



ABULLAH HAFEZ  
PORTFOLIO  
2021



# Welcome!

/I'm Abdullah Hafez.

An enthusiastic Lebanese Graphic designer blessed with a lifetime free pass to wonderland. Based in Amman, Jordan. I am very intrigued by the unknown; what I can't see and what I don't know. philosophy and psychology fascinate me. Design-wise, I can adapt to any style as I view the company's/client's vision as a priority. Criticism for me is a way to improve myself as I look forward to gaining new insights/experiences and learning new skills.





# POSTER DESIGN

*/Arabic posters, LOFI-Merchandise posters, Illustrative posters.*

## Brief

Posters are a beautiful child of art and design. for they hold the design elements such as promotion/typography/communication/marketing yet still can capture the aesthetically artistic feel of a painting, which makes them more aesthetically pleasing as they grow older. In this segment, ill go over some of the posters I have made.





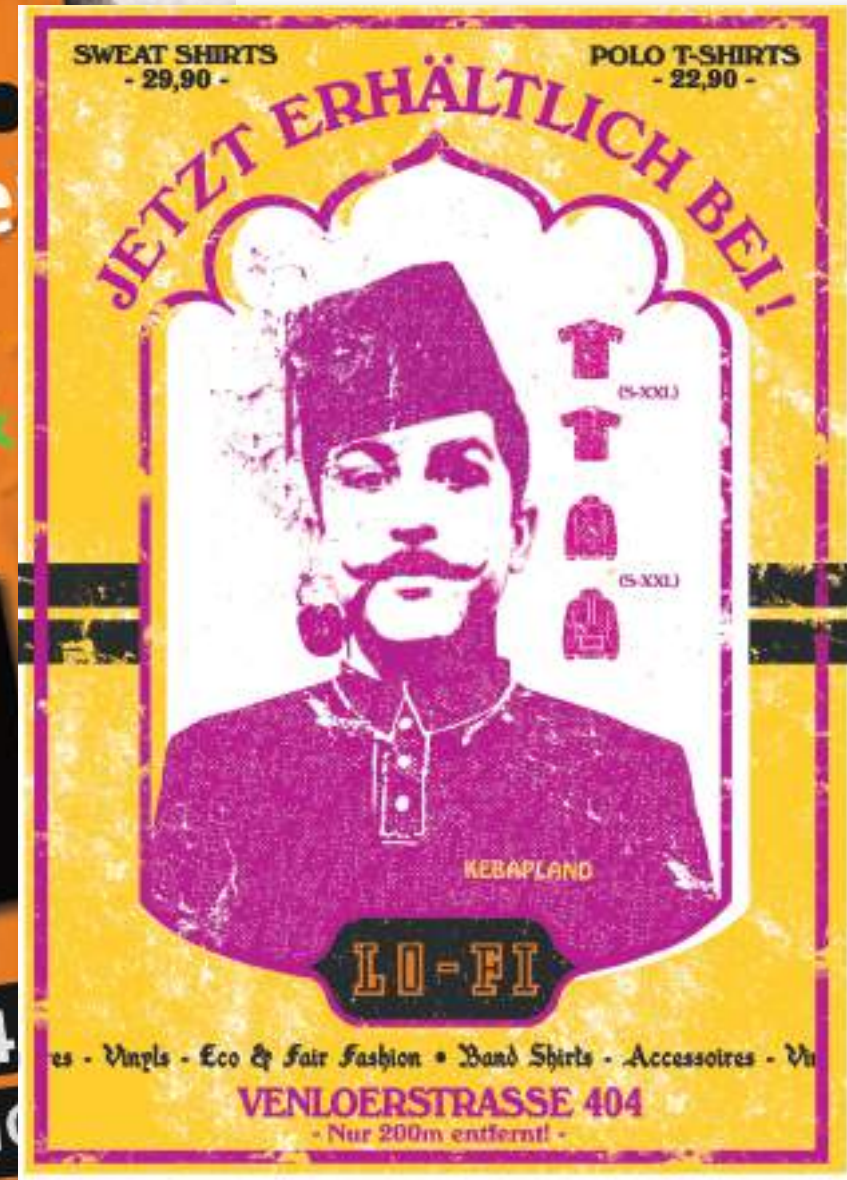
## Arabic posters

/4 weeks

As an Arab/graphic designer, "vintage Arabic posters" are captivating to me. Unlike regular ads and posters nowadays, they had different design grids, illustrations, images, layouts, and especially typography.

In the past two months, I fell in love with Arabic calligraphy and how it can be integrated digitally to provoke a feeling of authenticity and how that can be used for promotional purposes. I experimented mainly on the alignment of the elements, titles and the embodying a sense of narrative through illustrations. These are some of the designs I have made to promote local merchandise and my on-line server called "Abdullah's coffeeshop" in which I and my friends gather to discuss philosophical and psychological topics and meet new friends.





## Lofi-merchandise posters

/3 weeks

During my work at LOFI-Merchandise, I was tasked to create posters for various events, concerts, and shops. these are two examples of poster design that I did there. The yellow with the purple poster was meant for a kebab shop called "Kebabland" in Koln Ehrenfeld, hundreds of people visit the shop daily and they have that poster hunged up on their wall as they loved it. The concept of the poster was to have a semi Turkish aesthetic, make it minimal and promote their t-shirts using purple and yellow their color scheme.

The orange one was for promoting a new line of clothes and was meant to be spread around the streets nearby and so it needed to have a catchphrase that was eye-catching or intriguing, i included the "psst" to provoke the sense of an important message in the poster.





## Illustrative posters

/2 weeks

In these projects, I wanted to experiment with creating street posters using common emotions and thoughts as my product of promotion instead of an actual service/product/event, etc.

I Used solid colors for the backgrounds to make the posters pop out, I then tried to keep the interest of the viewer by focusing on an illustration as the main element of the poster with simple keywords or one-liners that were meant to be general in describing the state of emotion or thoughts so it could be more relatable to the pedestrian.

I Am honored that The white poster with the blueish-green and red face in the middle with orange graffiti as the background "deja vu in Amman" was shortlisted last year in 2020 for the "100/100 Best Arabic poster" competition which had entries from all around the Arabic region.







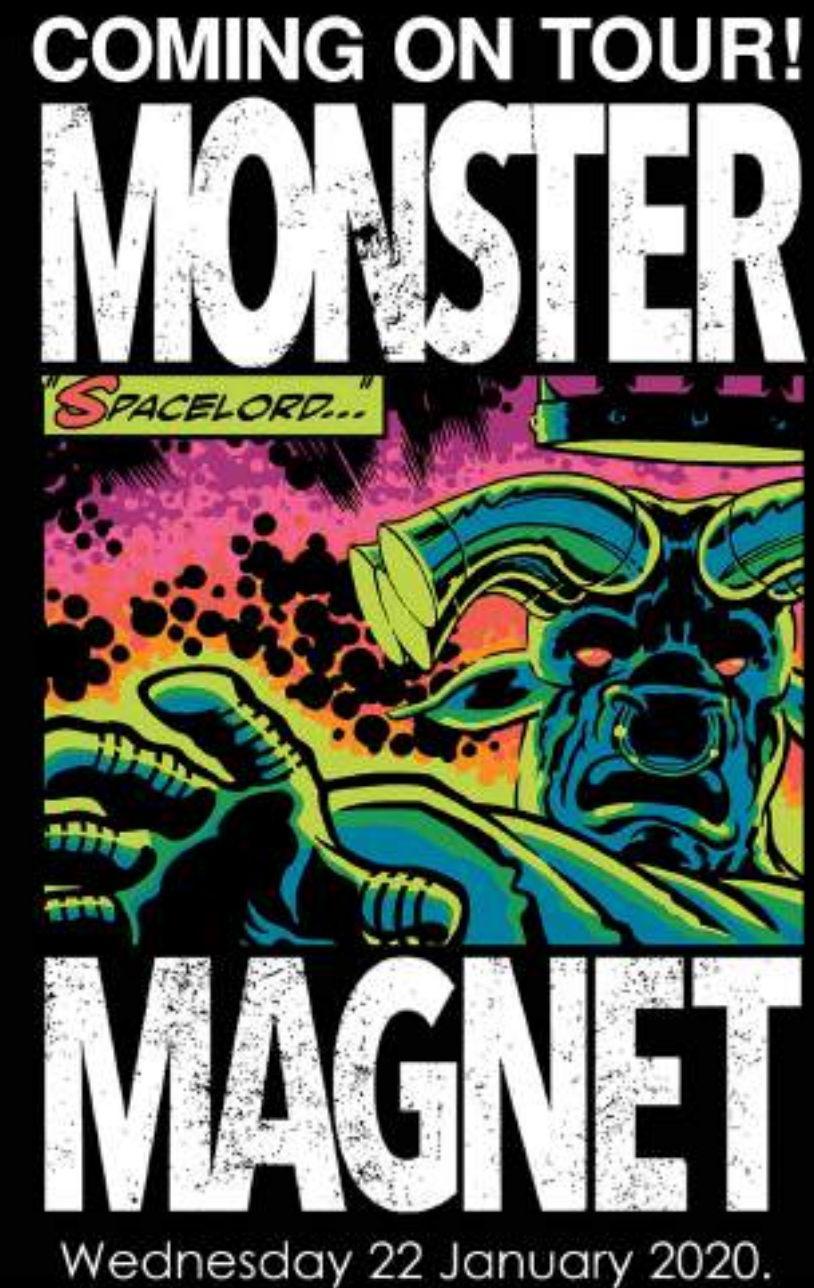
# SOCIAL MEDIA

/ LOFI-Merchandise, Abdulla's coffeeshop

## Brief

Creating content for social media is a very important skill for every graphic designer, for me it goes more than creating beautiful images. Designing for social media means creating the online identity of the brand or service, creating a "virtual character" that the users can understand or relate to, here I'll be showing some of the work I have done in social media.





## Lofi-merchandise

/During my work with lofi merchandise.

I was tasked with creating social media posts for various bands and events. sense the brand had a very rock and roll vibe to it as it dealt with rock bands, i tried to design the posts with punk-ish feel to them to speak with their audiance which were mostly teenagers and rock/punk fans. I used bold text with black squares behind them with minimal colors to resemble old british band posters which started the rock and roll genre.





## Leo Burnett

/During my work with Leo burnett

I was tasked with creating social media posts for various bands and events ( McDonalds/Mazda/ Geely, etc) i tried to elevated the social media posts from a bunch of graphics into something that could be eye catching by adding illustrations and playing with the colors and text.



**بشّو بدلت**  
نقاطك آخر مرة؟



**اطلبها، جربها، وعيدها!**



McDelivery.jo  
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تحميل من Google Play  
تحميل من App Store



**نعمّ بانتظام لنضمن لكم الأمان!**




**بلش يومك  
صبح!**

2.50  
شامل الضريبة




**76**  
عام من الاستقلال والازدهار  
كل عام والوطن بألف خير!




**فصح مجيد**





AKM  
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**عيد سعيد لكم ولعائلاتكم.**

**في الظروف الطارئة  
التطبيق أضمن لك!**






Abdullah's coffeeshop is my online server, were me and my arab friends gather to talk in philosophical topics, and so for promotion i designed posts in the style of old arabic ads, treating typography as calligraphy, adding illustrations with plain backgrounds.





# RE-BRANDING

/ Challenger, energy drink.

## Brief

In this project, I took an already existing old jordanian brand "Challenger" an energy drink and rebranded it to fit modern trends, changing the logo and the image of the product to fit better with the youth.



# Challenger energy drink

/3 weeks

I went in with a more artistic, less commercial design for this, for it to cater to its target audience properly; the youth. I made two different variations (with different illustrations) to resemble the variety of flavors and a new logo. The logo was inspired by the youthful artistic method of Graffiti, I used a very sketchy pen tool with a color that is guaranteed to pop off any wall or even better, of any can!



NEW

Best served cold

CHALLENGER  
ENERGY DRINK

350 ml

# CHALLENGER



OLD CAN



NEW



Best served cold

CHALLENGER  
ENERGY DRINK

350 ml







# T-SHIRT DESIGN

/ LOFI-Merchandise, NFL, Jamalon.

## Brief

Clothes are brought as an identity object, and sense am fascinated with people I love getting in the mindset of designing things that people would want to incorporate with their identity. In this segment ill go over some of the t-shirt designs that I have made that range for rockbands to street fashion outlets and online bookshops.





## NFL street fashion

/2 weeks

During my work with FNL i was tasked with designing new t shirts, the concept behind the neon design was to have a neon element in the illustration and to have the slang (it's lit) in it.i decided to add the arabian looking guy that is smoking shisha to give a hip vibe to match the neon style. It later become one of the best sellers at their shop.The heart t-shirts's concept here was to intigrate a heart/spear and a ribbon, that combined with an arabic poem that holds a meaning of fighting through hardship and downfall.







أكل الكتب



## Jamalon bookshop

/2 weeks

I got contacted by jamalon to create designs for t-shirts inspired by famous books, here you can see my interpretation for Najeeb Mahfouz's famous trilogy, Kafka on the Shore, and Book Eater.

الكتب







## Rock bands

/3 weeks

While working with lofi merchandise, I had the pleasurable experience of designing new t-shirts for different rock bands, my main design mission at that time was to make my design cost-efficient, so I primarily used one or two colors to compose my design yet still keeping the rock and roll aesthetic to it. These t-shirts were for monster magnet and spermbirds.





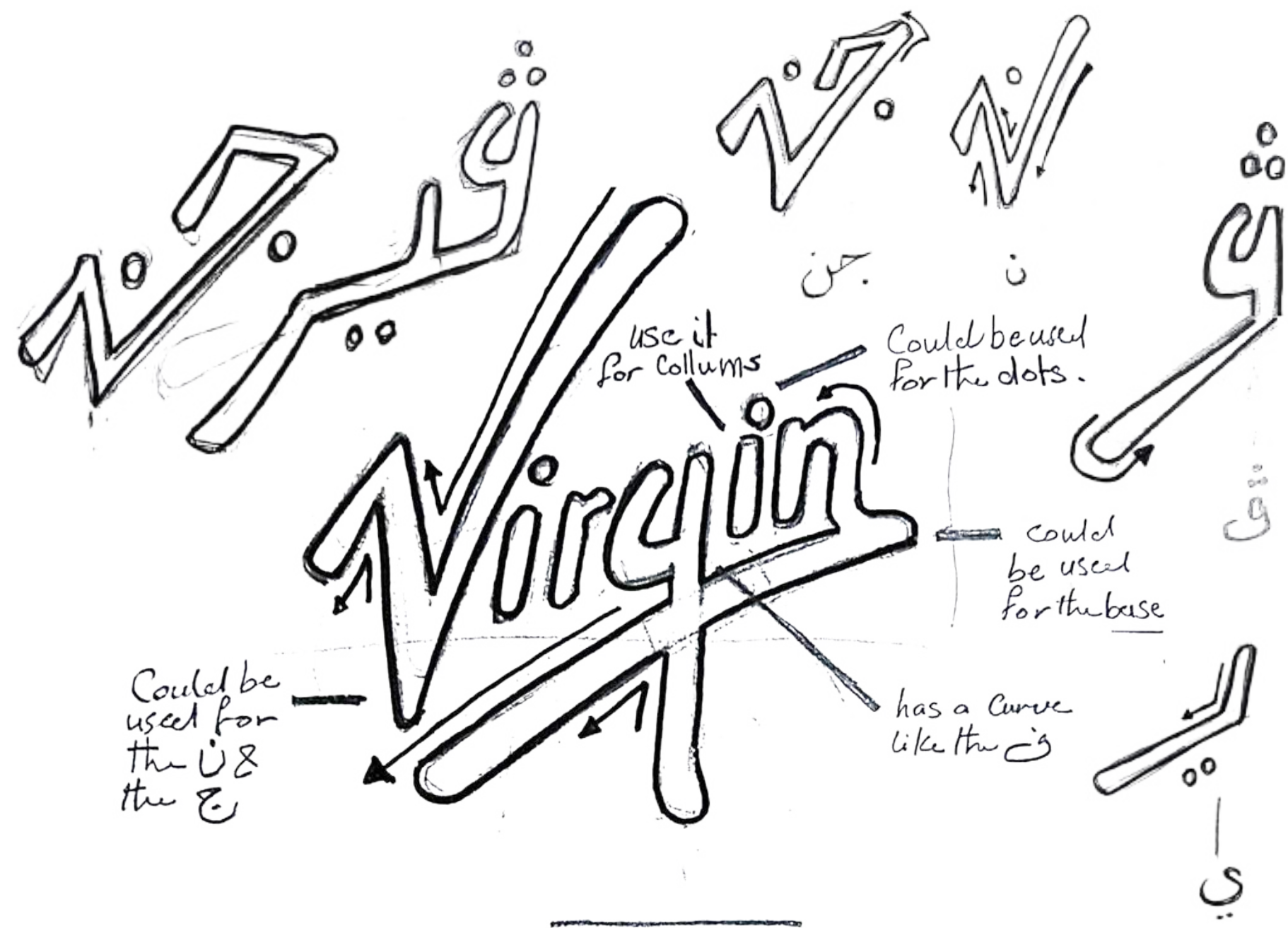
# TYPO GRAPHY

/ Virgin megastore co.

## Brief

One of the most essential aspects of design as we know is the typography, and it's very unfortunate how difficult it is to achieve the best readability and appeal when it comes to Arabic type. This is due to the lack of variety in our digital , as well as Arab designers not investing time and energy into providing diverse types for different uses.





## Virgin arabic logo

/1 week

This project was about turning a famous brand's Logo into an Arabic version while maintaining its key characteristics, I chose Virgin megastore. Virgin has a very flamboyant type for its branding and I wanted to maintain that throughout the rework. I did that by using the Latin letter as a basis and moved forward as such in order to sustain its fun and rock-star vibe.







# CRYPTO NFT

/ The Outlaws. Neo369

## Brief

I worked as the artist for two nft projects, i was responsible for the art direction and everything graphic, creating nfts, banners, websites, emojis, stickers and merchandise.



THE  
OUTLAWS  
DAO!

THE  
OUTLAWS  
DAO!



## The Outlaws DAO

/1 week

The outlaws dao was the first nft project that i worked in. i was responsible for all the graphic materials including the generation of the nfts. the concept was about creating characters that would be redeemed as rebellious or outlawed with a pop culture twist to it.





## Neo-West

/1 week

Neo west was the second nft project that i worked in. it was a much bigger project than the outlaws including a website, coins and merchandise. the concept originated from "the wild west" where anything can happen. it revolves around pop culture and anime.





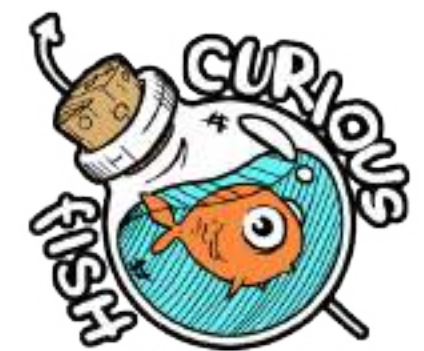
# PUBLI CATION

/ Chains of love, Curious fish, Mad hair day.

## Brief

Sense i am fund of writing, i did two publication projects in unversity. A magazine to be made in both Arabic and English and the other was a children's comic, and personally am writing my own book called chains of love which will be shown here.





# Curious-fish english

/3 weeks

Curious Fish is a magazine that has all the weird did-you-know facts. My target audience with this was the youth, For the English version, i used i made it colorful with a rounded vintage typeface to give off a circus feel of fun and mystery. i also focused on using funny/pop culture intriguing titles to provoke reading further.

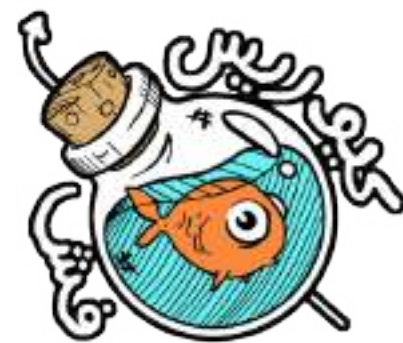
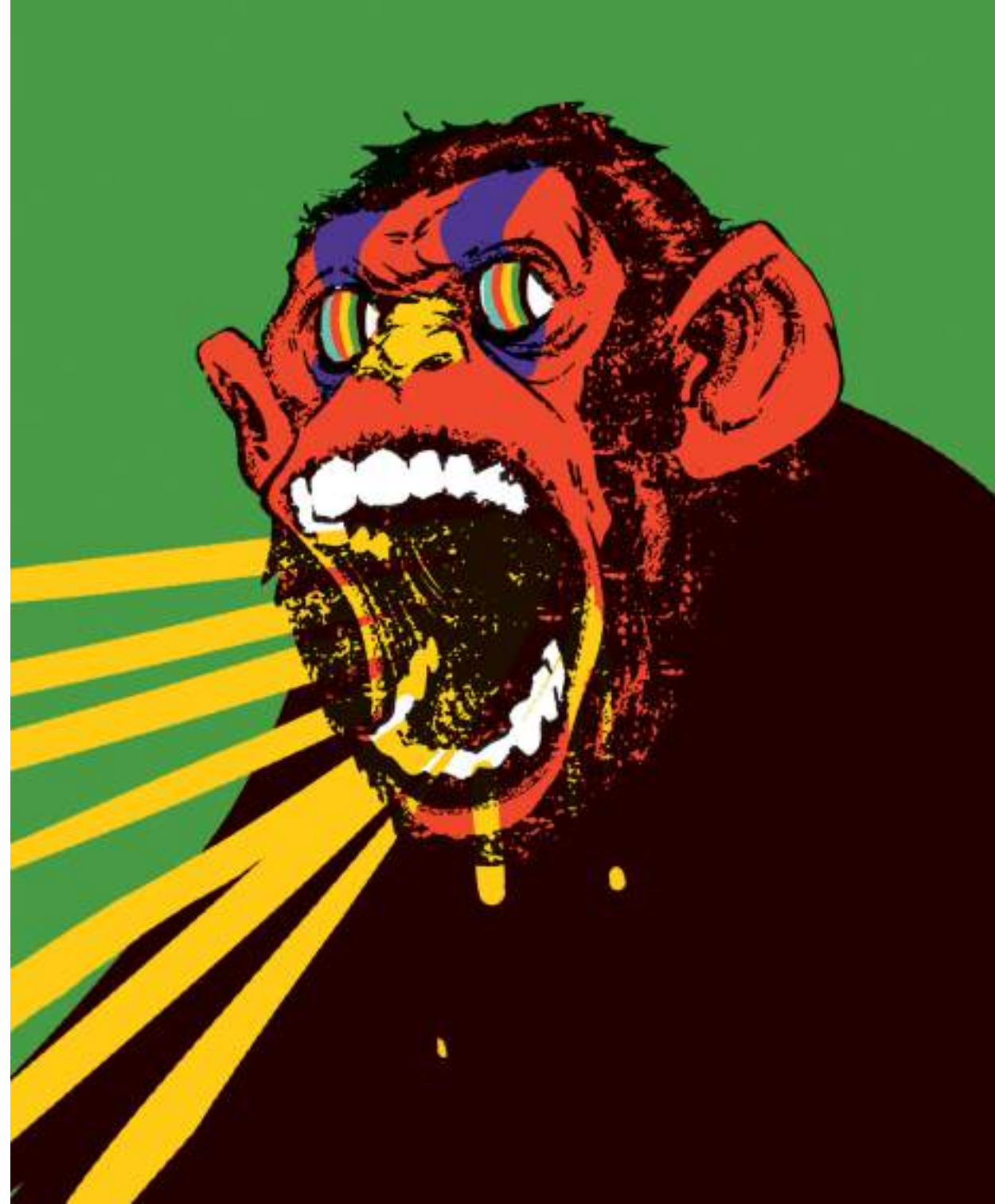




## Publication

The magazines were meant to be subscription based, with each issue youd get a weird item and a clothing piece. each issue would discuss different topics that range from history to biology to mythos to even food. Its an fun read magazine and a very cool item to posses.





## Curious-fish arabic

/2 weeks

Curious Fish is a magazine that has all the weird did-you-know facts. My target audience with this was the youth, For the Arabic version, i used i also made it colorful with a serif typeface to give off an old school publication to contrast the hip colors and idea. i also focused on using funny/pop culture intriguing titles to provoke reading further.

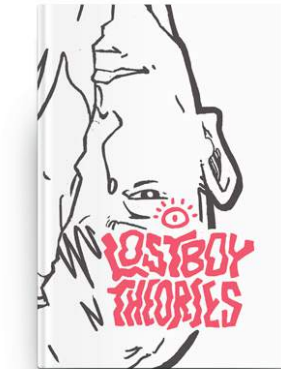
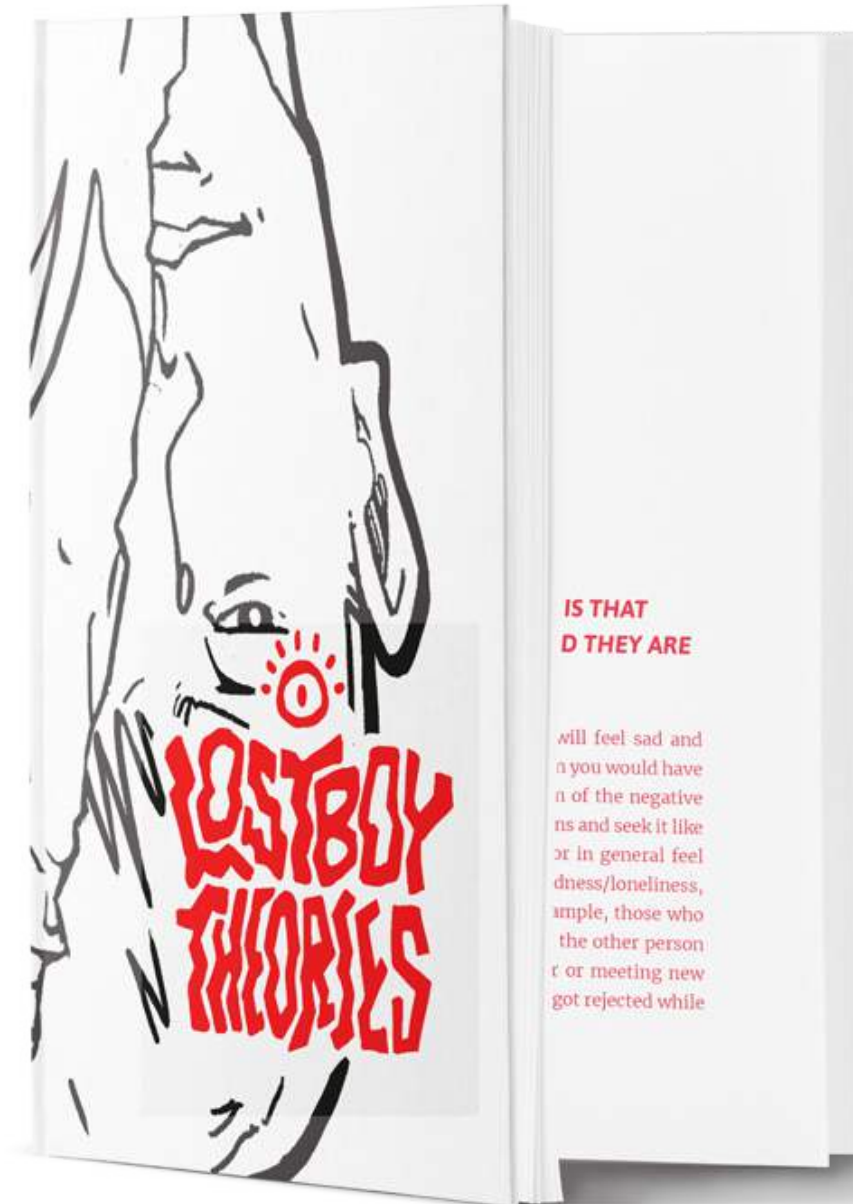




## Publication

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## Unchain your love

/5 weeks

The concept behind this book is, I write a lot of ideas based on a philosophical and psychological point of view and so I wanted to put some of my writings in a book. I chose one topic "chains of love" which is the things that confine the emotion of love in a relationship or in other words the hidden actions that cause a breakup. In order to share my ideologies and observations and perhaps add a different point of view to the reader.









## Mad Hair day

/1 week

In university we had a course that revolved around taking a kids story and translating it into arabic. we had to create new illustrations and new type face. I chose "Mad hair day by Simon Hood". I went for big yet simple illustrations and combined it with only two colors for it to be easy going on the eyes yet still be amusing for little kids. I also made the background white to give it a modern twist to make it appealing to older people as not many childrens books use white as the background.







# ILLUST RATIONS

/ Personal illustrations and sketches.

## Brief

I spend a lot of free time illustrating and sketching, I don't have a certain style yet, so I can adapt to any different style. I find illustration to be a very powerful skill that every designer should possess to a certain degree and so here I'll be showing you some of the sketches that I have done.











THANK YOU,  
COME AGAIN.

