

Humanity  
drives  
creativity.





“Welcome to my creative space where I craft brands, memorable experiences, and design solutions for a better humanity.”

Hadeel Mostafa



# Hello, my name is Hadeel Mostafa

I'm an enthusiast detail-oriented creative art director & brand designer with a deep understanding of both offline and digital environments for 15+ years.

Throughout my career, I have successfully collaborated with teams in the Egyptian, Gulf, & USA markets. I have had the opportunity to work on diverse accounts in various industries, including real estate, F&B, technology, education, medical, and work safety.

This experience has allowed me to develop versatile skills in art direction, brand identity, logo design, packaging, catalogs, and presentations.

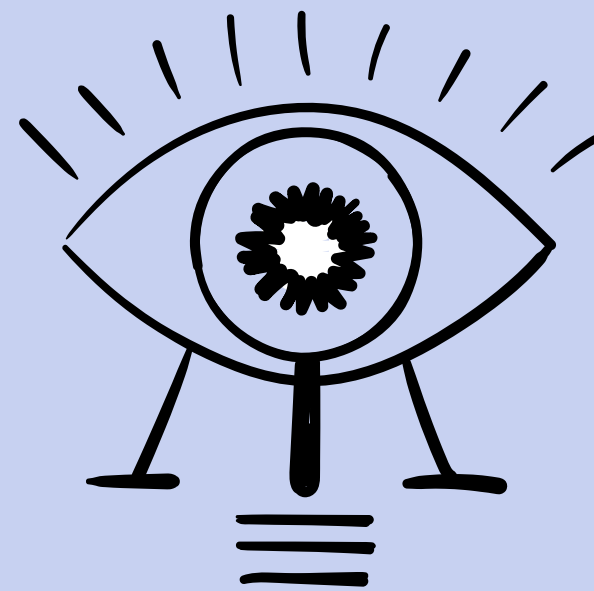
Aside from my professional pursuit, I'm in love with nature, I can't imagine life without bananas and chocolates. My slogan of life is "it's never too late!"

(+2) 0102 07 715 64  
the.hudispace@gmail.com  
Cairo, Egypt.



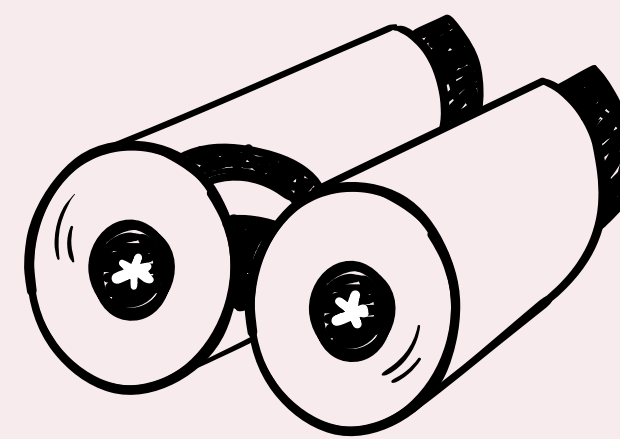
# Design Offerings

I am committed to provide exceptional tailored branding services & memorable experiences that champion humanity & elevate the quality of life, characterized by accurate deadlines, proactive follow-ups, and comprehensive after-sales support.



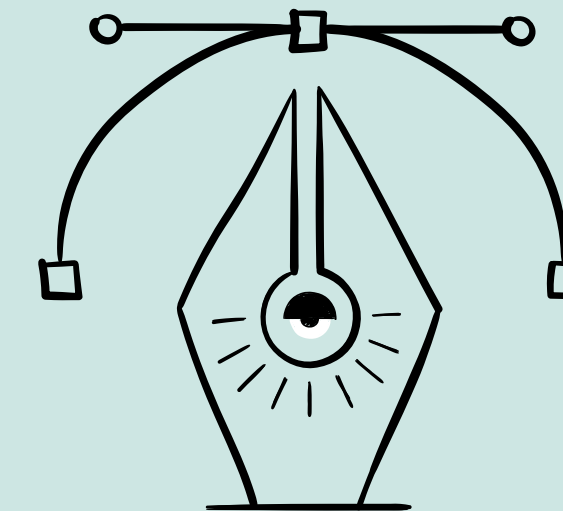
## **BRANDING**

- Verbal Identity
- Visual Identity
- Brand Collateral
- Brand Manual



## **BRAND EXPERIENCE**

- Art Direction for Physical & Digital Brand Experience.
- Photoshoot Mood Boards



## **DESIGN SOLUTIONS**

- Corporate Brochures
- Product Catalogs/Packaging
- Pitch /Investor Presentations
- Sales Collateral & One-Pagers



# Successfully Collaborated with

I have successfully collaborated with entrepreneurs & business owners in the Egyptian, Gulf & USA markets. I have had the opportunity to work on diverse accounts in various industries, including real estate, F&B, technology, education, medical, and work safety.







# Mate For Life

Brand Identity | Packaging | UI Design

Industry: Medical solutions

Dubai, UAE

Swan Loupes is a prominent player in the United Arab Emirates' medical supply landscape offering a complete range of specialized vision solutions.

My mission was to create a new branding concept that reflects the soul & values of Swan Loupes ensuring the bold, premium & truthful look & feel.

The process included working on the verbal identity, visual system, loupes frames naming, photoshoot moodboard, Packaging designs & catalog.

Check the case study by clicking [Here](#)





# Salt This Way!

Brand Identity | Packaging | Marketing Campaign

Industry: Food & Beverage

Doha, Qatar

Salt is a burger restaurant launched in Qatar and then expanded across the Gulf area. What sets Salt apart from other burger joints is their commitment to using only the freshest ingredients and preparing daily everything from scratch.

My mission was to create a brand identity that emphasizes the brand mantra and gives Salt an adventurous spirit to celebrate their presence at the Asian Cup Qatar event 2024 which was held in Boulevard Lusail, Doha, Qatar.

Check the case study by clicking [Here](#)





**“Nurturing Roots to Futures.”**



globalchildhoodacademy.com

# Nurturing Roots to Futures

Brand Identity

Industry: Early Childhood Education

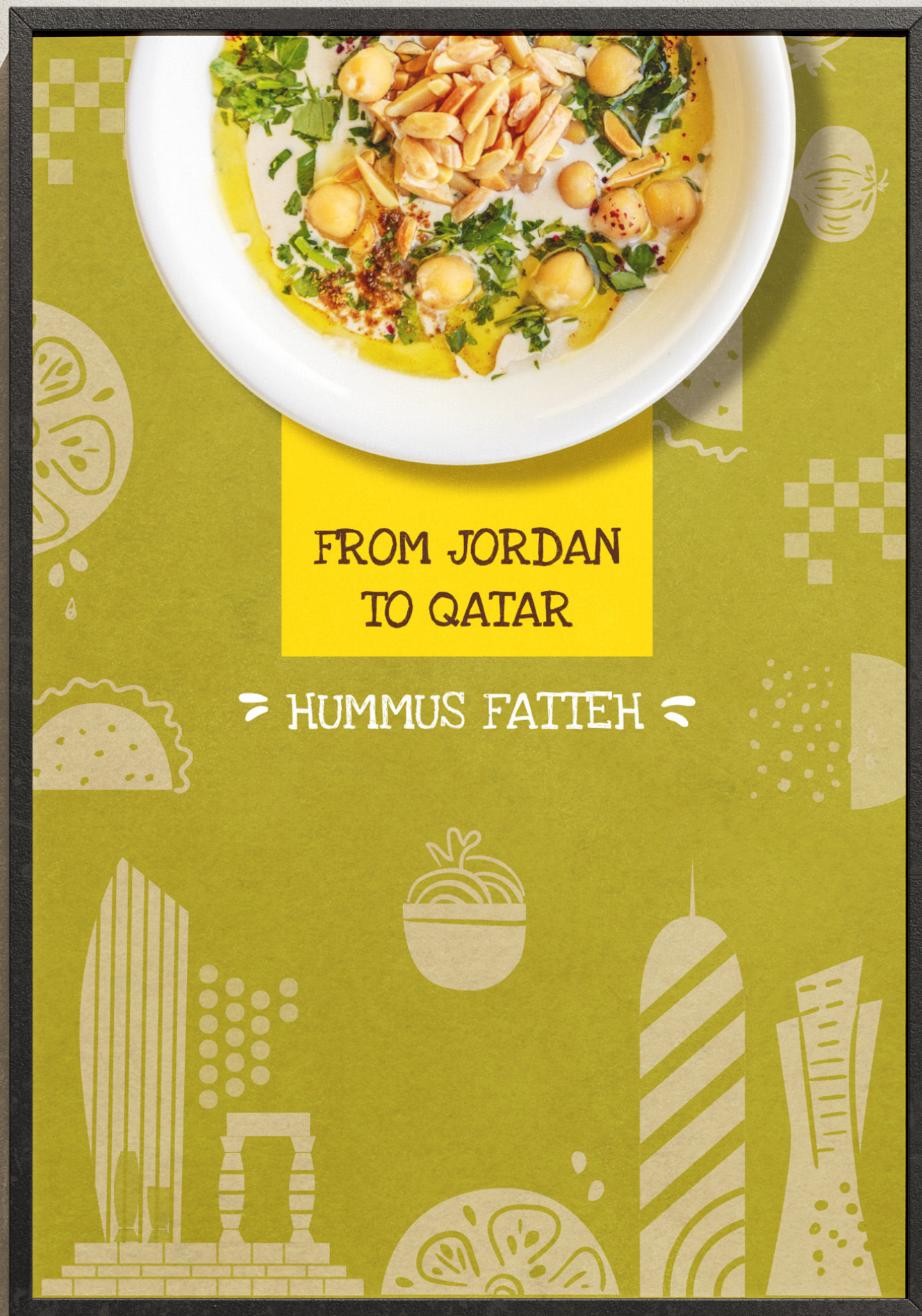
Boston, USA

Global Childhood Academy (GCA), an early childhood education management company. GCA is the one-stop solution for running, managing, and growing childcare centers.

My mission was to create a full brand identity that covers the brand purpose, values, slogan, graphic system & brand application.

Check the case study by clicking [Here](#)





# From Jordan to Qatar

Visual Identity | Packaging | Digital Launching Campaign

Industry: Food & Beverage

Doha, Qatar

Alkalha is the same name of the family who started the chain of Alkalha restaurants over 90 years ago. It's the leading restaurant in MEA serving Falafel, Foul, Hummus and their subsidiaries. Alkalha Qatar is the new franchise for Alkalha restaurants and the first branch in Doha, Qatar.

I was responsible for the visual identity of Alkalha reflecting the authentic, oriental & cheerful soul of the restaurant in addition to the brand marketing strategy in Qatar which includes the digital launching campaign.

Check the case study by clicking [Here](#)



*Thank you*



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