

PORTFOLIO

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cover page

HELLO THERE.

**I'm Sherif Hossam,
a Graphic Designer.**

A multi-disciplined graphic designer in many ranges from illustrations, logo design packaging, social media, mockups, etc.





Previous DESIGN WORK

- branding
- mock-ups
- advertisement
- illustration
- Garangao Night Project
- Home Grown Project
- Liwan Project

Recent Branding Design Work

Madly Gems Brand



Rooster Crisp Brand



The images above shows the following:

Madly Jewels is a Malaysian-based jewelry store that specializes in exquisite and unique pieces. The design of its logo and branding draws inspiration from the interior design of the Grand Budapest Hotel, evoking a vintage and luxurious aesthetic that is both elegant and organic in style.

The fast food restaurant Rooster Crisp was first established in Australia. The brand's logo was meticulously crafted to embody a sense of playfulness and elegance, while maintaining a clean and minimalistic design through the use of charming illustrations and patterns.

Amiri Gems Sub-Branding



There, There Sub-Branding



Amiri Gems held an event for VIP members to establish a sub-branding initiative. The vintage and luxurious sub-brand logo evokes Wes Anderson's signature style, reflecting the brand's commitment to elegance.

There There a refined restaurant in Katara, features a unique rooftop setting and unconventional interior design. A playful yet sophisticated sub-brand logo and signage concept were introduced to enhance the establishment's visual appeal and marketing potential.

Recent Mock-Up Works

Maison De Joelle Grand Opening



Rooster Crisp Packaging



The images above show the following:

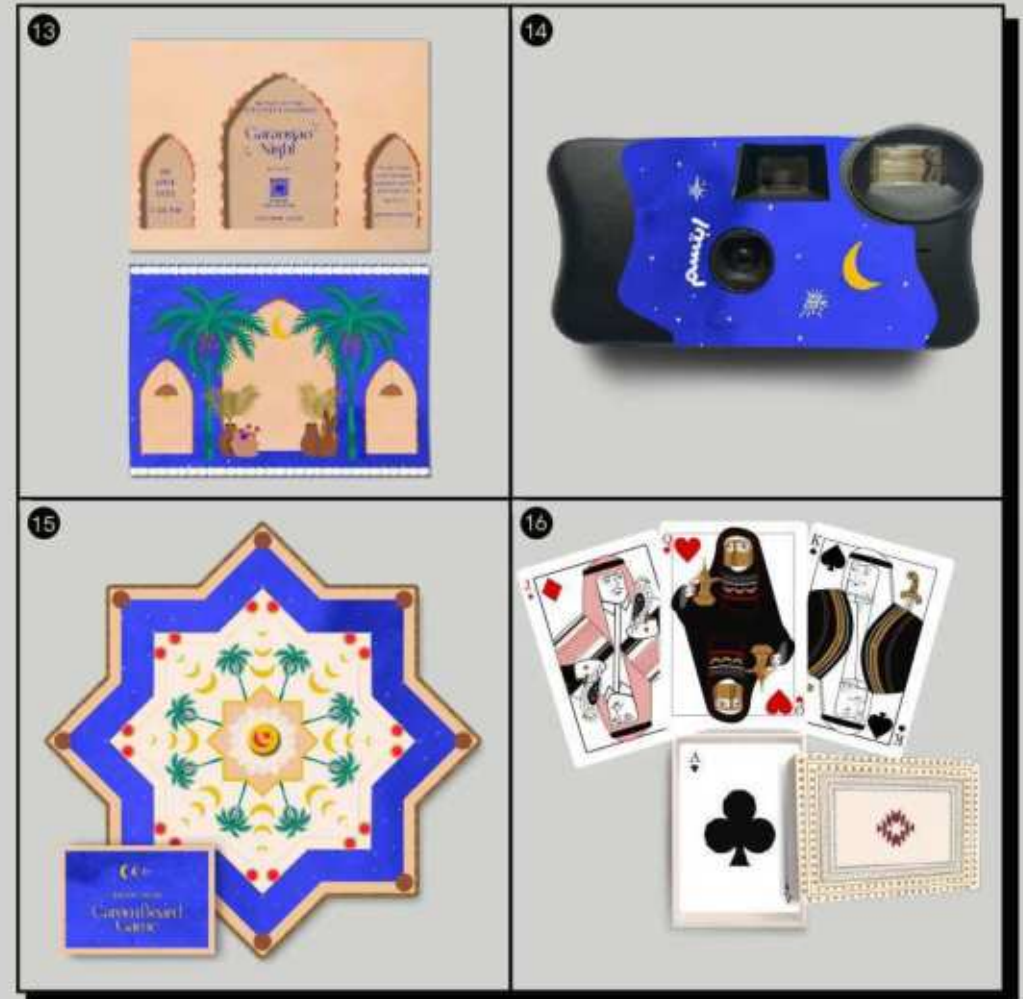
1. An open Maison De Joelle envelope.
2. An invitation card for the grand opening of the Maison De Joelle salon.
3. A menu printed on acrylic with a leaf affixed to it.
4. The branding for an ice cream cup and wooden stick.
5. Burger box packaging for Rooster Crisp with the brand's distinctive pattern.
6. A handy meal bucket with the unique logo for There There.
7. Two distinct, cohesive designs for soft drink packaging.
8. A printed menu for a restaurant or eatery.

Clique Grand Opening Salon



9. Silver packaging from Clique Beauty Salon, used to encase the invitation.
 10. A glossy plastic invitation card with details for the event.
 11. A branded key-chain created for promotional purposes.
 12. An acrylic signage to welcome guests to the event.

Shaikha Al Mayassa Grangao Event



13. A creatively designed envelope and invitation for Shaikha Al-Mayassa's Garangao night event.
 14. A sub-branding initiative featuring a gift camera for kids.
 15. A branded carom board with a welcome card.
 16. Customized branded card games.

Recent Advertisement Works

Gardenia Medical Center



Salik Car Rental



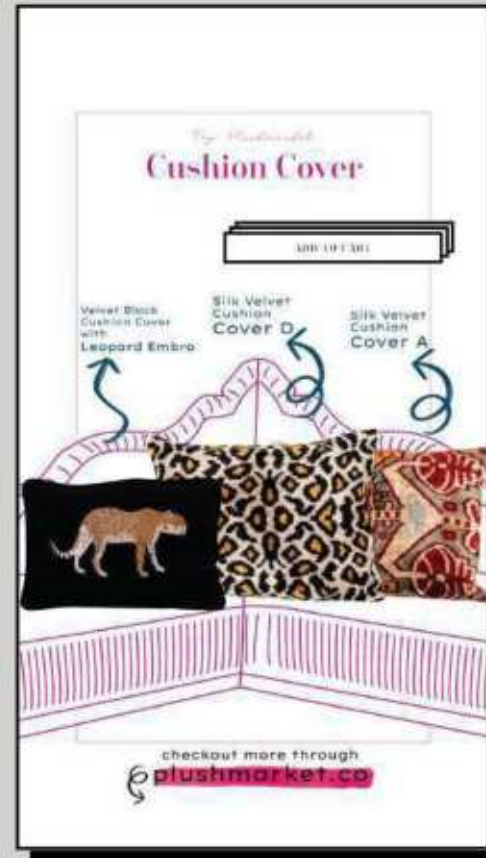
Promote a beauty center, informative and engaging social media posts can capture the target audience's attention and showcase the services offered. A fun and creative approach can convey the brand's message and entice potential customers to learn more.

Salik, a car rental app, promoted a new vehicle through visually appealing and informative marketing materials on social media and flyers. The goal was to showcase the car's features and unique selling points through targeted distribution.

Dash Cafe



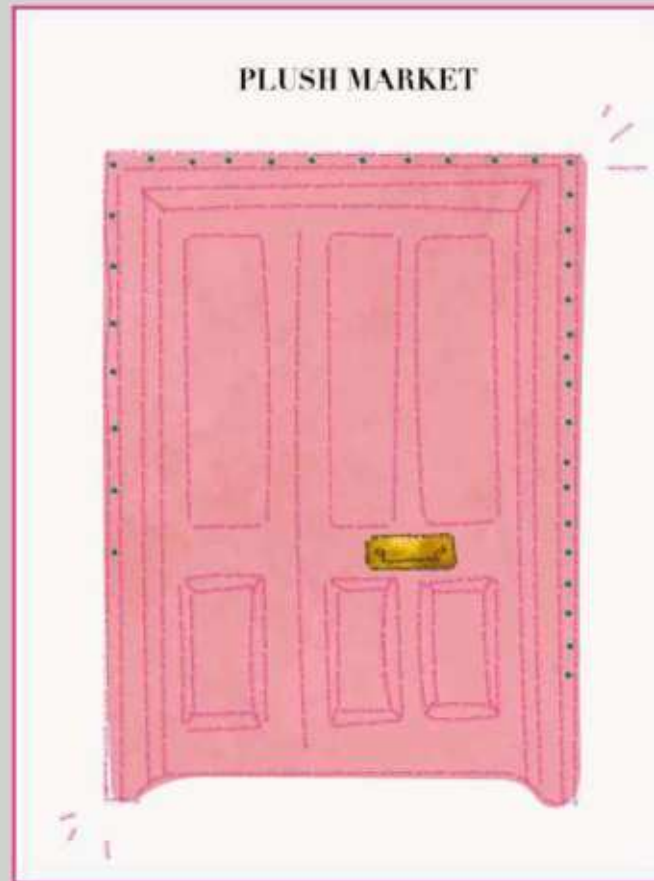
Plush Market



The new coffee shop Dash made fresh and summery flyers to promote their new drinks and attract local customers. The flyers feature visually appealing graphics and strategic messaging to effectively showcase their brand.

Luxury interior items were marketed through visually compelling and fun social media posts, featuring moodboards and collages for inspiration. The campaign effectively communicated the luxurious and aspirational nature of the products, creating excitement and interest among potential customers.

Recent Illustration Works





Sheikha Mayassa Project

Branded Camera



Fully Customized Illustrations



Branded Sijen Board



Branded Vending Machine





Card Games Set

Guess Who Set



Branded Carom Board



Liwan History



Liwan Invitation



Liwan Envelopes

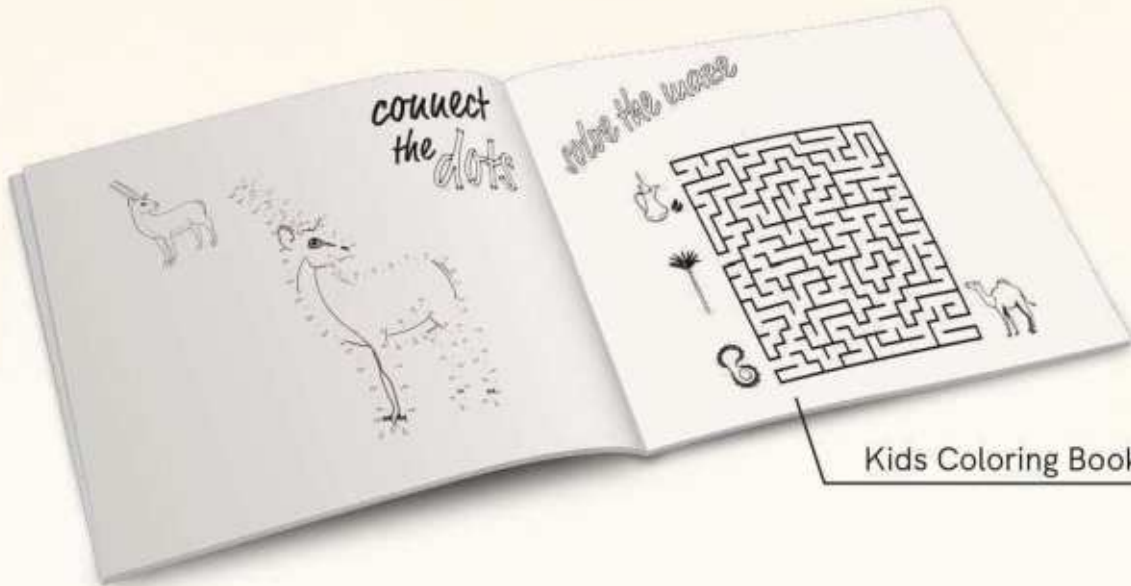
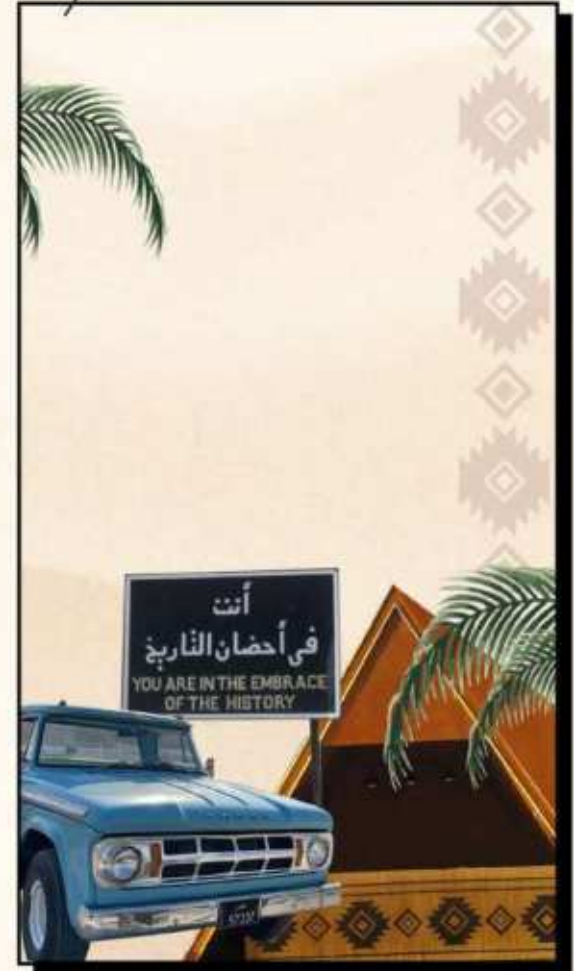


Branded Cups



Photobooth Placed Card

Social Media Animated Story



Kids Coloring Book

Hanging Signages



Customized Traffic Signages



Creative Signages

