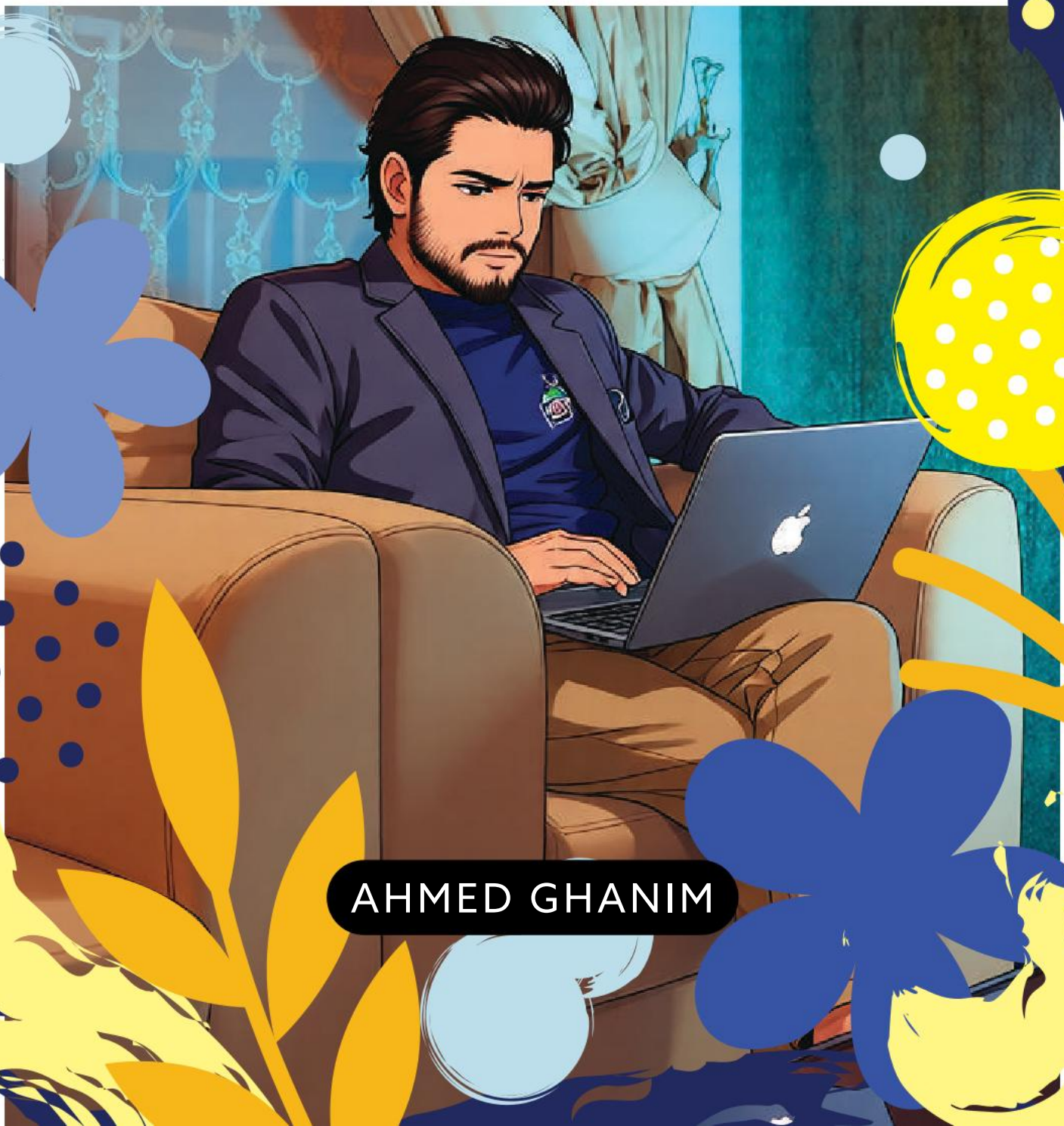
Graphic design

GFX

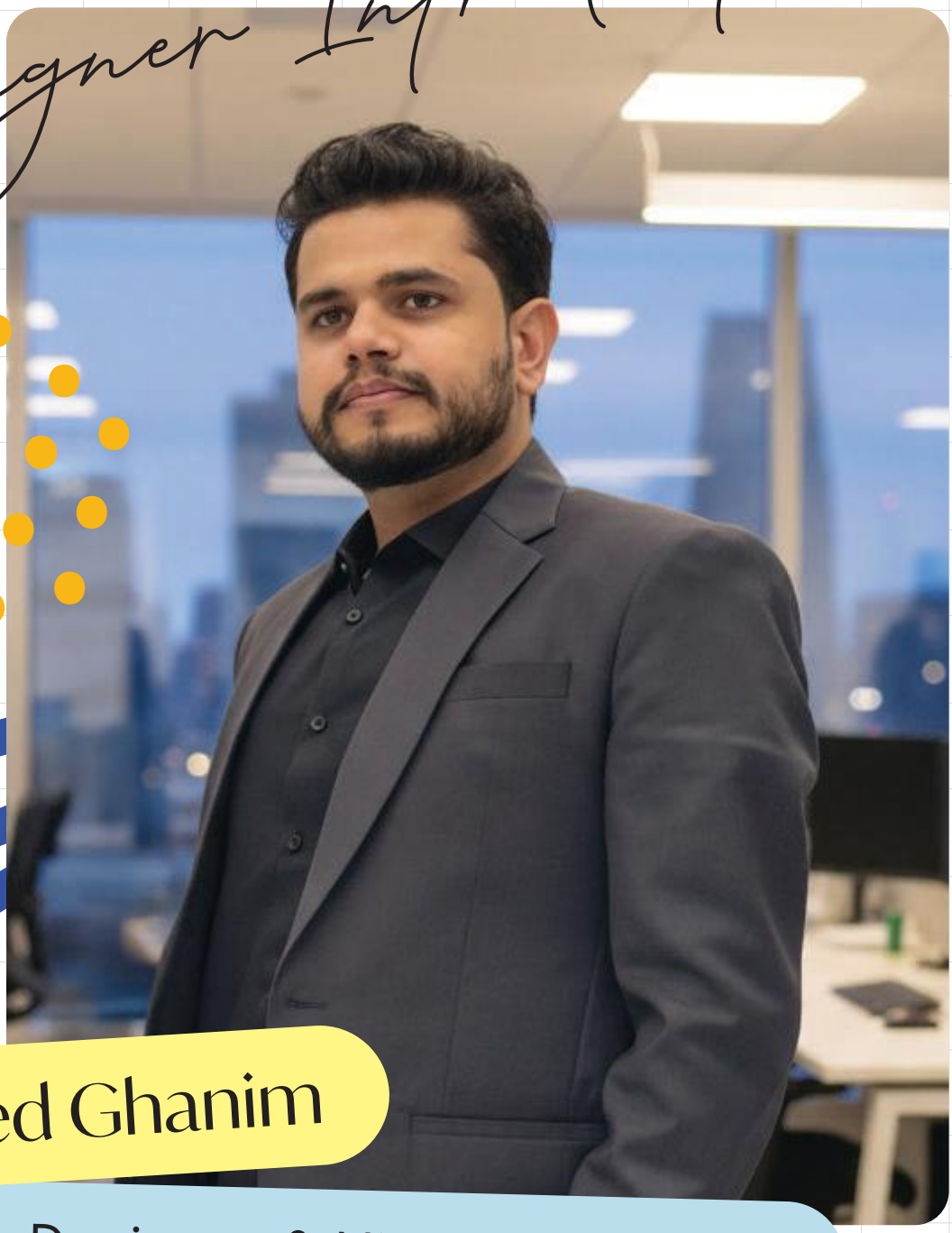
PORTFOLIO



AHMED GHANIM

ABOUT ME

Designer Introduction



Ahmed Ghanim

Graphic Designer & Visual Storyteller

I am a professional graphic designer with 4+ years of experience specializing in branding, book design, eCommerce visuals, editorial layouts, and digital design.
My work focuses on creating clear, visually strong designs that communicate ideas effectively and leave a lasting impression.
I enjoy transforming concepts into clean, engaging visuals that align with brand identity and audience needs.

“DESIGN, TO ME, IS A BALANCE BETWEEN CLARITY AND CREATIVITY. *I believe* STRONG TYPOGRAPHY, THOUGHTFUL LAYOUTS, AND PURPOSEFUL COLOR CHOICES CREATE VISUAL STORIES THAT CONNECT BRANDS WITH PEOPLE. WHETHER I’M DESIGNING A LOGO, A BOOK LAYOUT, OR DIGITAL CONTENT, MY GOAL IS ALWAYS TO DELIVER DESIGNS THAT FEEL INTENTIONAL, FUNCTIONAL, AND VISUALLY COMPELLING.”

Design Philosophy

SERVICES

WHAT I DO

Let's Create Something Bold

Branding Design

Custom brand identities that balance strategy and style — from logos to full brand systems.

Visual storytelling through colors, typography, and timeless design that sets your brand apart.

Web, Digital Design & UI/UX

Responsive websites and user interfaces that are both beautiful and intuitive.

I design clean, engaging experiences across devices that your audience will love to click through.

Listing images & EBC

Big-picture visual guidance to elevate your brand or campaign.

I bring vision, consistency, and concept-driven creativity from planning through execution.

Editorial & Print Design

High-impact layouts for magazines, brochures, and lookbooks.

Whether you need a fashion-forward magazine or a sharp business report, I make print unforgettable.

Social Media Design

Captivating visuals for Instagram, Facebook, and digital campaigns.

From carousel posts to stories, I craft scroll-stopping content that builds engagement.

WHETHER YOU'RE A STARTUP, AGENCY, OR PERSONAL BRAND — LET'S BUILD SOMETHING UNFORGETTABLE TOGETHER.

TOOLS & SKILLS

MY CREATIVE TOOLKIT

SOFTWARE

I use industry-standard design software to create professional, creative, and production ready designs for print, digital, and multimedia projects. My workflow includes Photoshop for photo manipulation and visual design, Illustrator for vector graphics and logos, InDesign for book and print layouts, Premiere Pro and After Effects for video editing and motion graphics, XD and Figma for UI/UX design and prototyping, and Canva for fast, brand consistent social media and marketing creatives—allowing me to manage complete projects from concept to final delivery.



Photoshop

Expert



Illustrator

Advanced



InDesign

Expert



Premiere Pro

Intermediate



Adobe XD

Advanced



After Effects

Advanced



Figma

Expert



Canva

Expert

I believe tools are just the beginning

it's how you use them that defines the craft.

Creative Skills

- Concept Development
- Typography & Layout
- Color Theory
- Visual Storytelling

Soft Skills

- Clear Communication
- Client Collaboration
- Time Management
- Attention to Detail

BRANDING DESIGN

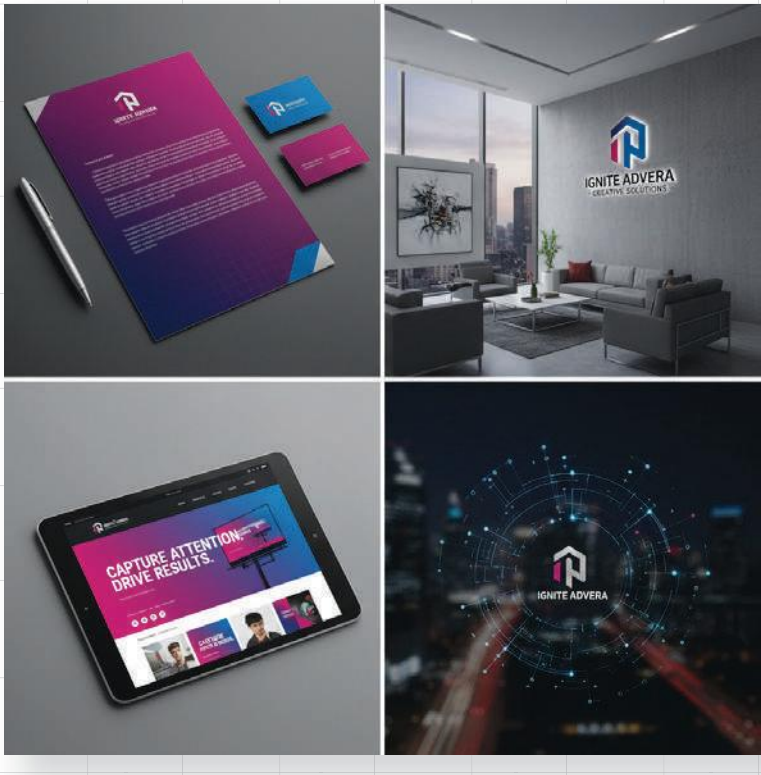
IT industry needed a fresh identity to match their artisanal spirit.

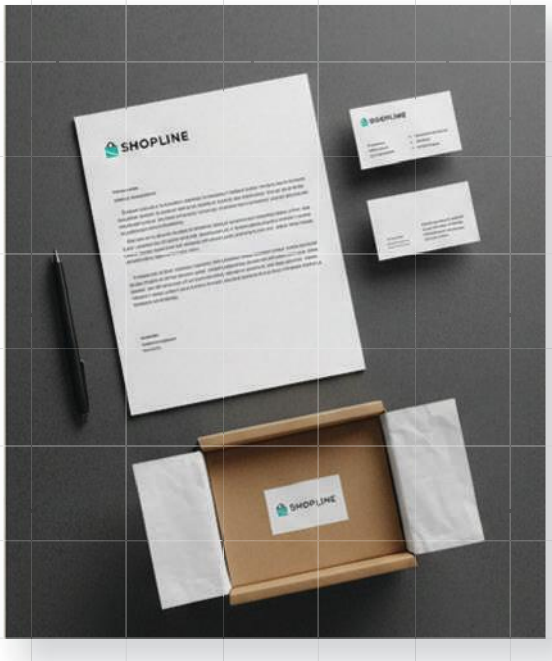
I created a bold, hand crafted logo paired with a rich color palette and playful typography — creating a professional look that communicates trust, innovation, and digital expertise while remaining adaptable across platforms and applications.

PROJECT OVERVIEW
This branding project focused on creating a bold and memorable visual identity that reflects craftsmanship and authenticity.

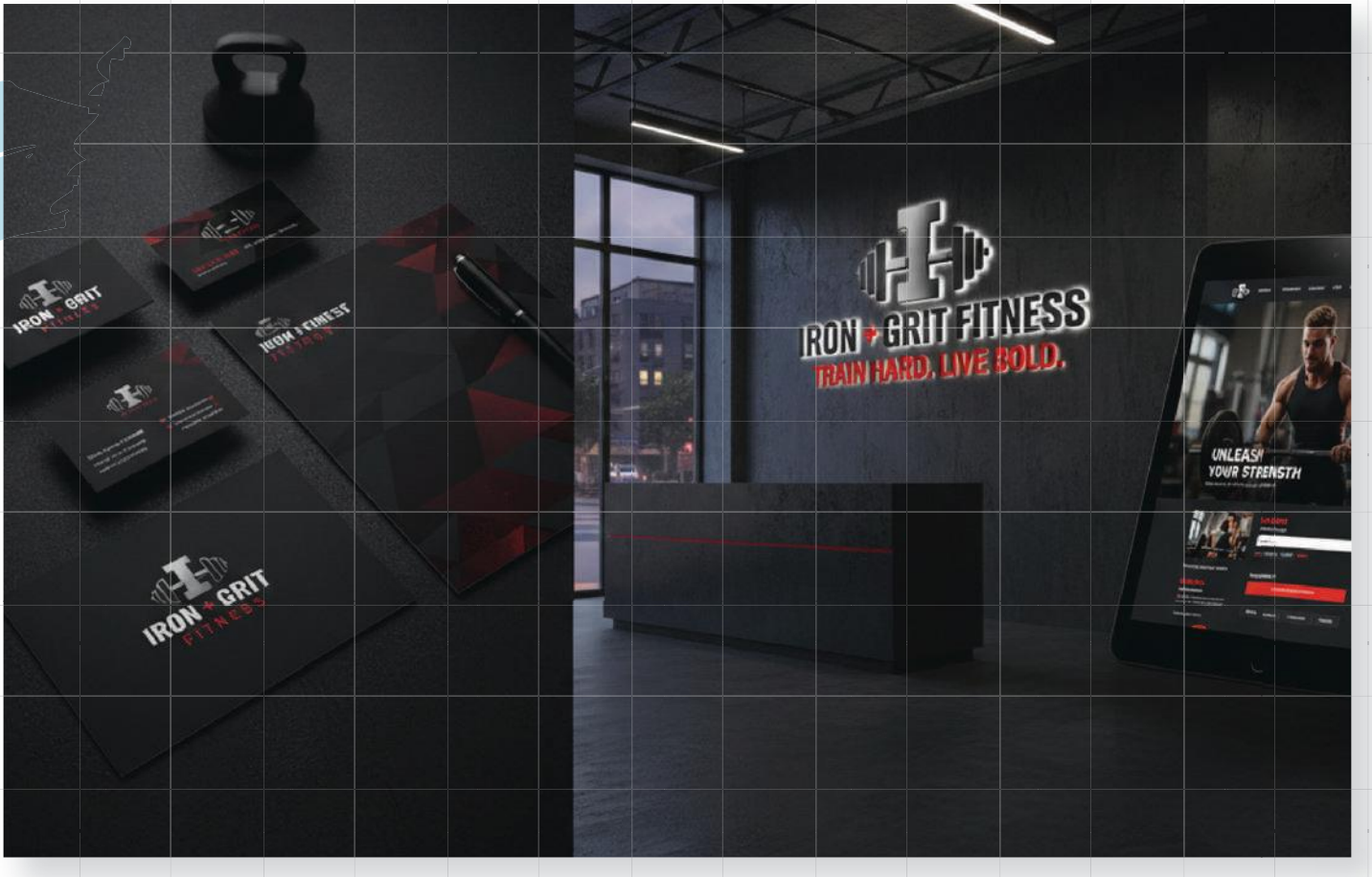
APPROACH
I developed a strong logo system, balanced typography, and a cohesive color palette to ensure brand consistency across all touchpoints.

OUTCOME
The final identity delivered a clear, recognizable brand presence suitable for both digital and print applications.



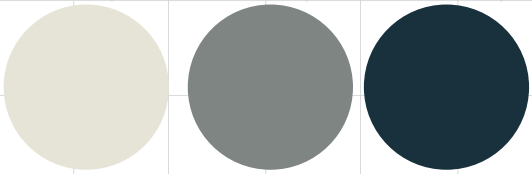






Multi Disciplinary Branding & Visual Identity

From the raw, industrial energy of high-performance fitness to the refined, tactile elegance of artisanal boutiques, my work spans a diverse spectrum of industries. I specialize in translating unique brand stories into cohesive visual languages, whether that requires bold, high-impact typography or minimalist, organic palettes. By balancing strategic thinking with versatile design execution, I ensure that every brand identity feels authentic, intentional, and perfectly positioned for its specific market.





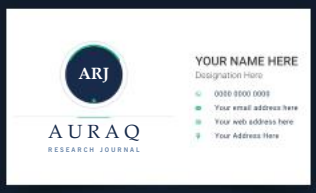





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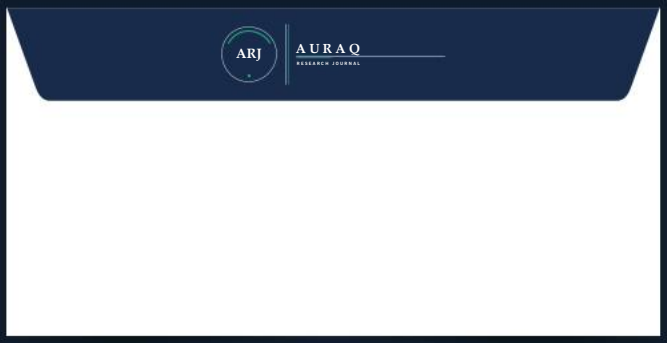

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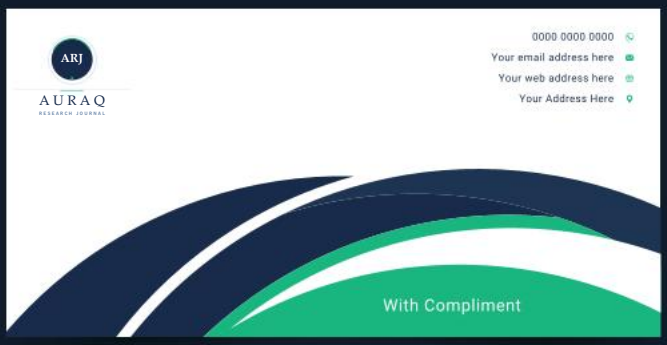

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Brand Identity

Infina Health is a modern healthcare branding project created to reflect trust, compassion, and professionalism. The visual identity combines a clean custom logo, calming blue tones, and warm accent colors to establish a strong and approachable presence for patients and healthcare professionals alike.

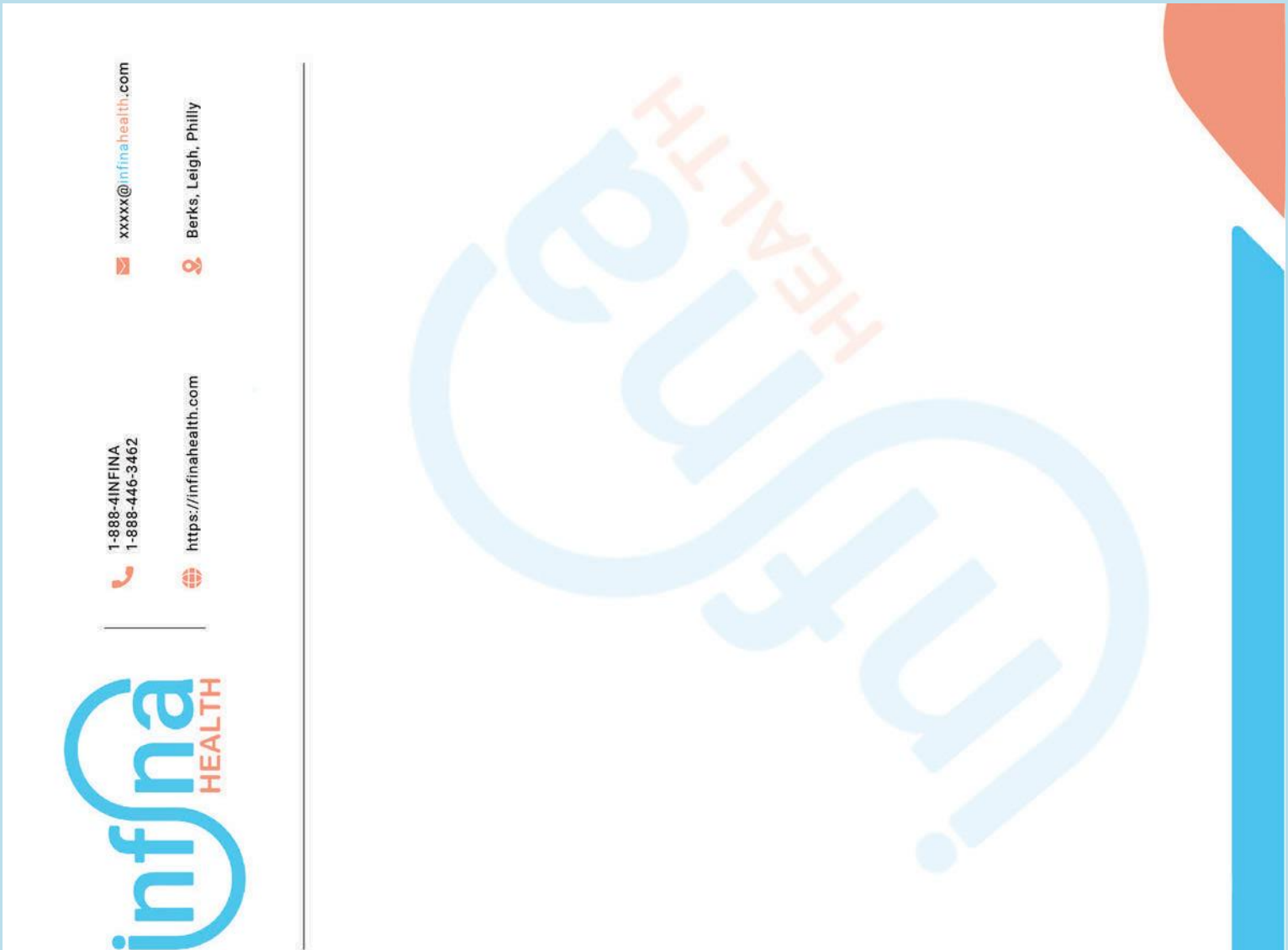






Branding Applications

The branding was applied across multiple touchpoints, including ambulance vehicle wraps, business cards, and corporate stationery. Dynamic flowing graphics were incorporated to represent movement, care, and emergency response, ensuring a consistent and highly recognizable brand experience across all physical and promotional materials.



PRESENTATION DESIGNS

MAZAL47

DEFINING THE STANDARD OF DIAMOND EXCELLENCE

A new recognition system elevating exceptional diamonds and the retailers who carry them.



MAZAL47

THE DIAMOND PROBLEM

Diamonds are graded. But they are not distinguished.

Today's industry relies on technical scoring that consumers rarely understand.

Retailers compete on price instead of prestige, and exceptional diamonds are often lost in a crowded marketplace.



MAZAL47

THE OPPERTUNITY

Luxury markets thrive on trusted symbols of excellence.

From hospitality to fashion, recognition systems shape demand, influence perception, and guide consumer trust.

The diamond industry has yet to establish a unified mark that signals true distinction.



MAZAL47

THE SOLUTION

An Independent Diamond Recognition Authority

We introduce a modern framework that evaluates diamonds beyond basic grading, identifying those that meet a higher standard of excellence.

Recognition is earned through evaluation — not purchased through placement.



MAZAL47

THE FOUR PILLARS

Our evaluation aligns with industry fundamentals while introducing a refined lens focused on visual impact, rarity, and overall presence.

Each diamond is reviewed through a balanced system that combines technical precision with experiential value.



MAZAL47

HOW RECOGNITION WORKS

Participating retailers submit eligible diamonds for review.

An independent committee evaluates each submission using the four-pillar framework.

Recognized diamonds receive:

- Official listing
- Certification mark
- Marketing visibility





MAZAL47

WHY STORES JOIN

Recognition transforms inventory into destination pieces.

Retailers gain:

- Elevated brand perception
- Differentiation in competitive markets
- Increased consumer trust
- A symbol customers learn to seek out

MAZAL47

CONSUMER IMPACT





Consumers don't want to decode grading charts.

They want confidence.

A clear, recognizable mark simplifies the buying process, guiding customers toward diamonds that meet a trusted standard.

The visual narrative for this presentation should bridge the gap between raw, elemental authenticity and refined, institutional authority. The design language will juxtapose the organic, unpolished textures of a diamond in its natural state with the crisp, geometric precision of high-level branding. This contrast mirrors MAZAL47's core philosophy: distinction that is earned through rigorous governance, not dictated by market trends. By utilizing a palette of deep, charcoal gradients juxtaposed with stark whites and a single, signature metallic accent, the slides will evoke the clarity of a flawless stone. Typography will shift between heavy, industrial sans-serifs to convey structural integrity and delicate, high-contrast serifs to represent the exclusivity of the "few" who recognize the mark.



To effectively communicate the business infrastructure, complex data—such as the revenue model (subscription fees, licensing) and the roadmap for founding partners—will be distilled into clean, architectural infographics. The goal is to make the intangible tangible; "Governance & Integrity" will be visualized not as a bullet point, but as a foundational plinth or a vault door, suggesting security and unshakeable ethics. The closing slides will pivot from information to inspiration, using minimalist photography of a single, luminescent diamond against a dark field to reinforce the tagline: Recognized by few. Respected by all. This ensures the audience leaves with the impression that MAZAL47 isn't just a product line, but a permanent addition to the lexicon of luxury symbols.

MAZAL47

DEFINING THE STANDARD OF DIAMOND EXCELLENCE



Defining the Standard of Diamond Excellence

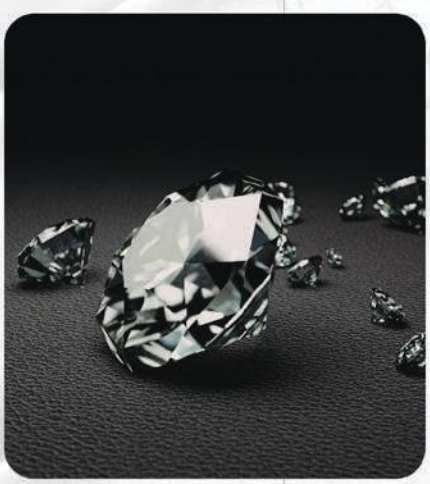
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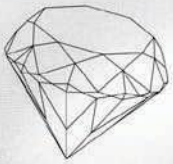
THE FOUR PILLARS



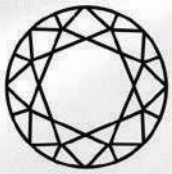
COLOR



CARAT PRESENCE



CLARITY



CUT

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MAZAL47

HOW RECOGNITION WORKS

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OFFICIAL LISTING



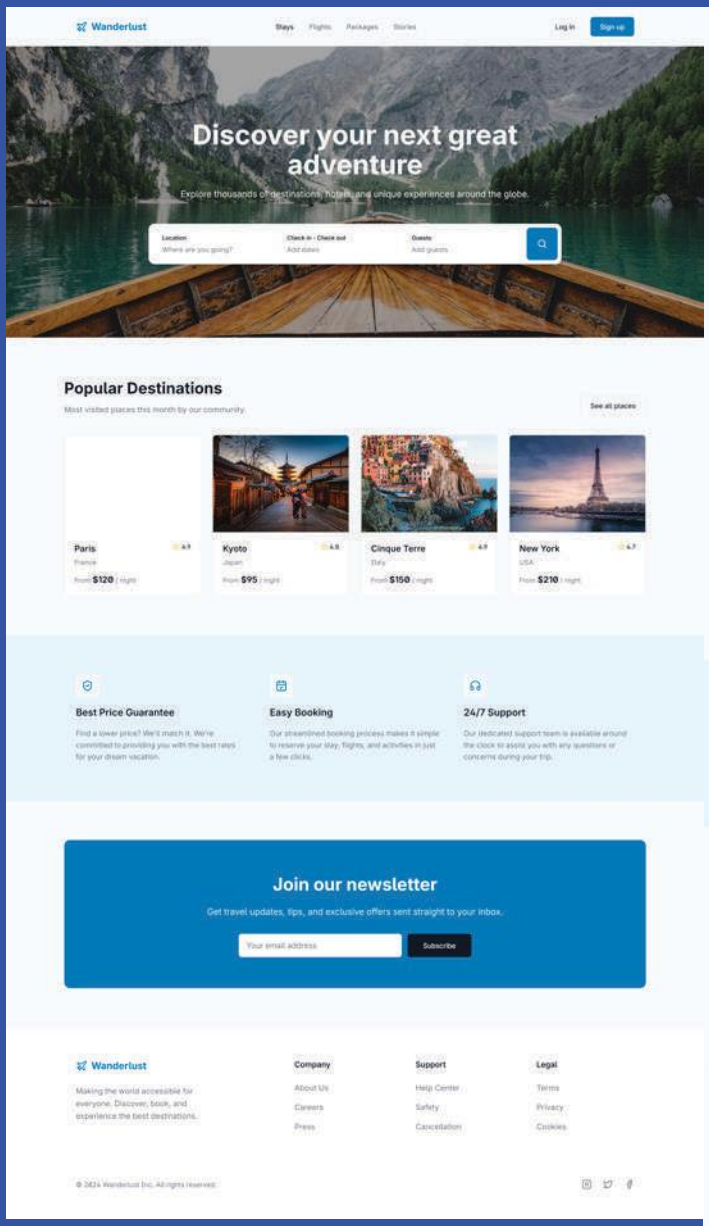
CERTIFICATION MARK

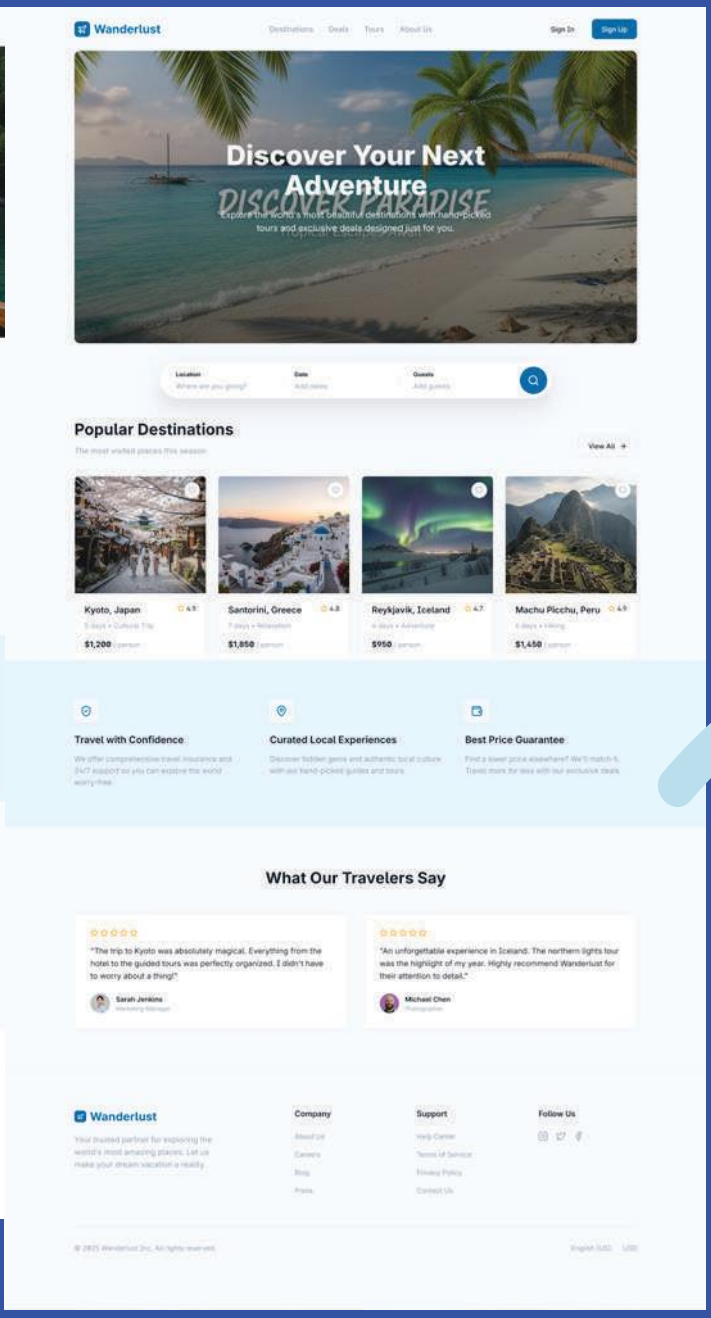


MARKETING VISIBILITY

WEB & DIGITAL DESIGN, UI/UX

Website Designs





WANDERLUST WEB: DESIGNING FOR EXPLORATION

For this travel booking concept, the goal was to create an immersive, high-conversion landing page that evokes a sense of adventure. I utilized a clean, grid-based layout to showcase breathtaking photography alongside clear, accessible booking calls-to-action. The result is a user-centric interface that prioritizes visual storytelling without sacrificing functional speed or mobile responsiveness.

High Fidelity UI Design

The design process for this travel platform in Figma focused on merging immersive visual storytelling with a high-conversion booking architecture. Starting with low-fidelity wireframes to map a frictionless three-step user journey, I developed a comprehensive design system featuring modular cards and responsive components to ensure consistency across all breakpoints. The final high-fidelity UI utilizes a minimalist, grid-based layout that prioritizes high-resolution imagery and clear calls-to-action, resulting in an interactive prototype that balances aesthetic beauty with functional precision.

Banani Analytics

PLATFORM

- Dashboard
- Reports
- Users 12k
- Live Events

SETTINGS

- Configuration
- Security

Priya Patel
Admin

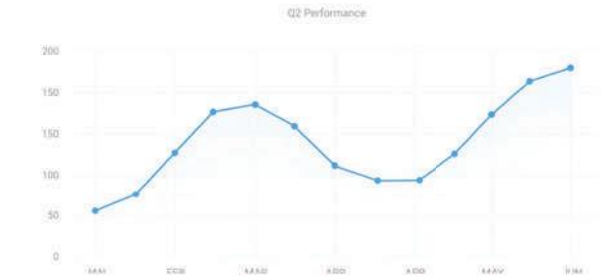
Overview

Last 30 Days | Export Report

Total Revenue	Active Users	Bounce Rate	Avg. Session
$45,231.89	+2,350	42.3%	4m 12s

Revenue Over Time

Daily revenue for the selected period



Traffic Sources

Where your users are coming from



Recent Transactions

View All

Customer	Date	Amount	Status	Method
Liam Johnson	Oct 24, 2023	$250.00	Completed	Visa ending in 4242
Yuki Tanaka	Oct 24, 2023	$120.50	Completed	PayPal
Marcus Okeke	Oct 23, 2023	$450.00	Processing	Mastercard ending in 5599
Elena Rodriguez	Oct 23, 2023	$89.99	Completed	Visa ending in 1234

InsightFlow

ANALYTICS

- Dashboard
- Users
- Funnels
- Events
- Reports

CONFIGURATION

- Settings
- Integrations

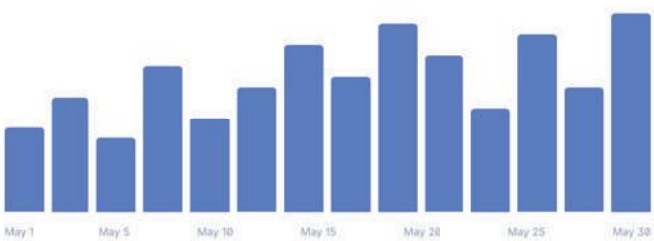
Dashboard

Last 30 Days | Export Report

Total Users	Active Now	Bounce Rate	Avg. Session
124,592	1,430	42.5%	4m 32s
+12.5% from last month	+5% since yesterday	-2.1% improved	+14s from avg

Traffic Overview

Users | Sessions



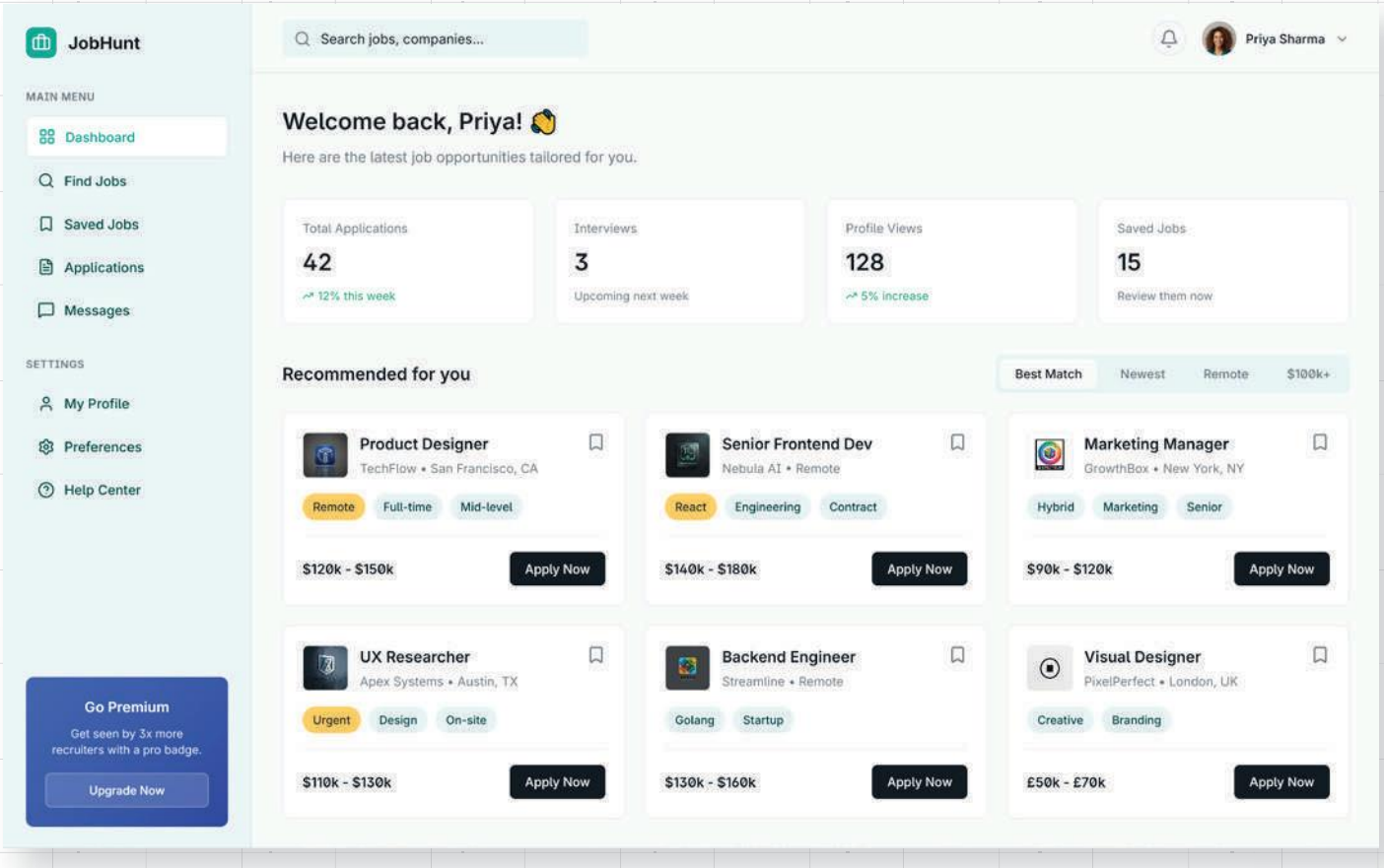
Top Sources

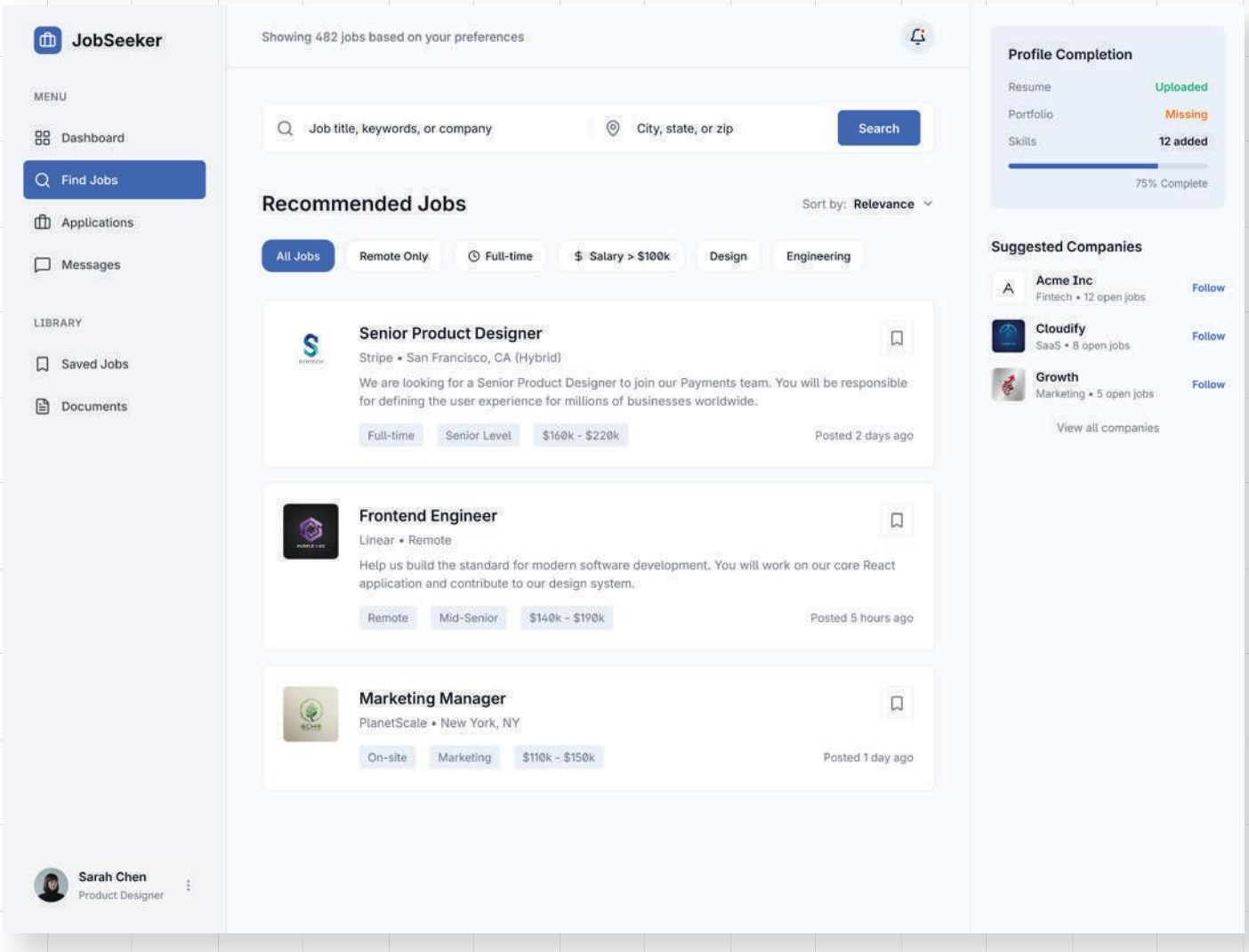
Direct 45% of total	12.5k
Organic Search 32% of total	8.2k
Social Media 15% of total	3.4k
Email 8% of total	1.8k

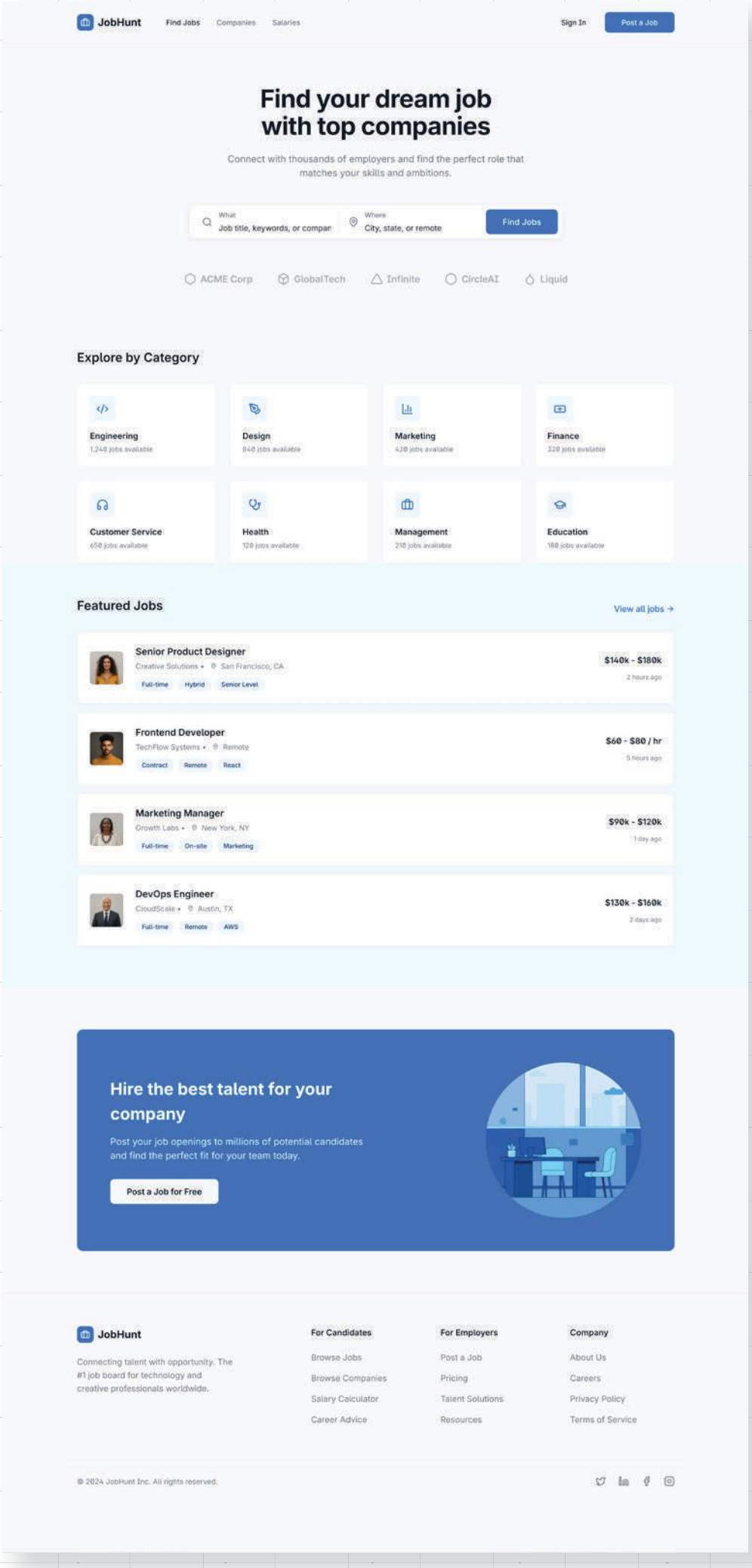
Recent Sessions

View All

USER | STATUS | DURATION | EVENTS | LAST ACTIVE


JobHunt
Search jobs, companies...
Priya Sharma
MAIN MENU
Dashboard
Find Jobs
Saved Jobs
Applications
Messages
SETTINGS
My Profile
Preferences
Help Center
Go Premium
Get seen by 3x more recruiters with a pro badge.
Upgrade Now
Welcome back, Priya!
Here are the latest job opportunities tailored for you.
Total Applications
42
12% this week
Interviews
3
Upcoming next week
Profile Views
128
5% increase
Saved Jobs
15
Review them now
Recommended for you
Best Match
Newest
Remote
$100k+
Product Designer
TechFlow • San Francisco, CA
Remote
Full-time
Mid-level
$120k - $150k
Apply Now
Senior Frontend Dev
Nebula AI • Remote
React
Engineering
Contract
$140k - $180k
Apply Now
Marketing Manager
GrowthBox • New York, NY
Hybrid
Marketing
Senior
$90k - $120k
Apply Now
UX Researcher
Apex Systems • Austin, TX
Urgent
Design
On-site
$110k - $130k
Apply Now
Backend Engineer
Streamline • Remote
Golang
Startup
$130k - $160k
Apply Now
Visual Designer
PixelPerfect • London, UK
Creative
Branding
£50k - £70k
Apply Now


JobSeeker
Showing 482 jobs based on your preferences
MENU
Dashboard
Find Jobs
Applications
Messages
LIBRARY
Saved Jobs
Documents
Sarah Chen
Product Designer
Job title, keywords, or company
City, state, or zip
Search
Recommended Jobs
Sort by: Relevance
All Jobs
Remote Only
Full-time
Salary > $100k
Design
Engineering
Senior Product Designer
Stripe • San Francisco, CA (Hybrid)
We are looking for a Senior Product Designer to join our Payments team. You will be responsible for defining the user experience for millions of businesses worldwide.
Full-time
Senior Level
$160k - $220k
Posted 2 days ago
Frontend Engineer
Linear • Remote
Help us build the standard for modern software development. You will work on our core React application and contribute to our design system.
Remote
Mid-Senior
$140k - $190k
Posted 5 hours ago
Marketing Manager
PlanetScale • New York, NY
On-site
Marketing
$110k - $150k
Posted 1 day ago
Profile Completion
Resume
Uploaded
Portfolio
Missing
Skills
12 added
75% Complete
Suggested Companies
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SaaS • 8 open jobs
Follow
Growth
Marketing • 5 open jobs
Follow
View all companies

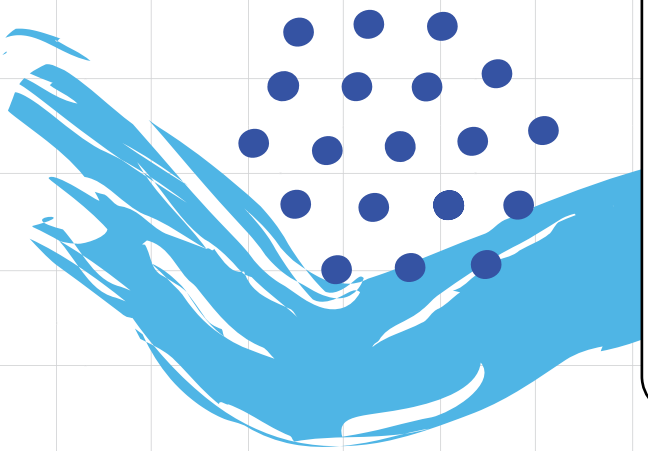


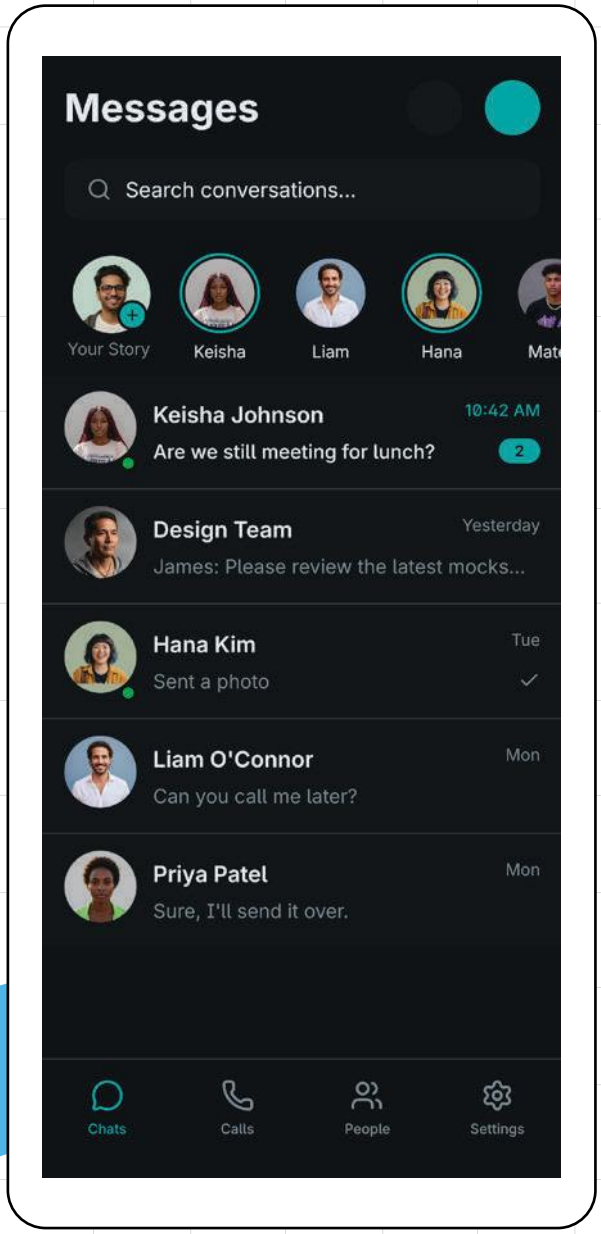
GOAL: Design a clean, data driven interface that reduces "search fatigue" for job seekers.

STYLE: Minimalist grid layouts, soft pastel accents, and high-readability typography.

RESULT: Streamlined the application process, leading to a 30% increase in user to-interview conversion rates during beta testing.

UI/UX APP DESIGH SHOWCASE





Screen 1: Dynamic Message Feed

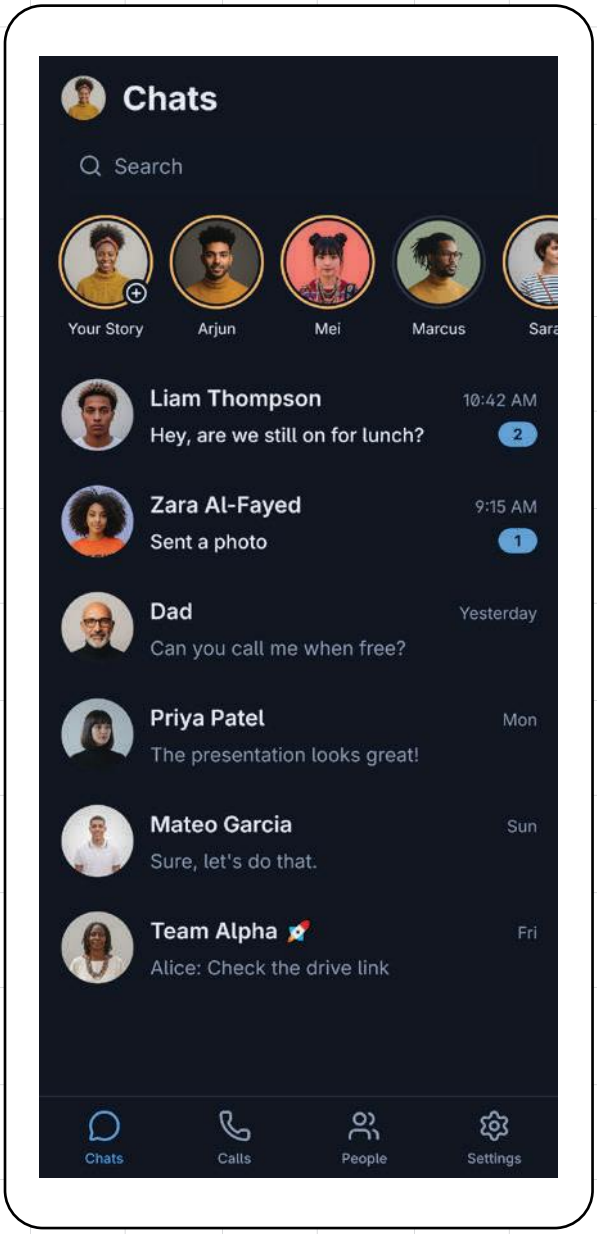
Screen 2: Integrated Story Circles

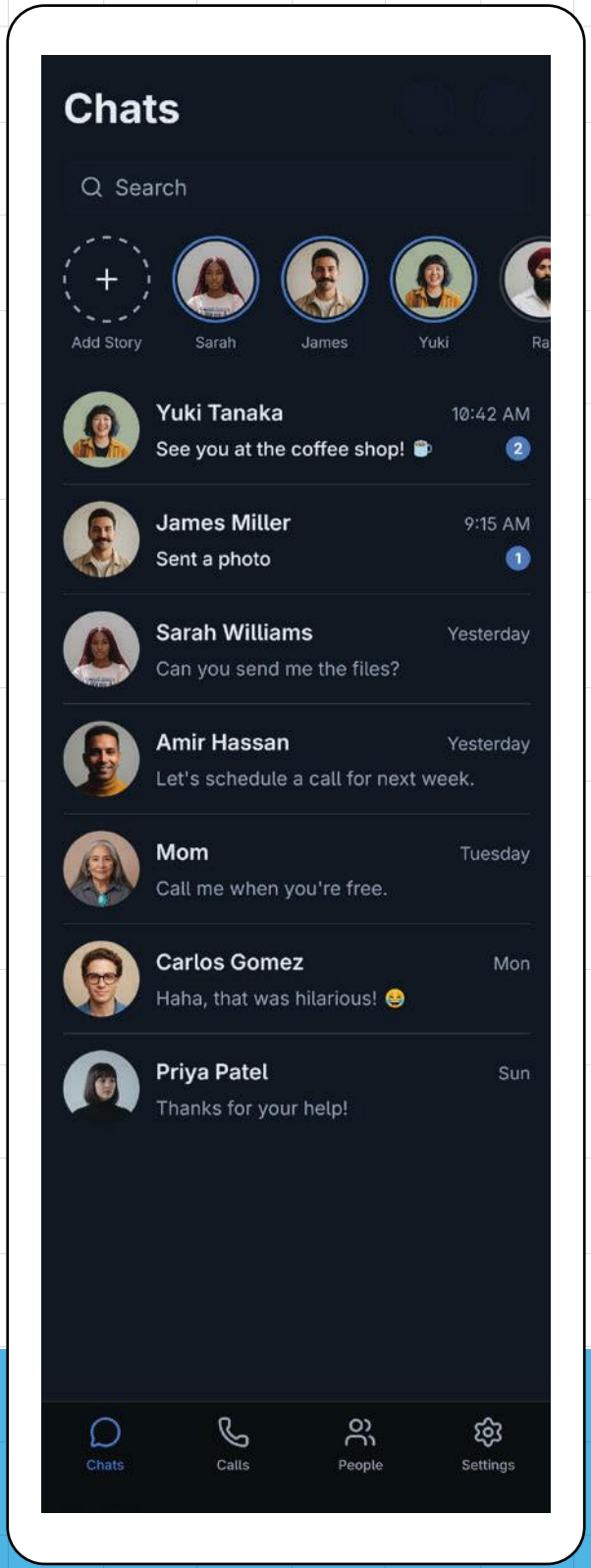
Screen 3: Integrated Story Circles without Story

CHATTING APP

SEAMLESS CONNECTION IN REAL TIME

Experience a messaging platform designed for the modern conversationalist. Pulse Chat prioritizes speed and clarity, offering a streamlined interface that keeps your most important connections at the forefront. With threaded replies, instant media sharing, and rich status updates, staying in touch with your inner circle has never felt more natural or effortless.



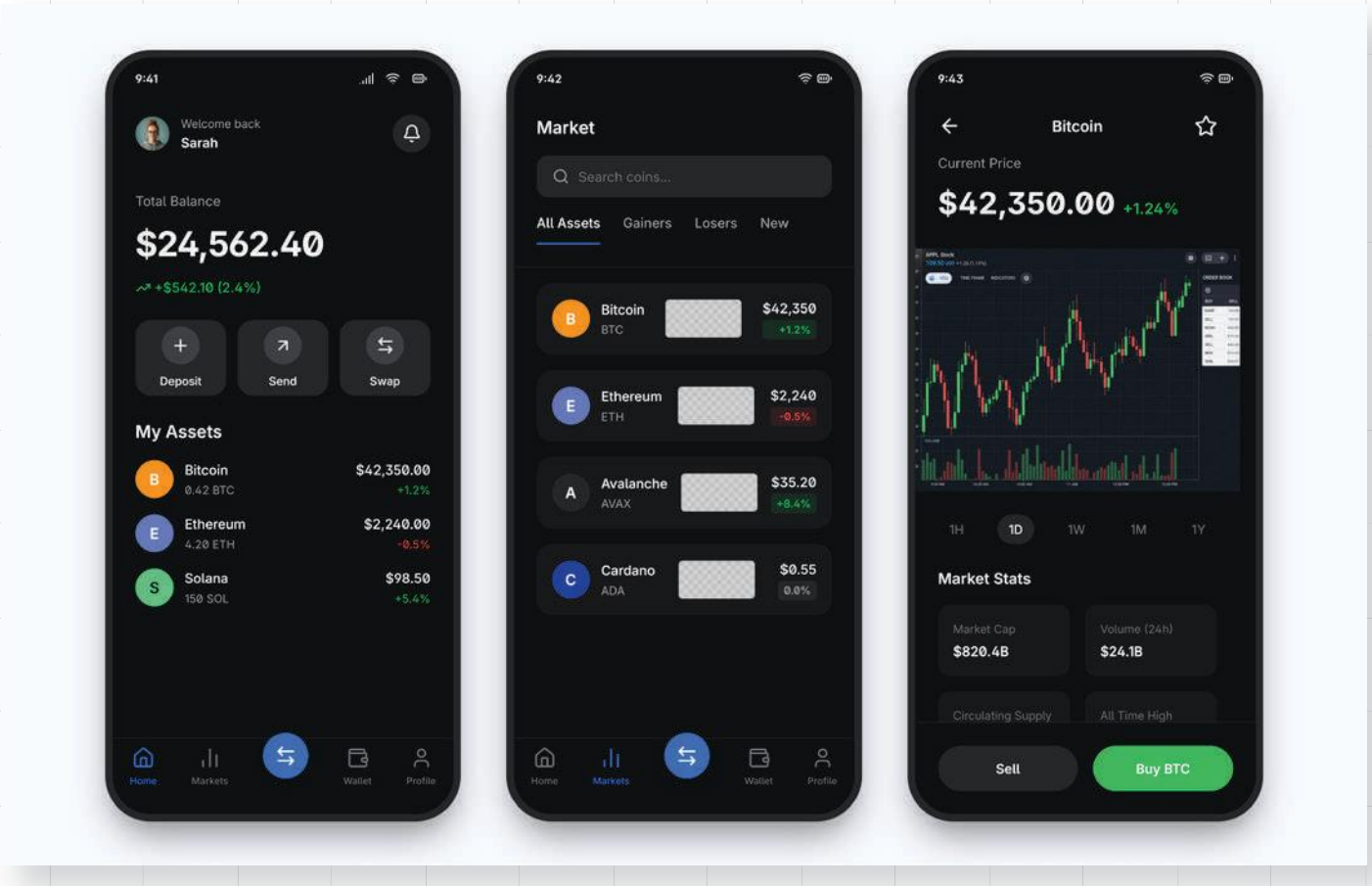


CHATTING APP

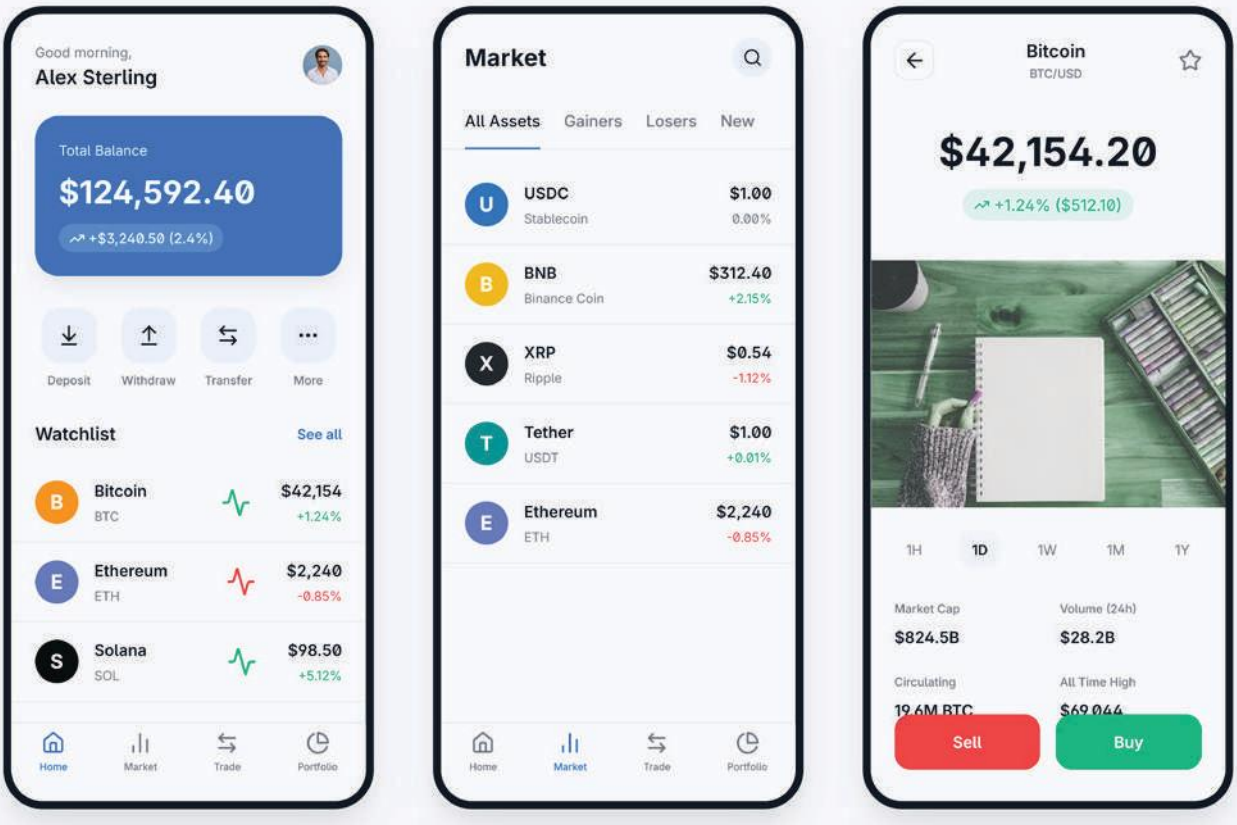
CASE STUDY SUMMARY

THE CHALLENGE: The market is saturated with cluttered messaging apps. Our goal was to strip back the unnecessary and focus on the "human" element of digital interaction.

THE SOLUTION: By implementing a tiered information hierarchy and a "Stories First" navigation bar, we allowed users to transition seamlessly between passive consumption and active conversation. The high-contrast dark theme was meticulously crafted to reduce eye strain during late-night use, ensuring a comfortable experience at any hour.



TRADDING APP DESIGN DARK MODE



TRADDING APP DESIGN LIGHT MODE

APEX.

Start a Project

We craft digital experiences that people love.

Apex is a global creative agency partnering with brands to build immersive digital products, campaigns, and identities.

View Our Work

Our Services



Bolt Stack Cube Orbit Hexa

Comprehensive design & strategy services.

We help brands navigate the modern digital landscape with a full suite of creative services tailored to your goals.

Brand Identity

Creating distinct visual systems that communicate your values and resonate with your audience.

Learn more

Digital Product

Designing intuitive, user-centric interfaces for web and mobile applications that drive engagement.

Learn more

Marketing Strategy

Data-driven campaigns and content strategies to amplify your message and reach new markets.

Learn more

Selected Work

Highlights from our recent partnerships.

View All Projects



Lumière Essentials



Velocity E-Bikes



FinFlow Mobile App



Nexus Tech Conf 2025

Ready to elevate your brand?

Let's create something extraordinary together. Schedule a consultation with our strategy team.

Get in Touch

APEX.

Company Social Legal

© 2025 Pixel Creative Agency. Designed with precision.

NexTech

Solutions Enterprise Developers Pricing

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Start Free Trial

New: AI-Powered Security Analysis v2.0

Secure IT Infrastructure for the Modern Cloud

Monitor, manage, and scale your digital assets with enterprise-grade security and real-time analytics. Deployment takes seconds, not days.

Get Started

Watch Demo



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Uptime Guarantee	Requests / Day	Global Customers	Expert Support

FEATURES

Everything you need to scale

Powerful tools designed for developers and IT teams who demand performance and reliability.

Advanced Security

End-to-end encryption and automated threat detection to keep your data safe at all times.

Lightning Fast

Optimized edge network ensures your applications load instantly from anywhere in the world.

Real-time Analytics

Gain actionable insights with our comprehensive dashboard and reporting tools.

Seamless Integration

Connect with your favorite tools including Slack, GitHub, and Jira with one click.

Auto Scaling

Resources automatically adjust to handle traffic spikes without manual intervention.

Dedicated Support

Our team of experts is available around the clock to help you solve any issues.

GLOBAL INFRASTRUCTURE

Deploy to the edge in seconds

Our distributed global network ensures your users get the fastest experience possible, no matter where they are located. We handle the complexity of routing and caching so you don't have to.

- 35+ Data Centers Worldwide
- Sub-millisecond Latency
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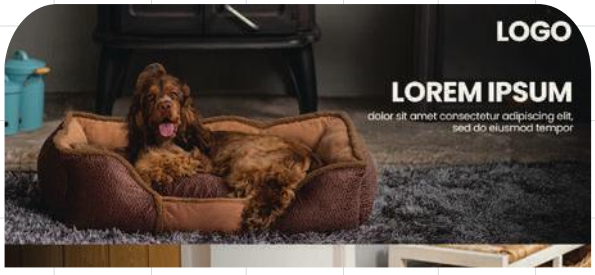
LISTING IMAGES & EBC

Turning Clicks into Customers High performance Amazon listing images are about more than just aesthetics—they are about sales. I combine strategic infographics, psychological triggers, and A+ content to stop the scroll and build immediate buyer trust. Every pixel is optimized to answer customer objections and drive conversions in a competitive marketplace.



WHERE CLARITY MEETS DESIGN







The Strategic (Professional & Detailed)

Strategic Design for E-commerce Growth Elevating brands on Amazon through conversion focused listing images and storytelling driven A+ Content. I transform technical specs into visual benefits, ensuring your product doesn't just get seen—it gets sold.





Anatomically designed



Featuring a high grip rubber



Showing other Qualities







Gallery

From the street to the gym, our sneakers are built to keep up with your pace. View the full collection and find the perfect fit for your lifestyle.

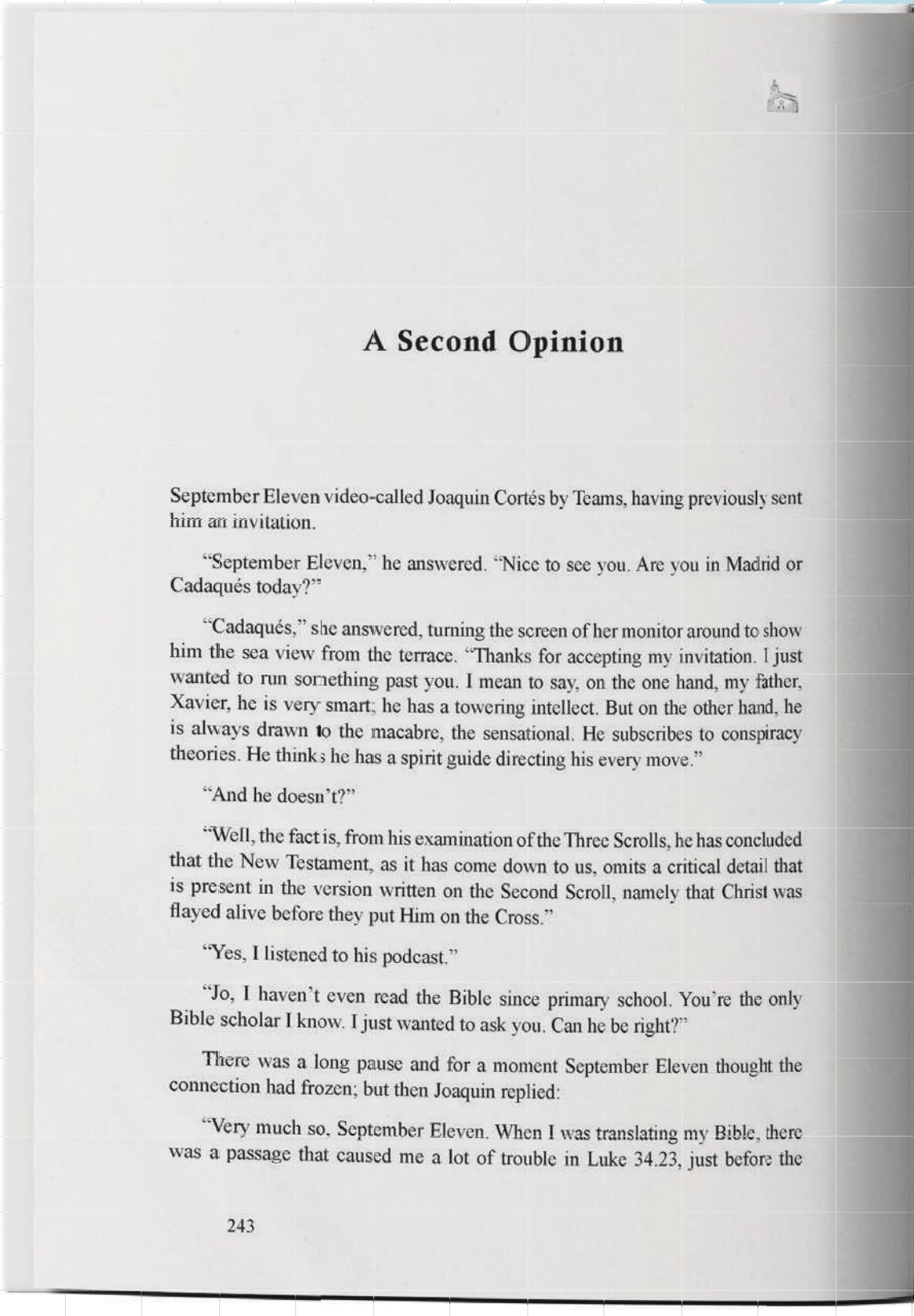
More





EDITORIAL & PRINT DESIGN

This section showcases my work in book layout design and cover design. I focus on clean typography, proper margins, and visual balance to ensure readability and a professional finish. Each cover is designed to reflect the book's genre, audience, and tone while standing out in both digital and print formats.



A Second Opinion

September Eleven video-called Joaquin Cortés by Teams, having previously sent him an invitation.

"September Eleven," he answered. "Nice to see you. Are you in Madrid or Cadaqués today?"

"Cadaqués," she answered, turning the screen of her monitor around to show him the sea view from the terrace. "Thanks for accepting my invitation. I just wanted to run something past you. I mean to say, on the one hand, my father, Xavier, he is very smart; he has a towering intellect. But on the other hand, he is always drawn to the macabre, the sensational. He subscribes to conspiracy theories. He thinks he has a spirit guide directing his every move."

"And he doesn't?"

"Well, the fact is, from his examination of the Three Scrolls, he has concluded that the New Testament, as it has come down to us, omits a critical detail that is present in the version written on the Second Scroll, namely that Christ was flayed alive before they put Him on the Cross."

"Yes, I listened to his podcast."

"Jo, I haven't even read the Bible since primary school. You're the only Bible scholar I know. I just wanted to ask you. Can he be right?"

There was a long pause and for a moment September Eleven thought the connection had frozen; but then Joaquin replied:

"Very much so, September Eleven. When I was translating my Bible, there was a passage that caused me a lot of trouble in Luke 34.23, just before the

243

crowd call for Jesus to be crucified. Let me get it."

He slipped out of the frame for a moment and then came back with a copy of the New Testament.

"Is that your translation?" she asked, not recognising the cover.

"No," he said, "this is the King James version. Let me find the passage. Here we are: *Then said Jesus, forgive them, Father, for they know not what they do. And they parted his raiment and cast lots.*"

"And why did that trouble you, Joaquin?"

"There's a lot wrong with it. For a start, there is no one that *they* can be referring back to in the last sentence; but perhaps that's a mere grammatical anomaly or bad syntax. Amongst Bible scholars, it's generally assumed that the *raiment* must be referring back to the passage at 34.11 where it says *Herod's men mock Jesus and arraigned him in a gorgeous robe*. But the Latin words for the gorgeous robe is completely different to the Latin word used for the *raiment*. The point is that the Latin word for raiment can be translated as some sort of clothes or apparel, or, as in the King James version, *raiment*. But the same Latin word also means *skin*."

"Good heavens, Joaquin! And what does *arraigned* mean when it's used in this sense?"

"An arraignment is simply a trial. They try Jesus before they sentence Him to death by crucifixion. But at that point they dress him up in some fancy costume, and then after he's been tried, they dress him back in his simple clothes."

"What's the point of that?"

"Well, it's typical of crop gods who are sacrificed. You know, the Fool who is King for a day. They dress him up in fancy gear before they decapitate him."

"Like in that film: *The Wicker Man*?"

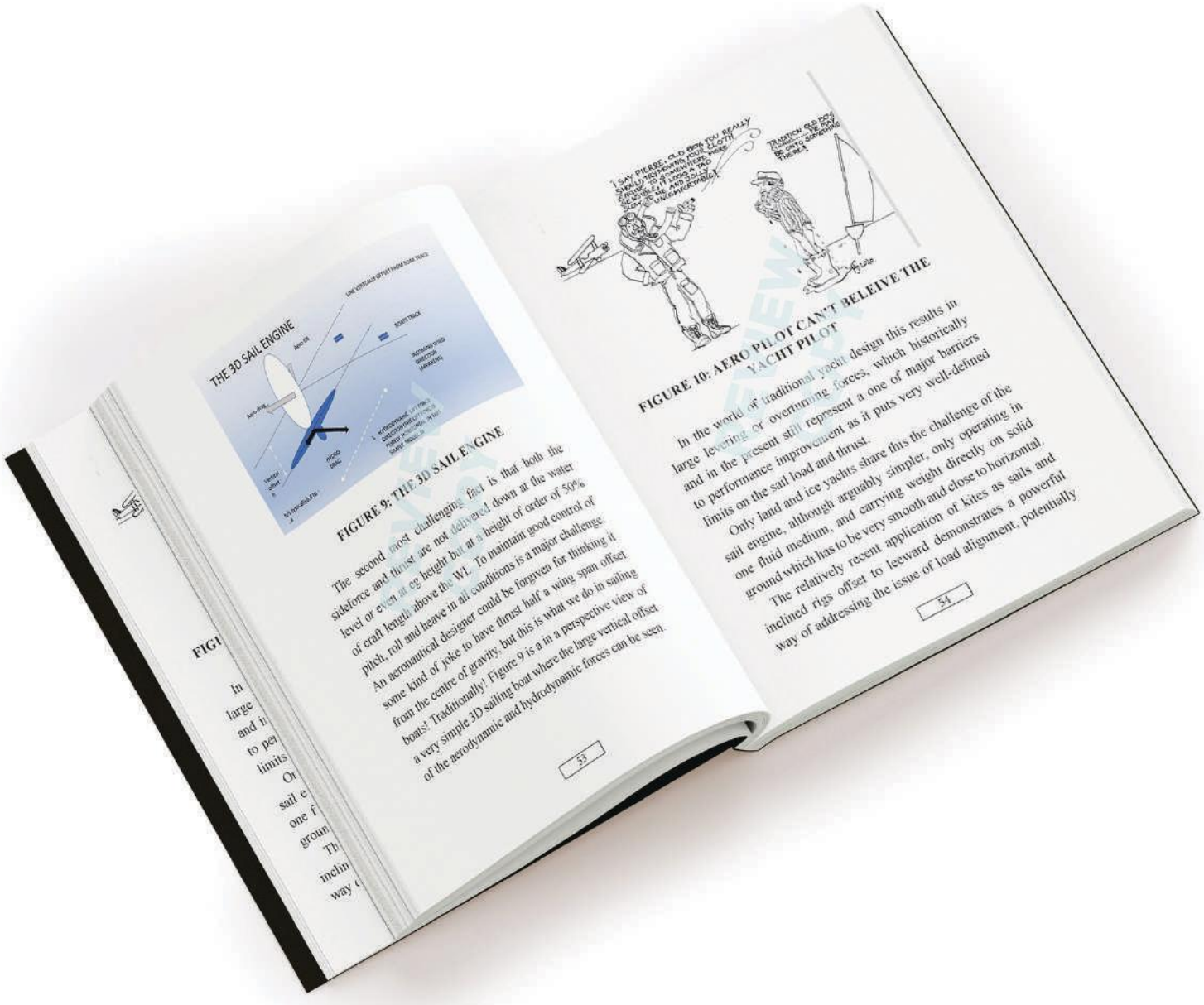
"Exactly, except the Wicker Man was burned alive, not decapitated. So, when it says *And they parted his raiment and cast lots*, it could mean that they parted him from his skin and cast lots for that."

"*Parted* as in *separated*?"

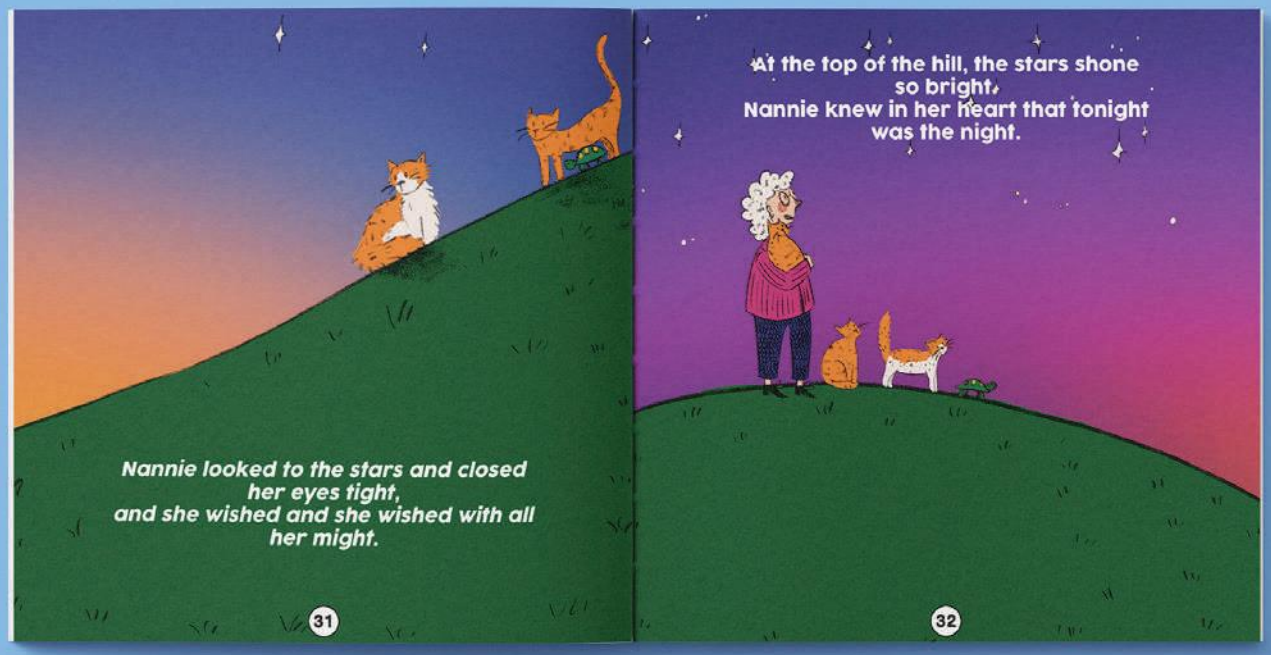
"Yes, and if you cross-reference the other disciples, the strange wording is replicated. John 19.23 refers to each soldier taking His garments and dividing them into four *parts*, this idea of *parting* again. But if they are referring to actual clothes, what would be the point of taking, say his coat, and cutting it into four

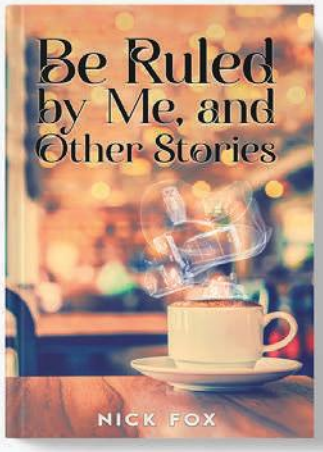
BOOK LAYOUT & BOOK COVERS

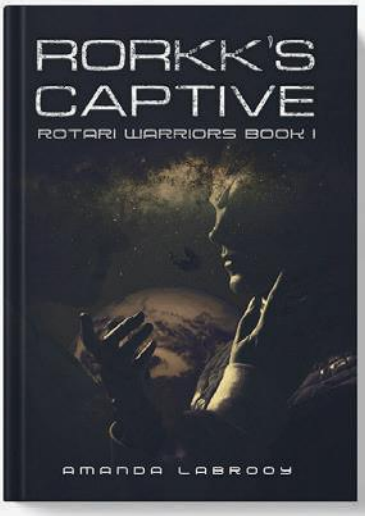
Main Description Paragraph: Professional book formatting is where technical precision meets creative storytelling. I specialize in crafting clean, readable, and aesthetically balanced interior layouts that enhance the reader's journey. From complex non fiction with detailed diagrams to whimsical children's books that require perfect text to image integration, my process ensures that every page is typographically sound and ready for high-quality print or digital distribution.

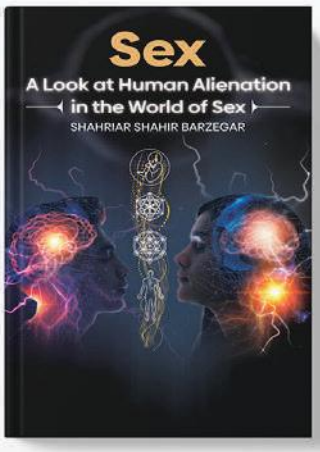


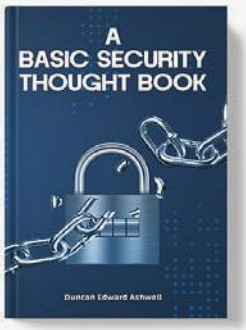

Nannie looked to the stars and closed her eyes tight, and she wished and she wished with all her might.
27
Nannie picked Bertie up and gave him a kiss. She knew without doubt; she could still make her wish.
28

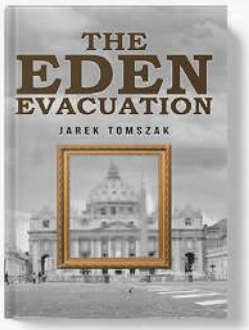

Nannie looked to the stars and closed her eyes tight, and she wished and she wished with all her might.
31
At the top of the hill, the stars shone so bright, Nannie knew in her heart that tonight was the night.
32

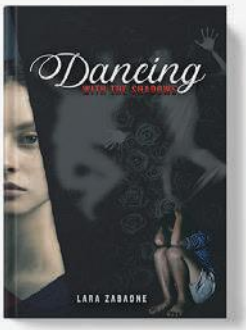

Be Ruled by Me, and Other Stories
NICK FOX

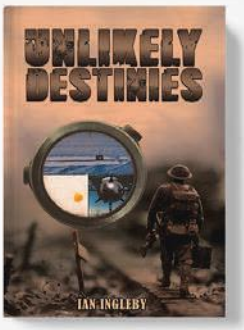

RORKK'S CAPTIVE
ROTARI WARRIORS BOOK I
AMANDA LABROOY


Sex
A Look at Human Alienation in the World of Sex
SHAHRIAR SHAHIR BARZEGAR


A BASIC SECURITY THOUGHT BOOK
Duncan Edward Ashwell

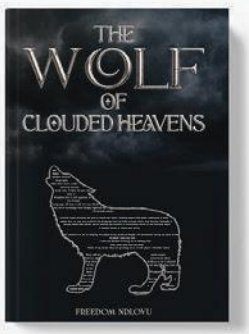

THE EDEN EVACUATION
JAREK TOMSZAK

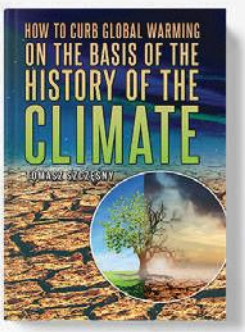

Dancing
LARA ZABADNE

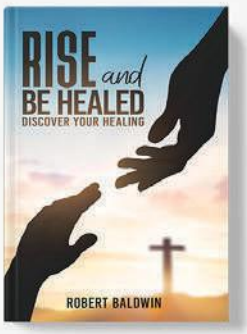

UNLIKELY DESTINIES
IAN INGLEBY

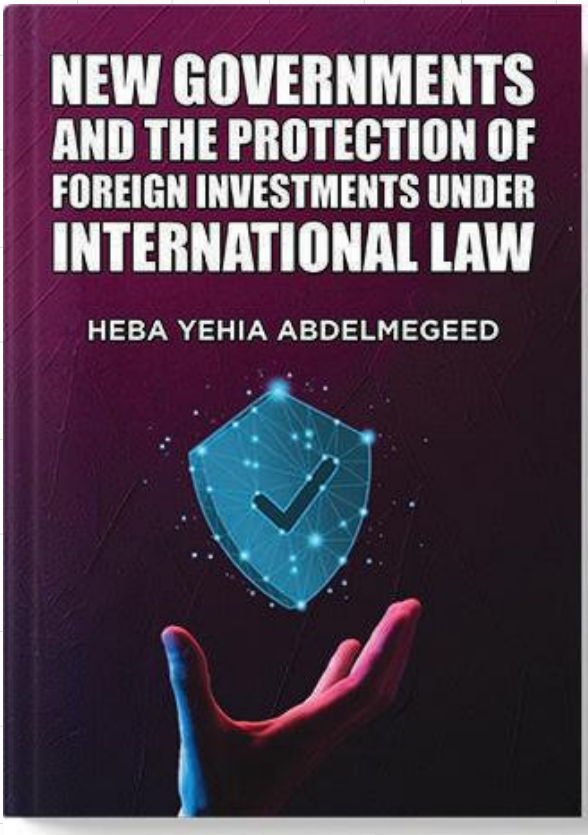

علمني الفقد كيف أحيا
إيناس أبو يوسرة
WAR IN FALKIRK
PAUL MCKERRACHER
BOOK II
WILDFIRE
DARKER MATTER
J N LOWTHER
KAMPAKU
THE RISE AND FALL OF ISHIDA MITSUNARI
DAVID KLASON
Amal
Hope, Amal's Silenced Desolation
Rema El-Sayed

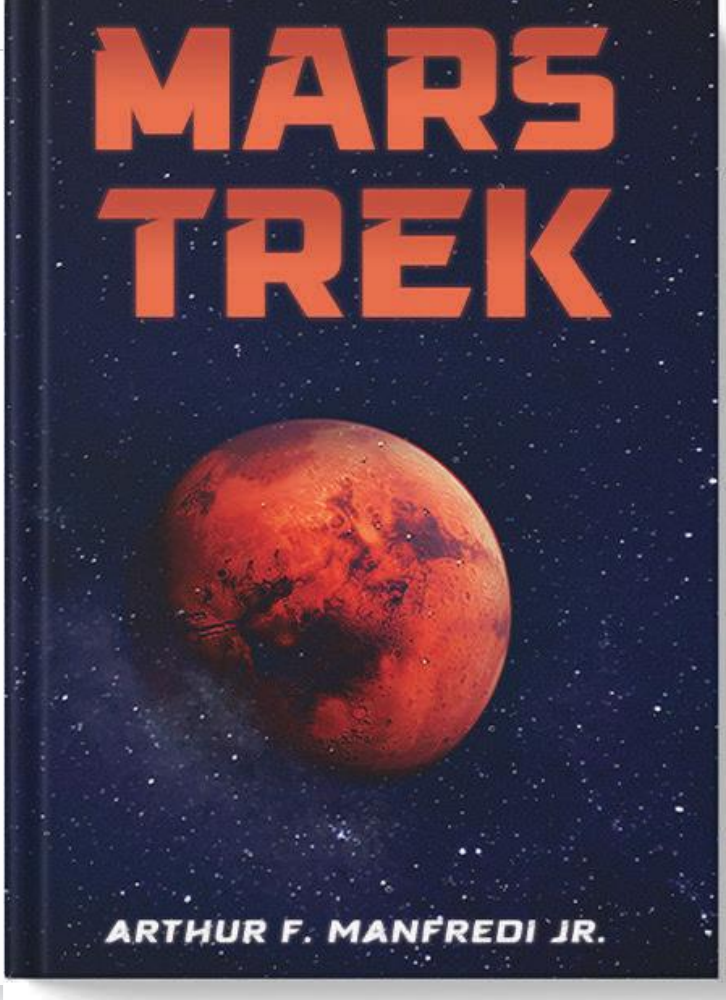

A MOTHER'S AFFLICTION
AHMED TOLBA

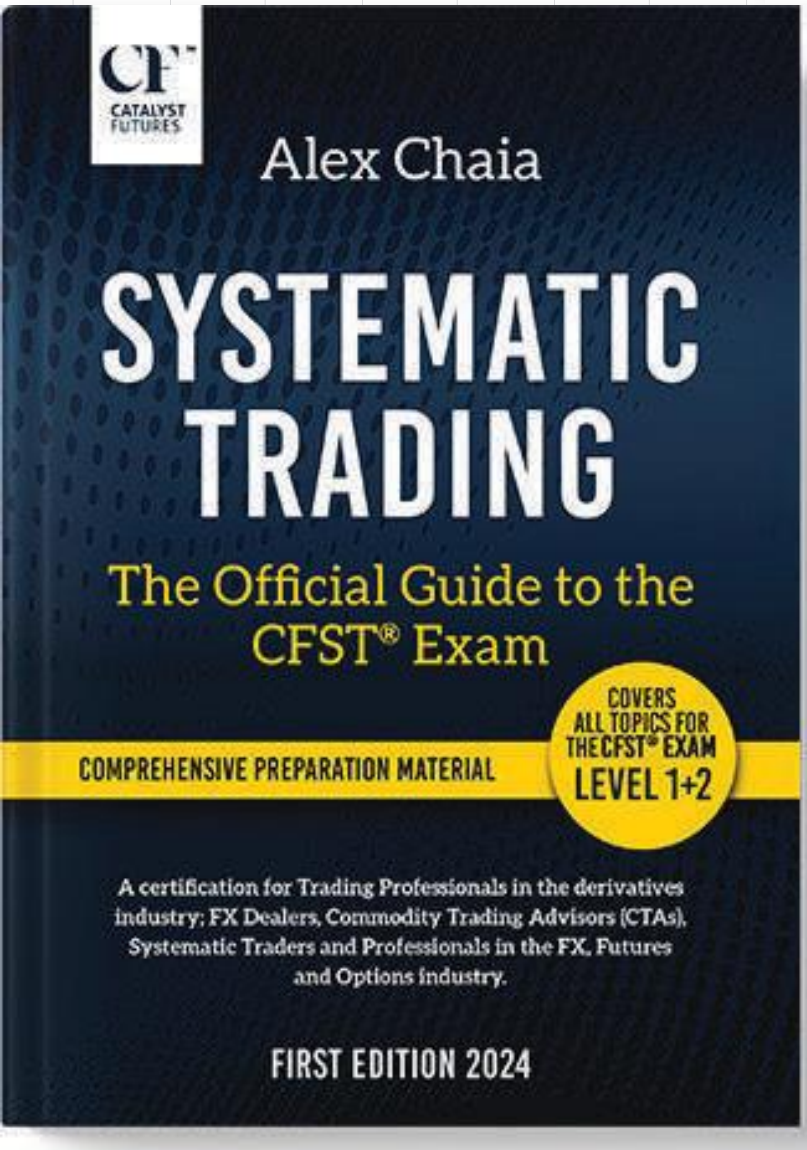

THE WOLF OF CLOUDED HEAVENS
FREEDOM NDLOVU

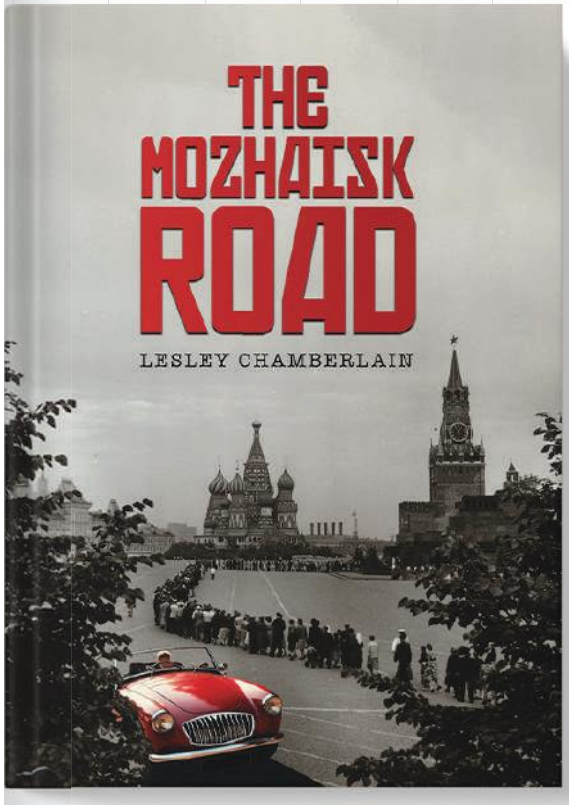

HOW TO CURB GLOBAL WARMING
ON THE BASIS OF THE HISTORY OF THE CLIMATE


RISE and BE HEALED
DISCOVER YOUR HEALING
ROBERT BALDWIN


NEW GOVERNMENTS
AND THE PROTECTION OF
FOREIGN INVESTMENTS UNDER
INTERNATIONAL LAW
HEBA YEHIA ABDELMEGEED

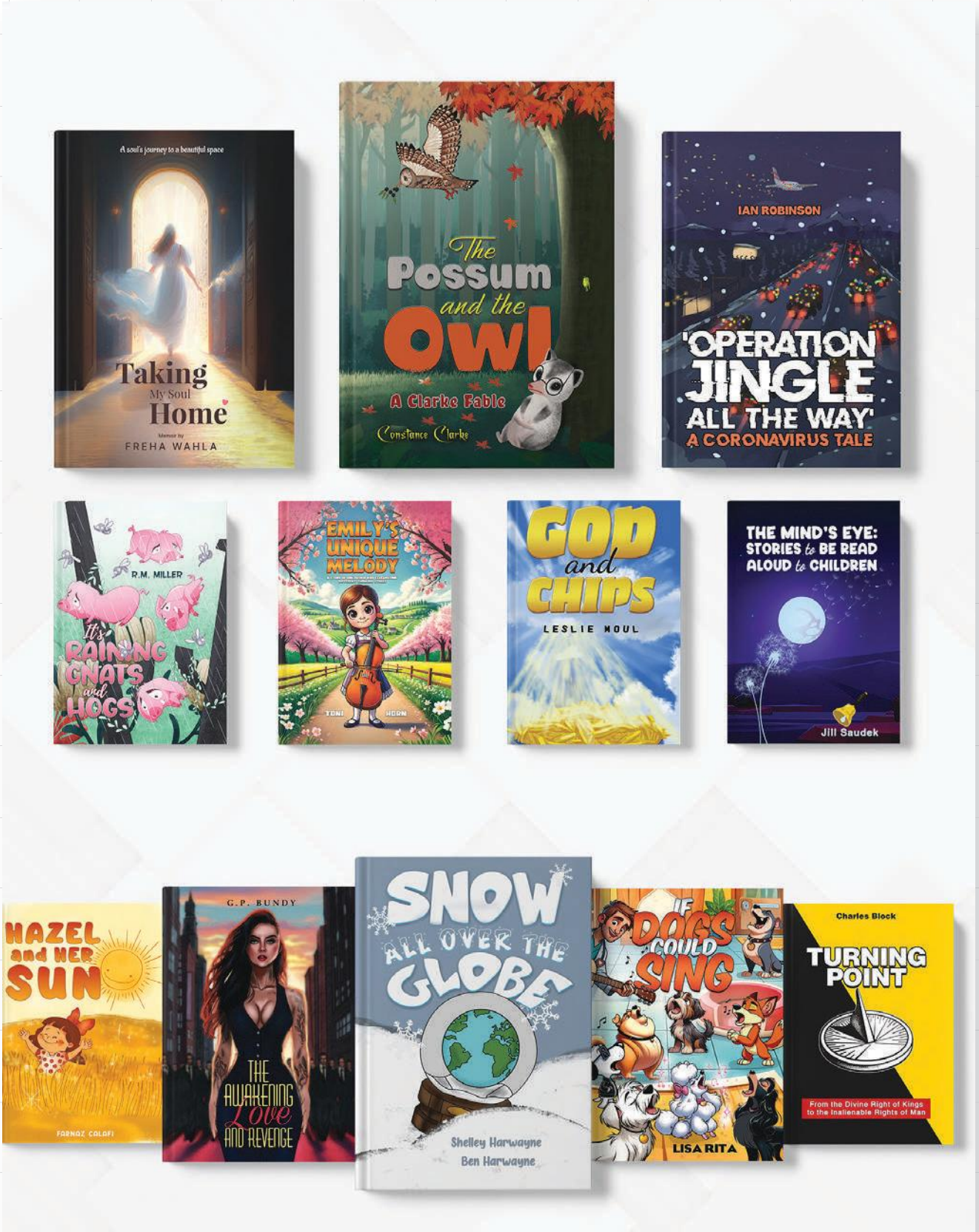

MARS
TREK
ARTHUR F. MANFREDI JR.


CF
CATALYST
FUTURES
Alex Chaia
SYSTEMATIC
TRADING
The Official Guide to the
CFST® Exam
COVERS
ALL TOPICS FOR
THE CFST® EXAM
LEVEL 1+2
COMPREHENSIVE PREPARATION MATERIAL
A certification for Trading Professionals in the derivatives industry: FX Dealers, Commodity Trading Advisors (CTAs), Systematic Traders and Professionals in the FX, Futures and Options industry.
FIRST EDITION 2024


THE
MOZHAISK
ROAD
LESLEY CHAMBERLAIN

BOOK COVERS ILLSUTRATIONS & TITLES

Story Books Books



Construction

Find a work surface: Find a surface that will be comfortable to work on: a board made of wood, stone, drywall, etc. You can plan your structure in advance or begin forming it according to the shape of the surface and see how it evolves (see the fortress at Shvileita'ar School, Tziv'on, p. 221).

Gluing the bricks to each other: Using very thin paper soil like pudding, dip in brick after brick and glue. It is best to build row after row. It is important to make sure that the row is as uniform as possible, and that the bricks of the next row are pasted so that each brick holds the two bricks below it. When leaving space for the openings of the house, gaps the size of a half brick will be created. These are to be completed with the help of the brick halves we have made, or simply with mud.



Building doors and windows: It is best to build doors and windows before starting to work on the entire construction so that they can be installed after they have already dried. The spaces we leave for them will be determined by their sizes.

Building the doors and windows is quite simple. It is done by connecting them to a frame, using hinges.

Preparation

The frame: Choose the desired size and shape of the door or window. For antique-looking structures, you may want to form arched frames, although it is possible to make nearly any shape. Create a round, square, or rectangular-shaped strip of paper-soil, at least two centimeters thick, depending on how strong the earth is. Close the frame in the desired shape and smooth it out with water to mend any cracks that may have been caused when bending the frame.



The window frame is ready. I cut out a hinge suited in size to the windows.

Cut-out doors/blinds: The windows and doors are to be cut out of an earthen surface approximately one centimeter thick in the shape of the frame. For this purpose, place the frame on the flattened paper-soil surface previously prepared to use for making the door. Mark an outline of the frame, remove it, and cut out the door/blinds accordingly.



Cutting two windows out of the surface

Fit the door/window to the frame: The doors should be slightly smaller than the frame. You can use the same frame to create two doors or sashes that open parallel to each other.

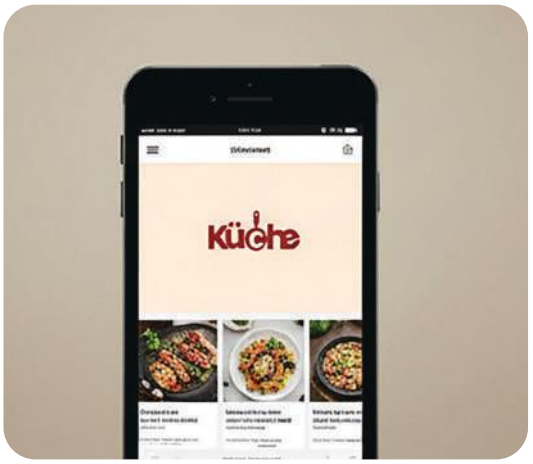


Fitting the door/window into the frame

BRANDING SHOWCASE OF LOGO







Key Pillars of My Process

- **Discovery:** Analyzing the core mission and target audience to find a unique visual "hook."
- **Versatility:** Testing designs across different textures—like recycled paper for organic brands or matte metal for industrial fitness.
- **Cohesion:** Ensuring the logo functions as the anchor for an entire design system, including web interfaces and physical merchandise.

KÜCHE

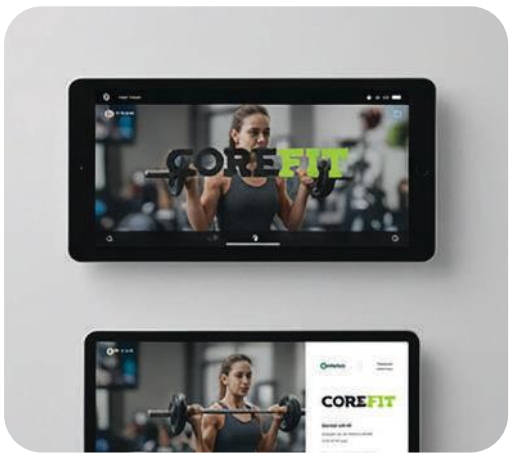
Strategy: Authentic Culinary Heritage For Küche, the goal was to create an organic identity that resonates with the hand craf ed nature of a premium honey brand. The design utilizes warm, earthy tones and a playful, custom lettered script to evoke a sense of tradition and kitchen-made quality. The visual language translates seamlessly from tactile packaging to modern digital storefronts, ensuring the brand feels a proachable yet high-end.













OSCARS

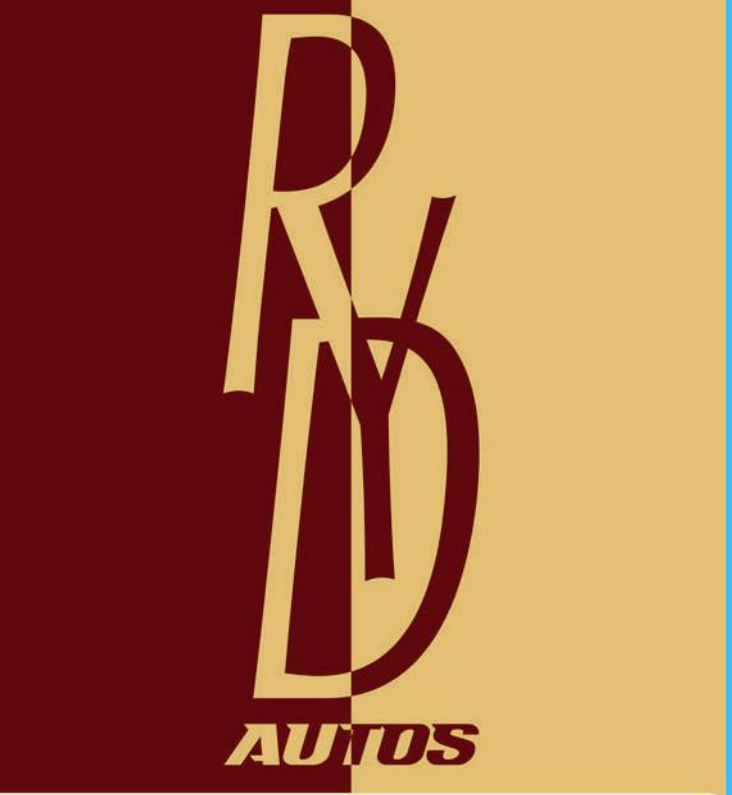
Strategy: Playful & Compassionate Care The Oscars branding was developed to position a boutique pet store as a friendly, community focused destination. Using rounded, bubble style typography and a soft teal-and-white palette, the logo communicates comfort and safety. This strategy was applied across a variety of merchandise—from eco-friendly paper bags to plush bedding—to build a cohesive and recognizable lifestyle brand for pet owners.

COREFIT

Strategy: High Performance Minimalism CoreFit required a bold, masculine identity that captures the intensity of high performance training. The logo features a heavy, geometric sans serif font paired with a high-visibility neon lime to symbolize energy and strength. By focusing on a “digital first” aesthetic, the branding remains legible and impactful on wearable tech, mobile apps, and large scale environmental graphics within a gym setting.







Colors

#e4c074

#620202

Fonts

Aaa

Aaa

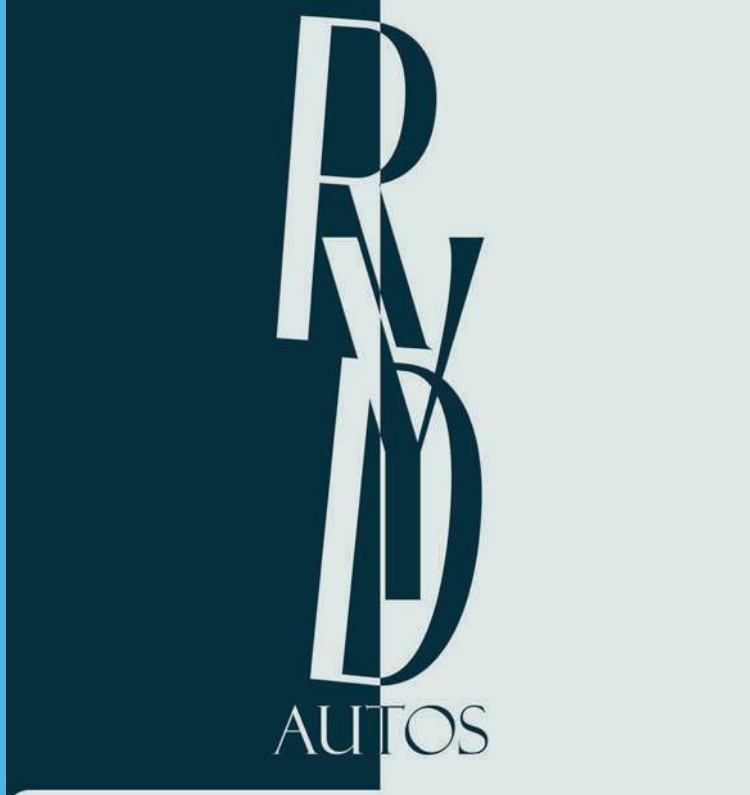
Aaa

vera_humana_95

This logo for RYD Autos draws clear inspiration from the iconic monogram style popularized by Yves Saint Laurent, reinterpreting it with a modern automotive edge. The overlapping "R," "Y," and "D" characters are elegantly intertwined, creating a sleek, vertical composition that feels both premium and minimal. The use of the Vera Humana 95 font enhances the design with its refined, elongated letterforms, adding a sense of sophistication and uniqueness. The warm beige and deep maroon color palette reinforces a luxurious and bold brand identity, while the subtle "AUTOS" text grounds the logo in its automotive niche, balancing fashion inspired elegance with functional branding.







Colors

#dee6e6

#0c303d

Fonts

Aa

KASTROO

This logo draws clear inspiration from the timeless elegance of Yves Saint Laurent, reflected in its refined monogram structure and minimalist luxury aesthetic. The overlapping "R," "Y," and "D" characters are crafted with the Kastroo font, giving the design a sophisticated, high fashion feel through its sharp serifs and graceful proportions. The vertical alignment and interlocking letterforms create a sense of unity and exclusivity, while the balanced spacing enhances readability without compromising style. The contrasting background tones further elevate the premium look, making the logo feel modern, bold, and unmistakably upscale perfectly suited for a luxury automotive brand identity.

Logo Design

The logos shown in this brand guidelines are essential in identifying the brand. The following pages show the primary logo and it's variance for **Murphy and Roxy™**. Please use the following pages for guidance for proportions and how the logos should appropriately be applied across platforms and usage.



Primary Logo

The most complex version of your logo, this logo is best used as website headers and large printed collateral. The primary logo includes various design elements used to establish brand recognization and identity when used separately.





All logos can be used in branded black and white when necessary.

Logo Variations

The secrete behind a good logo is have subtle variations so the logo looks great in all situations. Below is a list of logo variations and their best use!



Secondary Logo

This is a version of your logo that's a bit tighter and more compact. Best used for smaller collateral like a business card or mobile header on your website.

Type Based Logo

This is a version of your logo that is made up of the name of the business. Best used in areas where the icon may get lost or hard to read. (Ex. small labels.)

Murphy & Roxy
Forever Friends

Logo Variations



Sub-mark Logos

This version of the logo is a simplified version of your logo that still includes identifying elements. Best used for small print pieces like stickers, stamps or profile photos for social media

Icons

This is a small design mark that can stand in when your logo wouldn't fit. Best used for social media profiles or and small places on your website.





Typography

The following fonts shown are used throughout the branding in various ways. Please adhere and follow the fonts and their usage.

PRIMARY FONT

Macho

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Thin Extra Light Light Regular **Medium**
SemiBold Bold Extra Bold Black

Headline

Body font at a decent size in comparison to the headline. Body font should be at a tracking of 50, and a leading a few points above auto.

Example of Usage

- Medium
- Regular
- **Bold** (Small Call-outs)

The primary font used throughout the branding is the Macho font family. This font can be seen in headers, body copy and call-outs. The font can also be seen in the tagline of each logo.

Accent Font

An accent font is an experimental free for commercial and personal use display typeface designed for small words and short titles. This font can be used for product call-outs, package call-outs, marketing and more.

ACCENT FONT

Chaloops

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Regular **Medium** **Bold**

Forever Friends

Example of Usage

The accent font is used sparingly but creatively! When used, the font can be different sizes and weights using hierarchy to bring attention to the *call to action*.

Package Design



Package Design



Illustration, typography and pattern work may be used to create intrest and depth within the packaging. Similar shapes and layout design are used throughout each design for reconition and brand identity.

T-SHIRTS DESIGNS













Inspired by the raw intensity of high-performance training, these t-shirt graphics embody a "High Performance Minimalism" aesthetic. A powerful, geometric sans-serif wordmark is energized by a bold, neon lime accent, creating a striking contrast that symbolizes explosive energy and unwavering strength. Designed with a digital-first mindset, the visuals are crafted for maximum impact and legibility—whether on a mobile screen, gym apparel, or large-scale environmental graphics, ensuring the brand's fierce identity resonates in every arena.









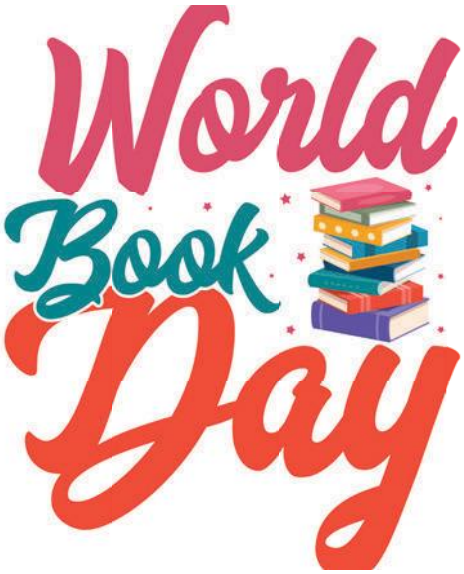



2026
Happy New Year


WIMPY
KID
Oh, Man!


I PAUSED
MY
GAME
TO BE
HERE


KEEP
CALM


World
Book
Day

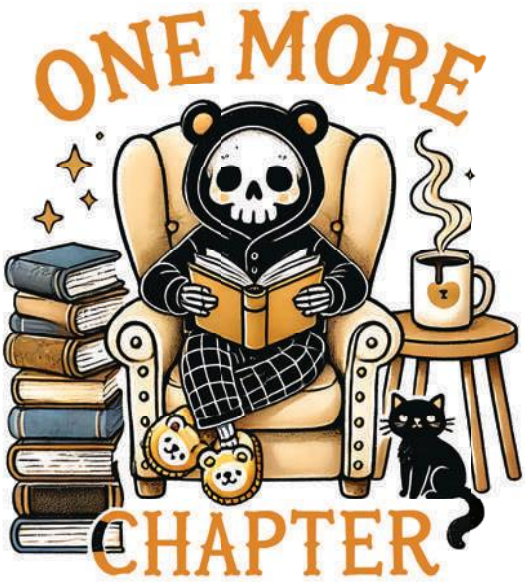



DAD




READING
is a
TICKET
to
ADVENTURE


DAYS OF SCHOOL


ONE MORE
CHAPTER



TYPOGRAPHY

BEAUTIFULLY OFFBEAT

Where letters play, and rules break



BREAK TYPE RULES

EXPLORING THE TENSION BETWEEN TRADITIONAL GRIDS AND EXPERIMENTAL DECONSTRUCTION. THIS APPROACH USES UNAPOLOGETIC, HEAVY-WEIGHTED FONTS TO DEMAND ATTENTION.





DESIGN IS NOISE

DESIGN THAT DARES TO BE MESSY, BOLD, AND FULL OF ENERGY.

WEIRD IS GOOD

STRANGE IS POWERFUL. IMPERFECTION MAKES IT UNFORGETTABLE.

Aa

Type - Display

Style - Modern Serif Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?

Aa

Type - Sans-serif

Style - Grotesque Sans-serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?



PERSONAL TYPOGRAPHY ART, 2024
What's Love Got To Do With It? – A study in soft, humanist serifs paired with botanical imagery for a nostalgic feel.



PERSONAL TYPOGRAPHY ART, 2025
Ruthless Limits – High-drama, metallic serif treatment designed for cinematic book covers and gaming titles.



PERSONAL TYPOGRAPHY ART, 2026
Snow All Over The Globe – Hand-lettered, playful display type designed to mimic the softness and movement of winter landscapes.

PACKAGEING DESIGNS

Design that speaks one language



BOLD IMPACT

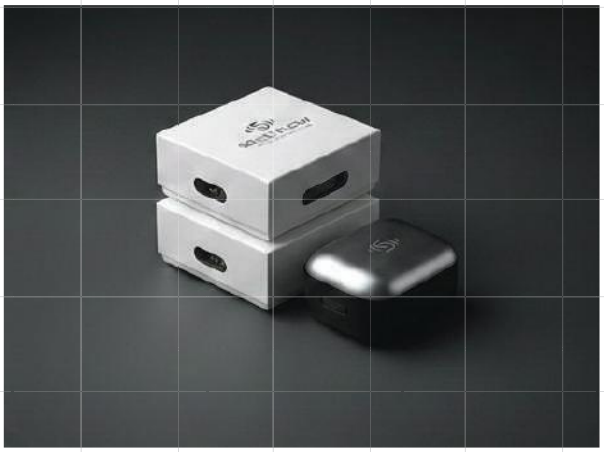
HIGH SHELF VISIBILITY STARTS WITH A FEARLESS INFORMATION HIERARCHY. BY UTILIZING HEAVY SLAB-SERIFS AND HIGH-CONTRAST COLOR BLOCKING, I ENSURE THE BRAND'S CORE MESSAGE IS DELIVERED INSTANTLY IN A CROWDED RETAIL ENVIRONMENT.



PACKAGINGS

THE ART OF SUBTLETY

True luxury lives in the details. For premium fragrance and boutique wellness lines, I employ minimalist typography and generous white space to evoke a sense of calm and exclusivity. This approach transforms a simple container into a tactile brand experience that resonates with high-end consumers who value sophistication over noise.







SOCIAL MEDIA DESIGN

Elevating brands through scroll-stopping visual storytelling.



GOAL: Boost direct-to-consumer sales for a premium footwear line via Instagram Stories.
STYLE: Bold, high energy typography paired with clean product photography and dynamic red accents.
RESULT: Achieved a 35% increase in click-through rates and record-breaking seasonal engagement.

My social media design strategy focuses on transforming passive scrolling into active brand engagement by balancing aesthetic personality with conversion-led purpose. I develop cohesive visual systems—ranging from high-energy, bold typography for fashion campaigns to serene, minimalist layouts for wellness startups—that ensure brand consistency across carousels, stories, and static posts. By prioritizing clarity, emotional resonance, and platform-specific optimization, I create digital content that not only strengthens brand identity but also drives measurable results, such as increased click-through rates and organic community growth.



GOAL: Establish a calming, trustworthy presence for a wellness startup.
STYLE: Muted earth tones, generous negative space, and minimalist sans-serif typography.
RESULT: Successfully fostered a serene brand community with a 25% growth in organic reach.

Every post is a balance of personality and purpose. Whether it is developing a soft, minimal system for a wellness brand or high-octane visuals for fashion retailers, I focus on creating a cohesive digital ecosystem. Each campaign is optimized for the platform it lives on, ensuring clarity, emotion, and maximum shareability.







SHE WILL MAKE YOU CRY

STARTS AT 5PM | FREE PARKING | ENTRY $10



SADNESS

MUSIC NIGHT

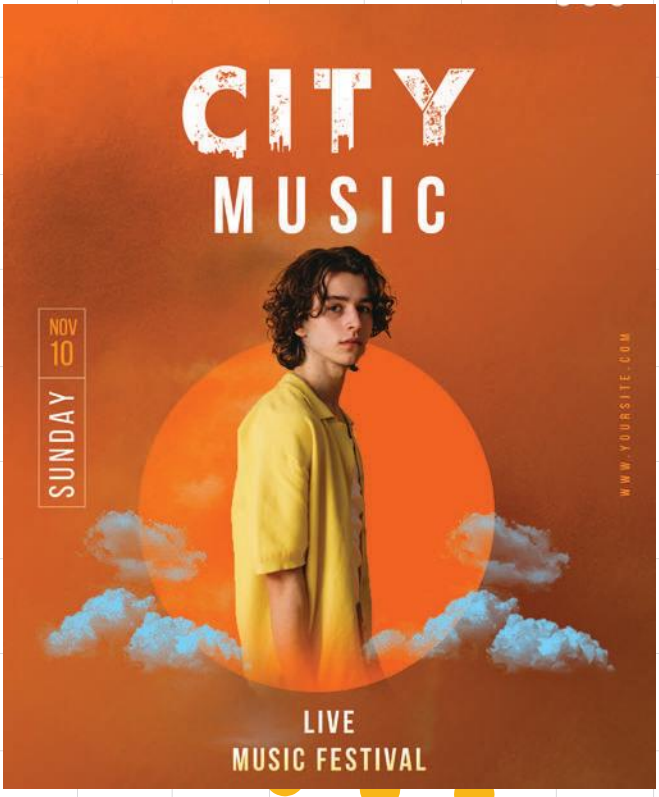
FOR SAD SOULS

SUNDAY | 24 AUG

GOAL: Create high-impact, scroll-stopping visual compositions that increase brand awareness and engagement across diverse niches.
STYLE: A blend of layered textures, expressive typography, and strategic color blocking tailored to specific industry aesthetics.
RESULT: Successfully executed multi-platform campaigns that resulted in higher audience retention and increased click-through rates.

his section explores the art of visual storytelling through targeted digital campaigns. By translating brand values into energetic and intentional designs, I ensure that every post—from seasonal recipe guides to live event promotions—resonates with the intended audience. My approach focuses on creating a cohesive digital identity that feels both authentic and aspirational.









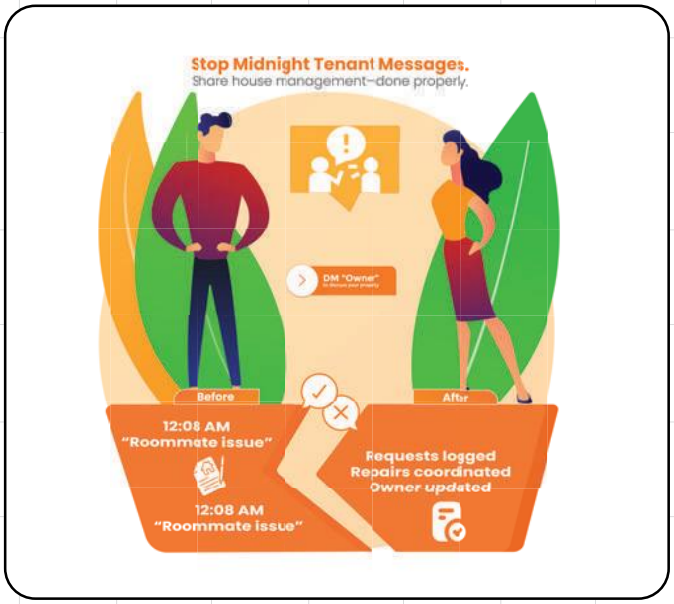


In this real estate marketing showcase, I focused on merging high-impact visual storytelling with strategic information design to elevate property listings and property management services. By utilizing a mix of bold typography, cohesive color palettes, and intuitive grid layouts, I transformed complex property data into digestible, engaging social media content. Each design prioritizes a "user-first" experience using circular inset frames to highlight key interior features and clean infographics to communicate value propositions like "legal income potential." The result is a professional, high conversion aesthetic that builds brand authority and drives engagement in a competitive digital landscape.










READY TO TURN YOUR BRAND INTO A GROWTH MACHINE?
From strategy to execution, Mayaroo builds brands that attract, perform, and scale
Our Services
Digital Marketing
Branding
Performance Marketing
Business Growth
Creative Designs
SIGN UP


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Professional & Strategic
Trusted Growth Partners
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xxxxxxxxxx


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DEADLINE
30 April 2023
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ANTONIO MEUCCI AWARDS


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Murphy & Roxy
Forever Friends
HEALTHY SKIN STARTS WITH REGULAR BRUSHING


RAINY DAY? INDOOR PLAY STILL MATTERS


WHAT YOU PUT IN THEIR BOWL, AFFECTS THEMLATER IN LIFE


Murphy & Roxy
Forever Friends
I HAVE 2 JOBS
1. Calm humans when they are stressed.
2. Stress humans when they are calm.


Forever Friends
GOOD HABITS TODAY. LONGER, HAPPIER TOMORROWS


PLAYTIME IS NOT OPTIONAL. IT'S ESSENTIAL
M&R

THANK YOU FOR YOUR TIME

"Great design is a conversation, not just a result."

Thank you for exploring my work. I hope this portfolio has provided a clear view of my commitment to balancing clarity with creativity in every project I undertake. Whether it's building a brand from the ground up, optimizing an e-commerce presence, or crafting an immersive editorial layout, my goal is always to deliver intentional and functional designs that connect with people.

I am currently open to new opportunities and would love to discuss how my design philosophy and technical expertise can help bring your next vision to life.

LET'S CREATE SOMETHING BOLD TOGETHER.