

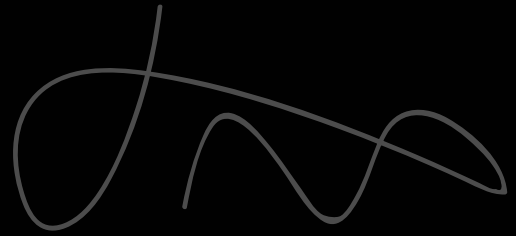
More Than 5 Years
Of Design Experience

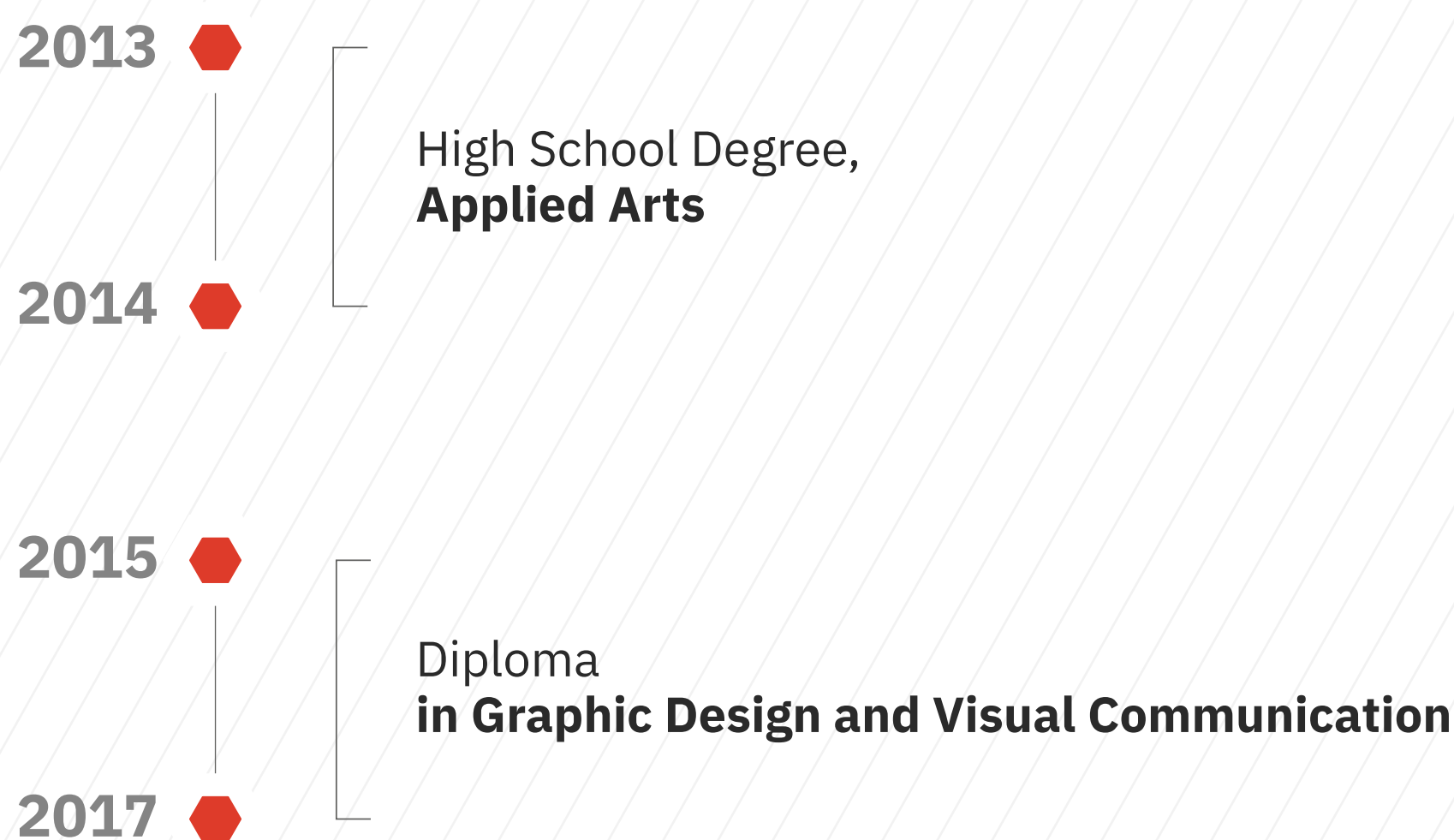
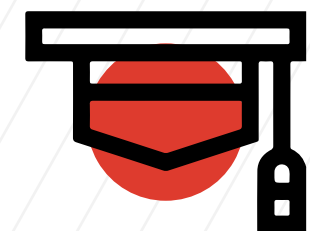
أيوب باشا

I Am A Graphic Designer, I Believe That Everything Begins With An Idea,
And That Creativity Is Endless, I Like Design And Consider It My Passion.

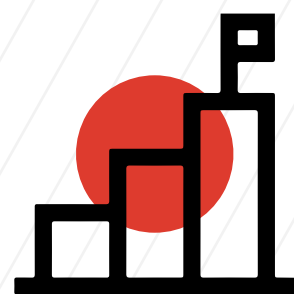
Proficient Programs:

Illustrator,
InDesign,
Photoshop





Diploma in graphic design and visual communication
At "centre mixte de formation professionnel,"
Morocco, agadir.



جبريات العمل

EXPERIENCES

Dar Al Riyadh Group (Freelance Senior Graphic Designer):
October 2024 – Present

- Joined as a senior graphic designer to support brand improvement initiatives.
- Remote, part-time.
- Focused on enhancing internal communication designs and creating impactful external visuals.
- Contributed to elevating the brand's visual identity through strategic design solutions.
- Collaborated closely with teams to ensure cohesive and innovative visual outputs.

Gramotion (Senior Graphic Designer):
September 2023

- I have been in this role since the beginning of 2023.
- Hybrid, part-time.
- Opportunity to gain a deeper understanding of the client's perspective.
- Allowed me to take on more responsibilities with key clients.

Loud Creative (Senior Graphic Designer):
2022–2023

- Hybrid, half-time.
- Provided the opportunity to work on several projects with the agency's main clients.

5L's Communications (Junior Graphic Designer):
May 2021–December 2021

- Worked full-time in a communication marketing agency in Saudi Arabia.
- Learned the structure of large agencies and teamwork under art direction

Alliant Services (Founder):
2017–2022

The most important experiences involved working with new clients, starting from freelancing platforms and culminating in building my brand image, "Alliant Services," which I continue to improve to this day.



Due to the Varied Projects Held, I Have Come to Possess a Wide Range of Skills

I have excellent communication skills and can provide innovative ideas that result in exceptional designs after art direction. I excel under pressure and meet tight deadlines with ease. My attention to detail stems from years of creative experience, combined with a deep understanding of graphic design principles and printing techniques.

I am proficient in Adobe products, including **InDesign, Illustrator, and Photoshop.**

PORTFOLIO

بورسہ فو لئو

سنوان
SENWAN



EVENTS & MORE



Senwan's pieces
are more than just
events—they're art.
Aisha M



سنوان
SENWAN



CELEBRATE THE OPENING



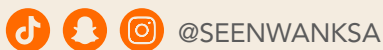
سنوان
SENWAN



EVENTS & MORE



Every detail
is carefully
crafted
Khalid R



سنوان
SENWAN

LOGO COLORS

SECONDARY

Hex : 925a43
RGB : 146 90 67
CMYK : 31% 62% 68% 30%

PRIMARY

Hex : 34352f
RGB : 52 53 47
CMYK : 67% 56% 62% 67%

PRIMARY

Hex : 415147
RGB : 65 81 71
CMYK : 70% 46% 61% 46%

PRIMARY

Hex : 34352f
RGB : 52 53 47
CMYK : 67% 56% 62% 67%

SECONDARY

Hex : fcd197
RGB : 252 209 151
CMYK : 0% 22% 46% 0%

سنوان
SENWAN



EVENTS & MORE



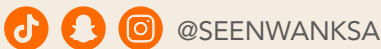
vision



passion

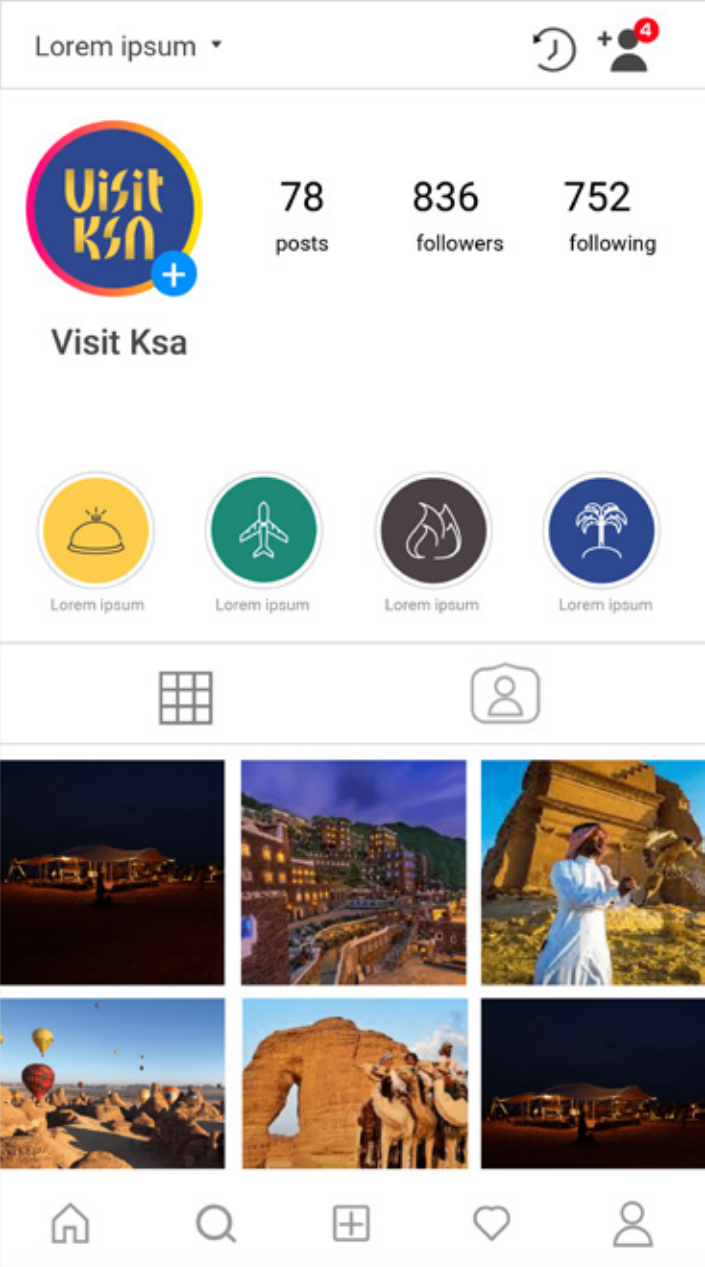
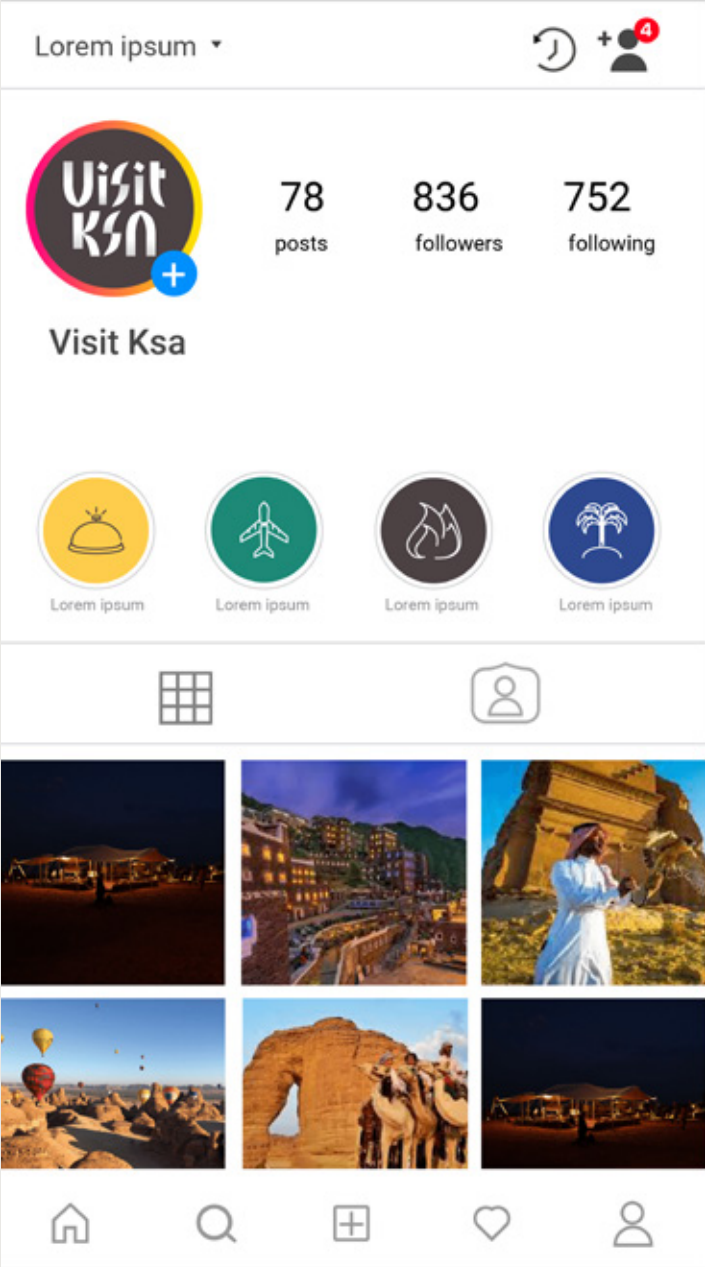
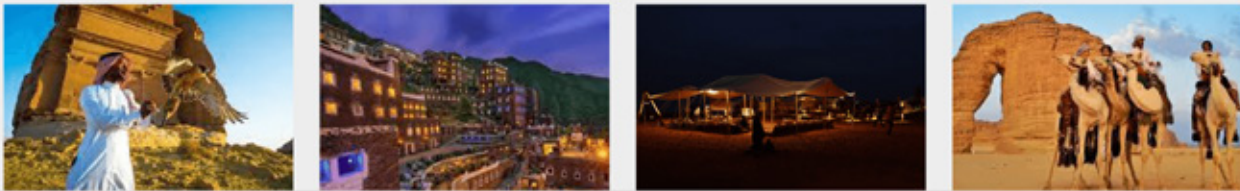


precision





Know Before You Go



Brand guidelines



Visual identity > visit ksa > footer

Brand guidelines



I designed a logotype with arabic and english, it represents saudi culture, the main idea is a palm

I have taken a simple element of the palm tree and used it to create letters in both Arabic and English. This is an interesting way to incorporate elements of Saudi Arabian culture into a design, and it helps to give the design a unique and distinctive character. The use of the palm tree element to create letters in both languages can also help to convey a sense of unity and harmony between the two languages, and it may be an effective way to appeal to a multilingual audience

In Saudi Arabian culture, the palm tree holds significant meaning and symbolism. The palm tree is a common feature in the landscape of Saudi Arabia, and it has long been associated with the country and its people. The palm tree is a symbol of strength and endurance, as it is able to thrive in the harsh desert climate of the region. It is also a symbol of hospitality and generosity, as it is a source of food, shelter, and shade for travelers in the desert. Additionally, the palm tree is a symbol of the past and present of Saudi Arabia, as it has played a significant role in the country's history and culture.

Visual identity > visit ksa > logo idea

Brand guidelines

hex : FECD4C

cmyk c73 m67 y65 k78
rgb r26 g26 b26
hex 1a1a1a

cmyk c0 m0 y0 k0
rgb r255 g255 b255
hex ffffff

hex : 1D8977

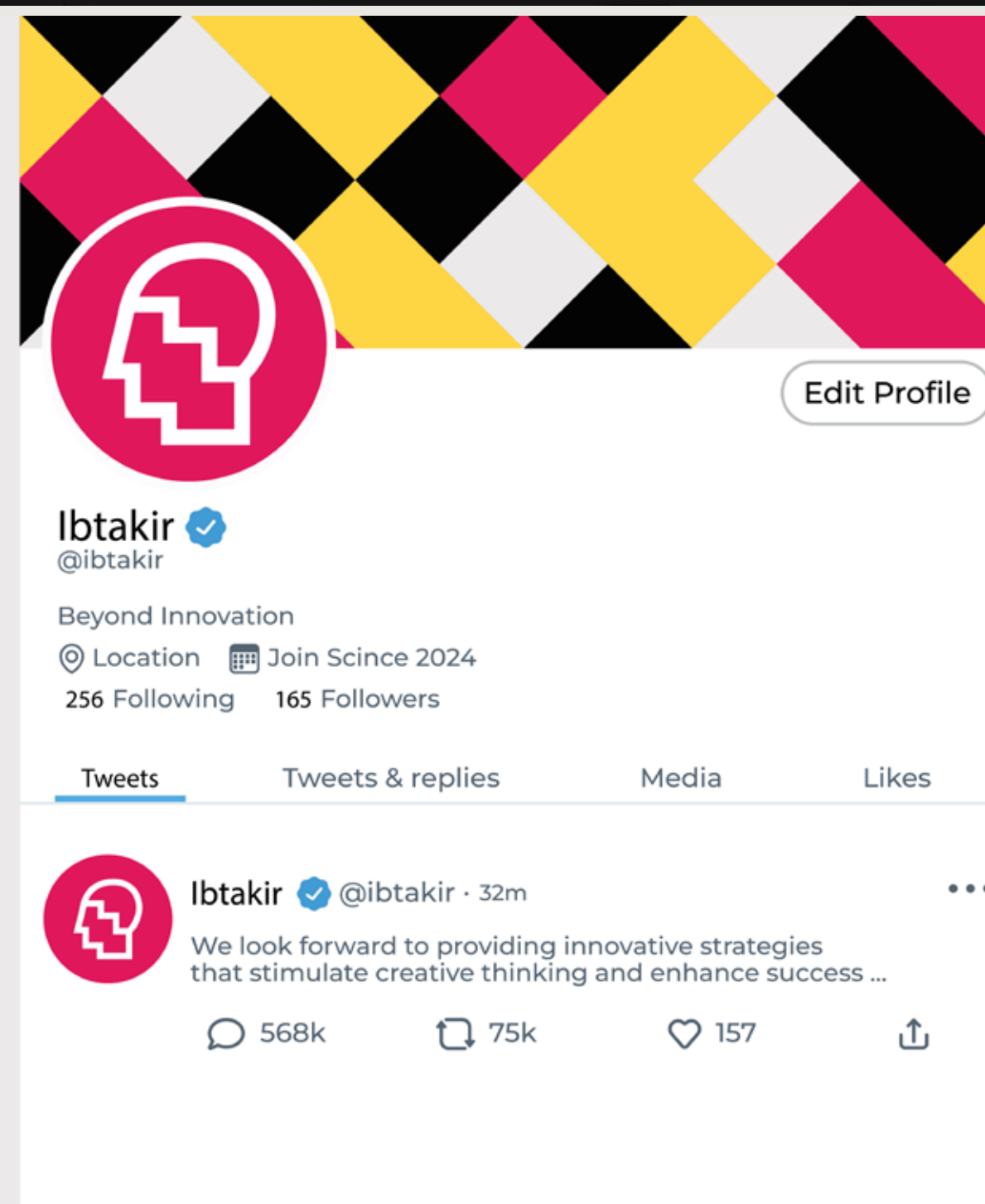
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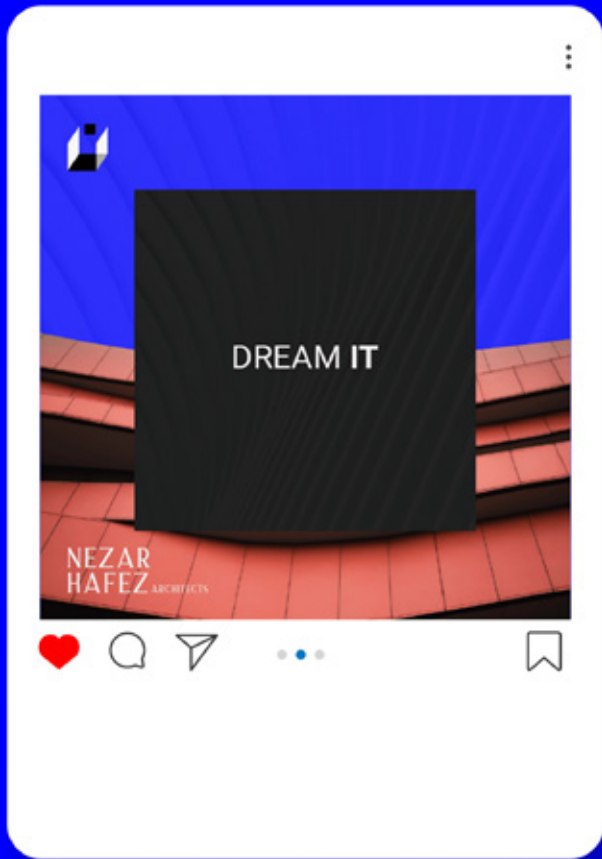
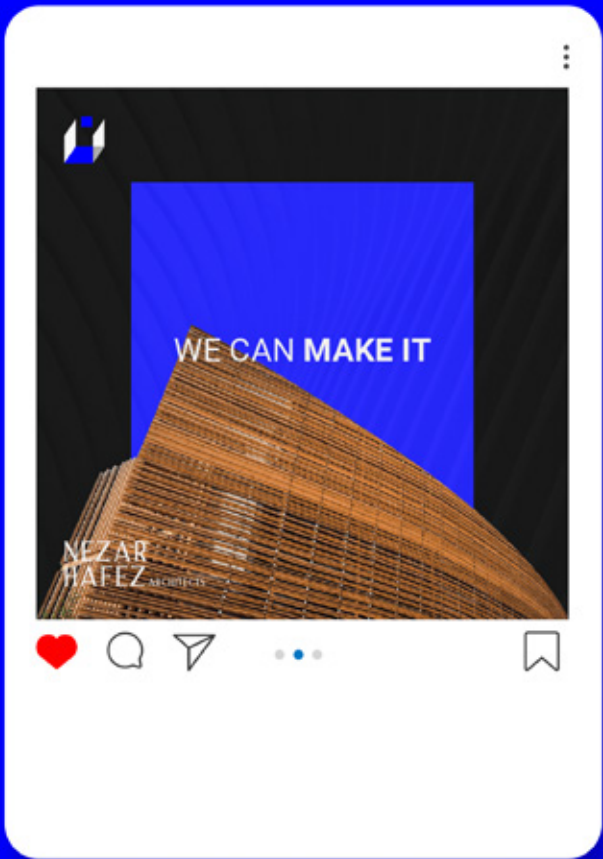
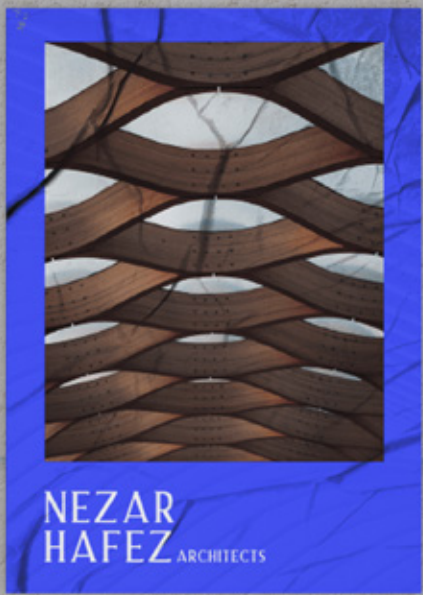
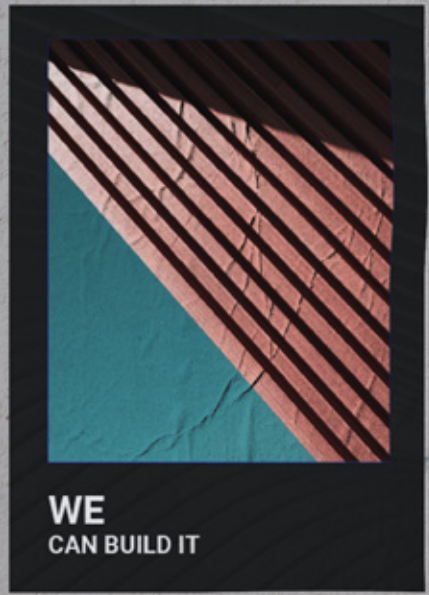
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Visual identity > visit ksa > Colour palette



ابتكر



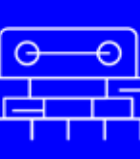
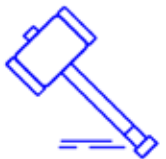


HEX : 0000FE

HEX : F9F9F9

HEX : 000000

HEX : AAAAAA



BITE BURGER

Signature
Burgers



Signature Burgers

Ultimate BBQ Bacon Burger	2.600
Spicy Inferno Burger	2.500
Mushroom Swiss Delight	2.690

 @biteburgerkw



BITE BURGER

BITE BURGER

BITE BURGER

Bite Burger is a vibrant and contemporary burger restaurant, capturing the essence of delicious taste, quality ingredients, and a youthful, engaging dining experience. The brand is built upon the core concept of savoring every bite, emphasizing both the joy of the act of biting into a flavorful burger and the exceptional taste it delivers.

About The Brand

BITE BURGER

 @biteburgerkw

Once
Bitten
Always
Smitten

ZEN

Guidelines ABOUT THE BRAND

The Zenspa massage center is designed to provide a tranquil and specialized experience for its customers. Here's a detailed description:

Ambiance and Atmosphere-Nature-inspired Design-Personalized Approach-Expert Specialists-Accessible Locations

Overall, Zenspa is a sanctuary for individuals seeking a specialized and calming massage experience, expertly crafted to cater to their well-being in a welcoming and accessible environment.

S&A

← @zenspa.sa



987 Post 3,076 Followers 1,584 Following

Message



Zen Spa

Zen For Your Wellness Journey

... more



About Zen



Spa



Package



ZEN
SPA



brand guidelines



The letter "G" serves as the primary element in the logo, representing the initial of the cosmetic company's name "gotcha".

Woman's Hair introduce a feminine and elegant touch that aligns well with the cosmetics industry.

Hair is often associated with beauty, style, and personal care, making it a suitable symbol for a cosmetic company

Gotcha specializes in natural beauty products that harness the power of nature to enhance and nourish skin, hair, and overall well-being, promoting a healthy and sustainable approach to beauty.



Visual identity > gotcha > logo idea

brand guidelines



Visual identity > gotcha > stickers



Thank You



@ayoub_bacha_



@ayoub-bacha



@ayoub_bacha



+212653316167