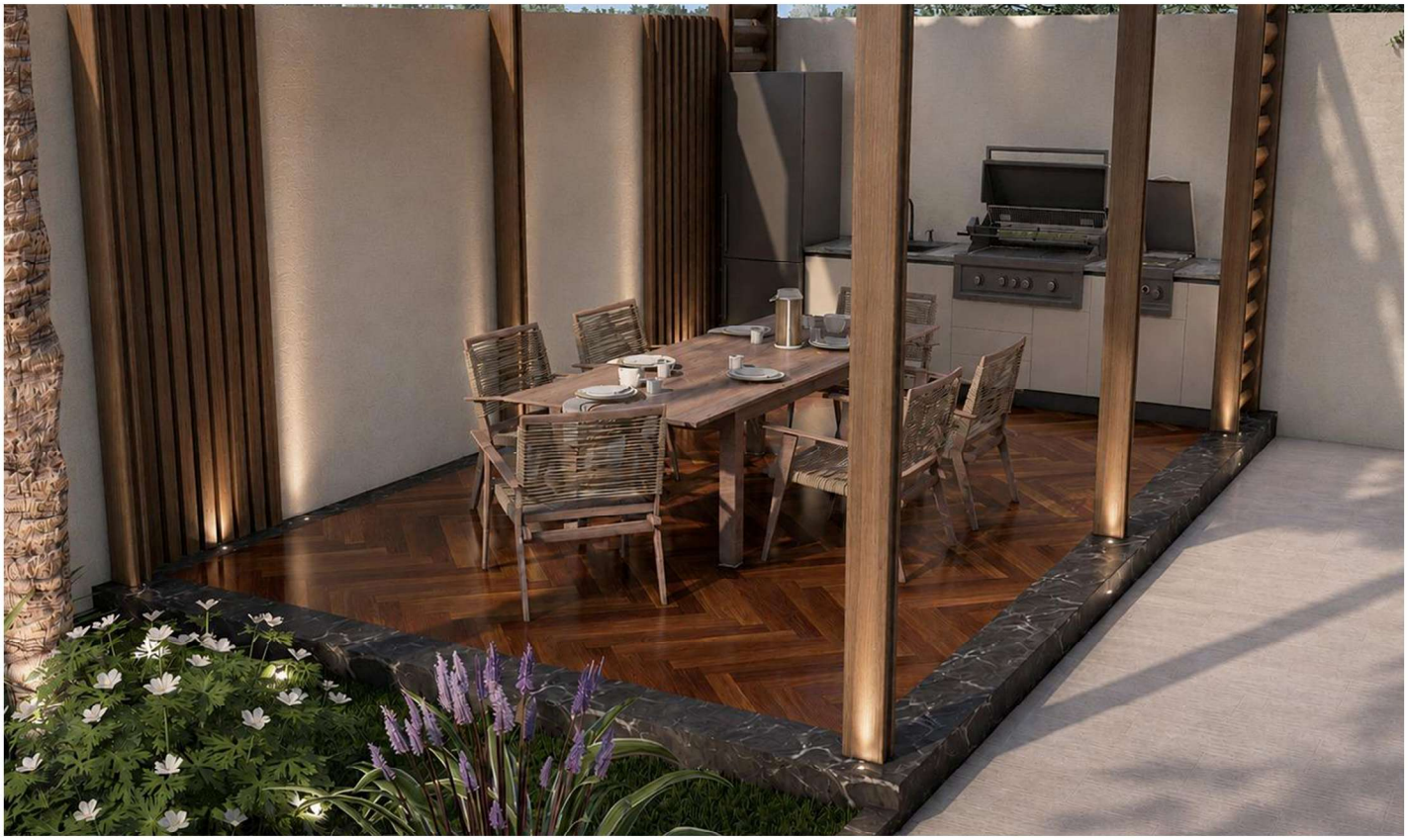
A shaded dining pavilion and linear water feature create the principal family gathering zone.



DESIGN INTENT

The proposal converts a limited perimeter into a sequence of usable outdoor rooms, balancing privacy, movement, shade, play, planting, and evening atmosphere.

SITE ORGANIZATION & FAMILY USE



PROGRAMMED COURTYARD

The landscape connects family seating, water, play, circulation, and outdoor dining within a compact footprint.

SPATIAL STRATEGY

Clear pedestrian routes link the villa entrance with shaded seating, dining, play, and water zones while planting beds soften boundaries and reinforce privacy.

ENVIRONMENTAL RESPONSE

Pergolas provide shade, palms establish vertical rhythm, and integrated lighting extends safe and comfortable use into the evening.



ARRIVAL & CIRCULATION

Linear planting and low-level lighting define movement without narrowing the route.



FAMILY RECREATION

A dedicated play zone and illuminated water feature separate active use from the main circulation path.

SCOPE DELIVERED

Site zoning · Hardscape · Planting · Pergolas · Outdoor kitchen · Water feature · Play area · Lighting

06 | CULTURAL HERITAGE STADIUM

ACADEMIC COLLABORATIVE PROJECT

Academic Design Studio · · Grade: Excellent · Palestine 2025

PROJECT OVERVIEW

A collaborative academic proposal for a civic sports complex shaped by cultural identity. The stadium envelope translates the geometry of the olive leaf into a repeated architectural system, connecting symbolic expression with the scale and rhythm of a large public venue.

MY CONTRIBUTION

Concept development and design discussions, stadium planning, and landscape design.



IDENTITY THROUGH ENVELOPE
Repeated olive-leaf modules establish a recognizable civic expression and control the stadium's visual rhythm.

DESIGN INTENT

The proposal explores how a national symbol can inform architectural form without becoming literal decoration. The leaf geometry was developed as a repeatable façade language, while the public realm extends the concept through arrival routes, gathering spaces, water, and planting.

CONCEPT PRINCIPLES

CULTURAL IDENTITY
Olive-leaf geometry as an architectural system.

CIVIC SCALE
A strong, legible envelope for a major public venue.

PUBLIC REALM
Landscape and arrival spaces extend the design narrative.

CONCEPT, PLANNING & PUBLIC REALM



INTEGRATED SPORTS CAMPUS

The stadium anchors a wider network of supporting buildings, public plazas, landscape zones, and access routes.

PLANNING STRATEGY

The stadium anchors a broader campus of supporting buildings, pedestrian plazas, landscape zones, and vehicular access. The planning separates major movement systems while maintaining clear public arrival and visual orientation.

STADIUM ORGANIZATION

An oval seating bowl and athletics field are enclosed by a layered structural envelope. The repeated leaf modules create continuity around the perimeter while opening controlled gaps between solid and glazed surfaces.



STADIUM BOWL & ENVELOPE

The seating bowl, athletics field, and repeated façade modules are resolved as one integrated form.

LANDSCAPE APPROACH

Landscape was treated as part of the architectural narrative: shaded gathering areas, planted promenades, water features, and ceremonial arrival spaces organize movement before and after events.

COLLABORATIVE CONTEXT

Academic collaborative project. Walaa H. Masoud contributed to concept development, stadium plans, and landscape design.

07 | NOQOOSH CULTURAL COMPLEX

ACADEMIC COLLABORATIVE PROJECT PALESTINE 2025

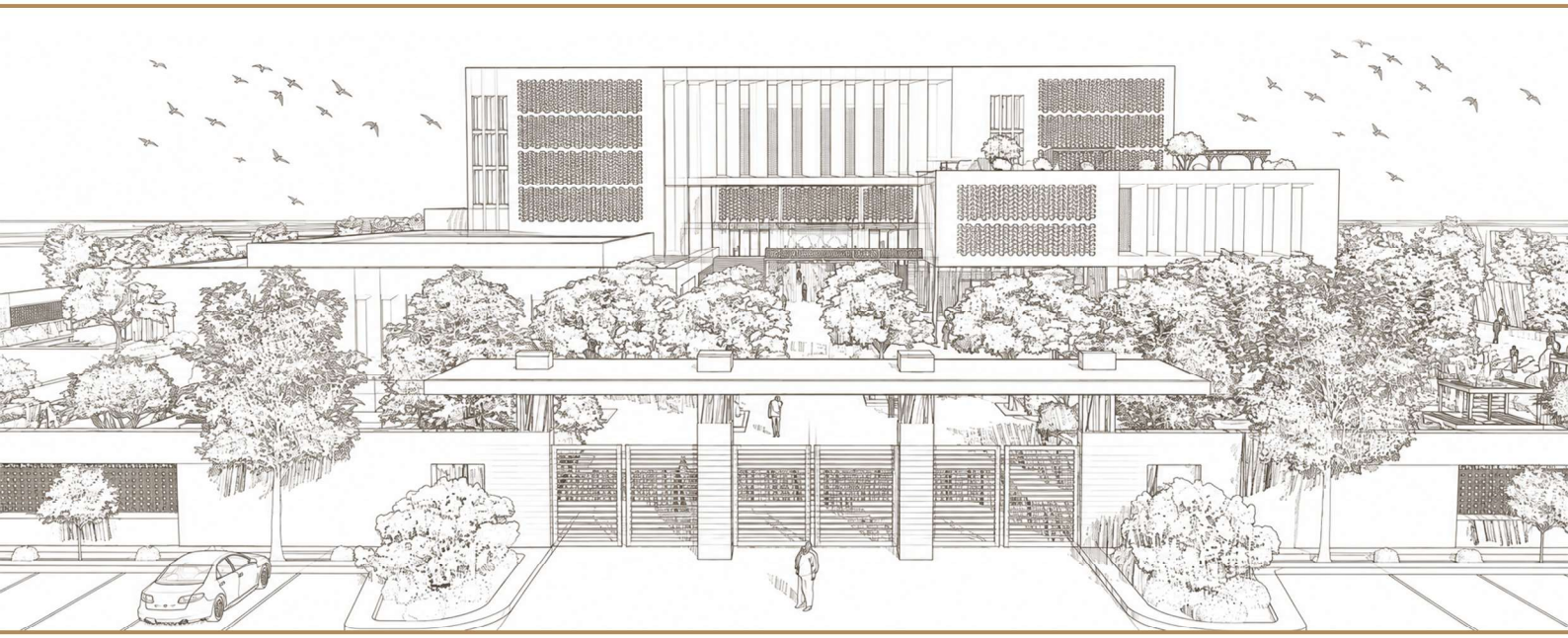
GRADUATION PROJECT · EXCELLENT GRADE

PROJECT OVERVIEW

Noqoosh Cultural Complex reimagines cultural architecture in Palestine as an active civic destination. Exhibition, performance, learning, craft, and public spaces are integrated within a unified architectural and landscape framework.

CONTRIBUTION

Master planning, architectural development, landscape design, technical coordination, and visual presentation.



CIVIC ARRIVAL & ARCHITECTURAL IDENTITY

The principal elevation establishes a clear civic presence while connecting the cultural program with the landscaped public realm.



INTEGRATED CULTURAL CAMPUS

The complex combines exhibition, performance, learning, craft, and community spaces within a connected architectural and landscape framework.

MASTER PLANNING & CULTURAL LANDSCAPE



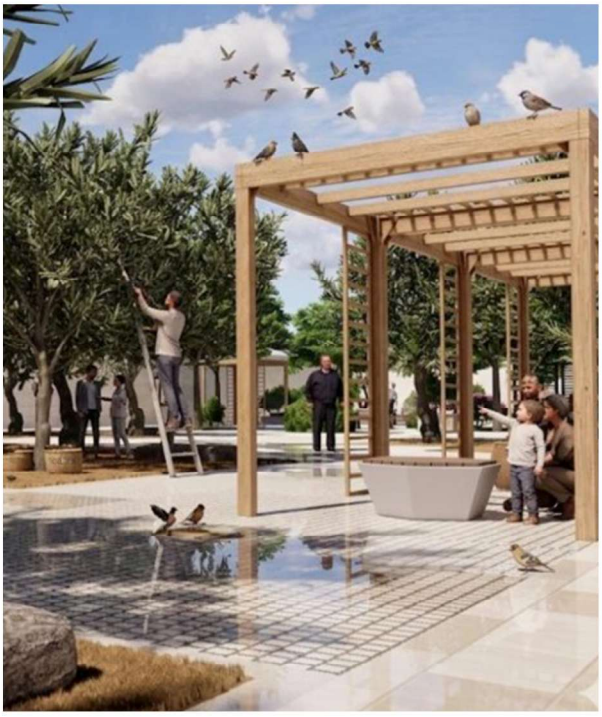
SPATIAL STRATEGY

The complex is organized as a connected civic sequence rather than a single object. Courtyards, shaded routes, exhibition areas, performance venues, learning spaces, and craft workshops create a legible transition

PROGRAM INTEGRATION

Master planning coordinates varied public uses while maintaining clear circulation, visual continuity, and a coherent relationship between buildings and open space.





SELECTED PLAN

Program distribution and circulation across the cultural complex.

LANDSCAPE AS PUBLIC REALM

Gardens, shaded walks, exhibition routes, and community spaces extend cultural activity beyond the buildings.

Let’s work together.

AVAILABLE FOR FREELANCE & COLLABORATIVE PROJECTS

From initial concepts and space planning to detailed design and visual communication, I translate project requirements into clear, refined, and buildable spatial solutions.

SERVICES

- Architectural Design
- Interior Architecture
- Space Planning
- Landscape Design
- 3D Visualization
- Technical Drawings

START A PROJECT

For project enquiries, freelance commissions, or professional collaboration:

walaamasoud25@gmail.com
walaa.masoud.info

Walaa H. Masoud

ARCHITECT & SPATIAL DESIGNER

PALESTINE · AVAILABLE FOR REMOTE & REGIONAL COLLABORATION