



HUSSEIN ISSA
CREATIVE
DESIGNER

GRAPHIC DESIGN PORTFOLIO

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Issa Building, 1st Floor

DESIGN IS MORE
THAN AESTHETICS;
IT'S ABOUT CREATING
MEANINGFUL
CONNECTIONS.



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ABOUT ME

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About.

HUSSEIN ISSA

Welcome to my portfolio! I am a passionate Graphic Designer with a relentless drive to create captivating visual experiences. With a keen eye for detail, a love for storytelling, and a mastery of design tools, I strive to bring ideas to life through innovative and effective design solutions.

I believe that design has the power to deeply impact and connect with audiences. By understanding the core message and objectives of each project, I am able to craft designs that effectively communicate and engage. Whether it's through branding, print materials, digital campaigns, or user interface designs, I am committed to bringing concepts to life in a visually compelling and user-friendly manner

| Born | Address | Contact |
|--------------|--------------------------------|--|
| 04 July 1995 | 142 Furn Al Chebbak | T +961 76 166 542 |
| Single | Santa Maria, 7th flr apt. 4 | E H.issa@raymediaint.com |

EDUCATION

MA M1 IN LUXURY BRANDING COMMUNICATIONS

2019 - 2020

M1 in Luxury Branding Visual Communication, with a project plan about, aggressive artistic approach in media, at SPDS MILAN

BACHELOR OF GRAPHIC DESIGN

2015 - 2018

GRADUATE with GPA 3.7, From Lebanese International University/

TECHNICAL BACHELOR OF INTERIOR DESIGN

2012 - 2015

3 Years Technical Bachelor in Interior design and architect.

EXPERIENCES

HEAD OF MEDIA DEPARTMENT RAY MEDIA / LEBANON & UAE

2021 - till present

SENIOR BRANDING SPECIALIST BCCI / LEBANON, IRAQ & EGYPT

2018 - 2021

SENIOR DESIGN CONSULTANT D&B / QATAR

2019 - 2021

VISUAL BRANDING CONSULTANCY

2020 - 2023

LUA TRADING SAL Sierra Leone, SmartGov LB, Biosphere Oman, Areia Qatar, Neogene Egypt, PetroChina Iraq, ALSafar Law Firm, Rodistogo Congo, Suddokream, Fiora, Baby Avenue Etc

SKILLS

UI Design

Social Media

Illustration

Graphic Design

Layouting

Photography

Branding

Wordpress

CopyWriting

3d Modeling

Elementor

Video Editing

SOFTWARE SKILLS

Illustrator

Indesign

Photoshop

AfterEffects

Premiere

Dimension

Adobe Xd

Adobe Substance

Autocad

3dmax

Blender

Figma

MY VISION

COLLABORATION FUELS CREATIVITY, AND DIVERSITY BREEDS INNOVATION.

As a Graphic Designer, I embrace this quote wholeheartedly. I believe that creativity is not only about imagination and artistic expression, but also about the ability to think critically and solve problems in unique and innovative ways. Design is my playground, where I fuse my intelligence and imagination to create visually stunning and impactful experiences. Let's have some fun and let the magic of creativity unfold!

"PEOPLE WILL FORGET WHAT YOU SAID, PEOPLE WILL FORGET WHAT YOU DID, BUT PEOPLE WILL NEVER FORGET HOW YOU MADE THEM FEEL," BY MAYA ANGELOU

Visual design communication is not just about creating visually appealing graphics, but it is an art of stirring emotions and captivating minds. As a passionate graphic designer, my principles revolve around understanding the power of visual stimuli and its profound impact on human psychology. I firmly believe in the words of renowned designer Mihaly Csikszentmihalyi, who said, "Design is a way of life, a point of view. It involves the whole complex of visual communications: talent, creative ability, manual skill, and technical knowledge." This quote beautifully encapsulates the essence of visual design as more than just aesthetics - it is a language that speaks directly to the subconscious mind. By delving into the realm of neuromarketing, I strive to create designs that resonate deeply with the audience, activating their emotional responses and influencing their decision-making. Maya Angelou once stated, "People will forget what you said, people will forget what you did, but people will never forget how you made them feel," which perfectly exemplifies the impact of visual design on human perception. Inspired by these principles, I aim to create designs that engage, inspire, and leave a lasting impression on individuals, whether it's a brand identity, a website layout, or a compelling advertisement. Let my visual narratives speak to your audience, leaving an indelible mark in their hearts and minds.



I believe that design has the power to touch the subconscious and speak directly to the soul. As the great Paul Rand once said, "Design is so simple, that's why it is so complicated." I constantly strive to understand the intricacies of human psychology and harness the principles of neuromarketing to create designs that not only catch the eye but resonate with the viewers on a deeper level. It was the influential Steve Jobs who famously stated, "Design is not just what it looks like and feels like. Design is how it works." This philosophy guides my every project, reminding me that design should not only be aesthetically pleasing but also functional and intuitive. Through my work, I aspire to create designs that not only captivate, but also connect, leaving a lasting impact on the hearts and minds of those who encounter it.

Capabilities

DESIGN

I'm Experienced in a variety of design and media fields & i have worked with customers of different industries.

MARKETING

From My point of view marketing & design are not two different majors, or careers, most of the pioneer education univirseties of art & design, now call the major visual communication, instead of graphic design. so im deeply implicated in marketing studies, and it appears clearly to my design work

SEO

I have worked on several SEO projects for different industry and it was successful with a percentage of 85%. References will be submitted upon request.

COPYWRITING

Content Writing & script writing experience espicialy in Neuromarketing, and psychology of design. in addition to many other fields.

BRANDING

Branding is my passion, & luxury branding specifically, i build stunning brands from scratch, from business plan and concept note, to design and marketing, and than to publishing.

WORDPRESS

I'm experienced in web building on wordpress and e-commerce management. Also UI design using elemntor

+300

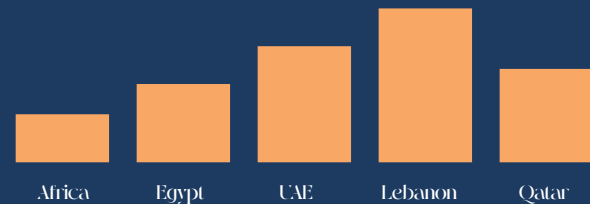


**PROJECTS DONE BY
2024**



My Top Clients According to Map

- Qatar: Design n Build, Areia Cafe, Bracket Cafe, Scheingen Resto,
- Lebanon: Damien Jewelry, Petzone ,Shoppers, BCCI, Biosphere MENA, BE.U, Let's Padel, SmartE-tech, Gill Jewels, Tedoro, Neogene, Sudokream, SmartGov,
- UAE: Altannaf, Al Dahra, AlSafar Law Firm, Bovini.
- Egypt: Fiora-BCCI, Tivoly Hotel
- Africa: LUA Trading SL LTD, ASC SL, TAJCO, Rodistogo Congo



Our Work.

BRANDING

EDITORIAL

PACKAGING

SOCIAL MEDIA

*Best Selected Work
from 2017/2023*



photo manipulation by Me

1. BRANDING

— GILL JEWELS

Gill Jewels is a New opening Luxury jewelry brand, and the mother company of Tedoro Which is Very luxurious hand watch brand which is crafted with precious stones and Gold

CLIENT NAME: GILBERT MAALOUF

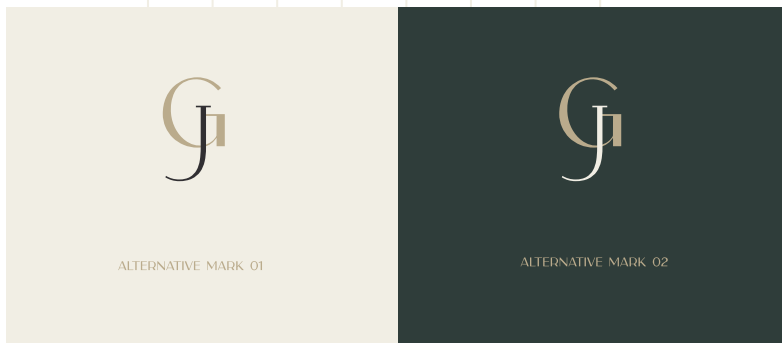
TOOLS/

Adobe Illustrator, Adobe InDesign,
photoshop

DATE/

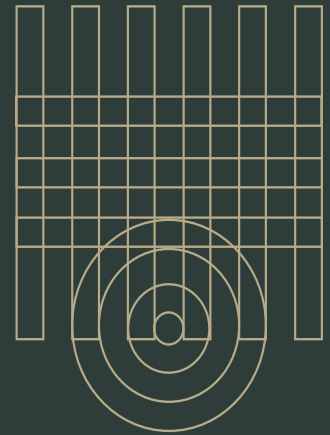
December 2023





So how did the classical Latin become so incoherent? According to McClintock, a 15th century typesetter likely scrambled part of Cicero's De Finibus in order to provide placeholder text to mockup various fonts for a type specimen book.

LOGO GEOMETRICAL STRUCTURE



LOGO BUILD



LOGO USAGE



1. BRANDING

— ALSAFAR LAW FIRM

Al safar Law Firm based in UAE, with more than 70 lawyers, i was hired to rebrand the firm branding, and include in it the modern arabic style, also to design a new smart business cards for the lawyers. including there images and QR codes.

CLIENT NAME: ALSAFAR LAW FIRM

TOOLS/

Adobe Illustrator, Adobe InDesign, photoshop

DATE/

December 2022





Arabic calligraphy logo design, and full branding



BRACKET RESTOCAFE

In Collaboration with Design n Build Constructions & Villaggio Mall in Doha, Qatar. I was hired as a consultant to build brand and theme of the cafe.

TOOLS/

Adobe Illustrator, Adobe InDesign,
adobe photoshop

DATE/

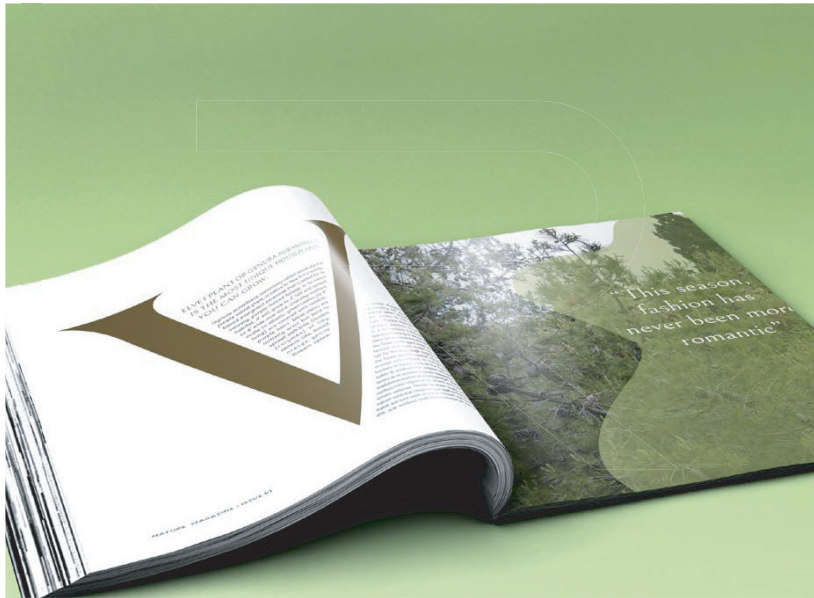
March 2020

CLIENT/ DESIGN & BUILD



/Brand Toolkit /Packaging

2. EDITORIAL



TOOLS/

Adobe Illustrator, Adobe InDesign
Photoshop.

DATE/ 2017





READY FOR SPRING?

A Magazine brochure that for a tourism company, that talk about landscape in Lebanon, and the touristic spots, people can visit.



DESIGN: NATURE MAGAZINE
CLIENT NAME: NADA ABDALLAH



3. PACKAGING



CHATEAU KA

A special edition bottle design for the chateau ka winery, a gift packag.

CLIENT NAME
CHATEU KA

DATE/ 2019

AREIA RESTO-CAFE

Was Hired By D&B Qatar, to design a brand toolkit for areia cafe, in Doha, and the main requirement was simplicity and smart packaging idea for the coffee holders, which i built the 3d model of the cup & donut holder on the left.



CLIENT NAME
DESIGN & BUILD CONSTRUCTIONS



3.1 PACKAGING

NEOGENE DERMATOLOGY

A High-end Brand Owned By BCCI
Manufacturing was releasing a new product line,
which i was hired to do the package design,
Neogene Brand was Redesigned by me in first
place, the full brand can be displayed on request





CLIENT NAME
NEOGENE DERMA

3.2 PACKAGING



FIORA COSMETICS

Fiora Cosmetics is a commercial brand for all kinds of serums, conditioners, creams, and others, for both kids and adults, with a multi national market, Lebanon, Egypt, Iraq, Oman, Turkey, and South Africa



BOOZE VALLEY BRANDING

CLIENT NAME: MMHCPR

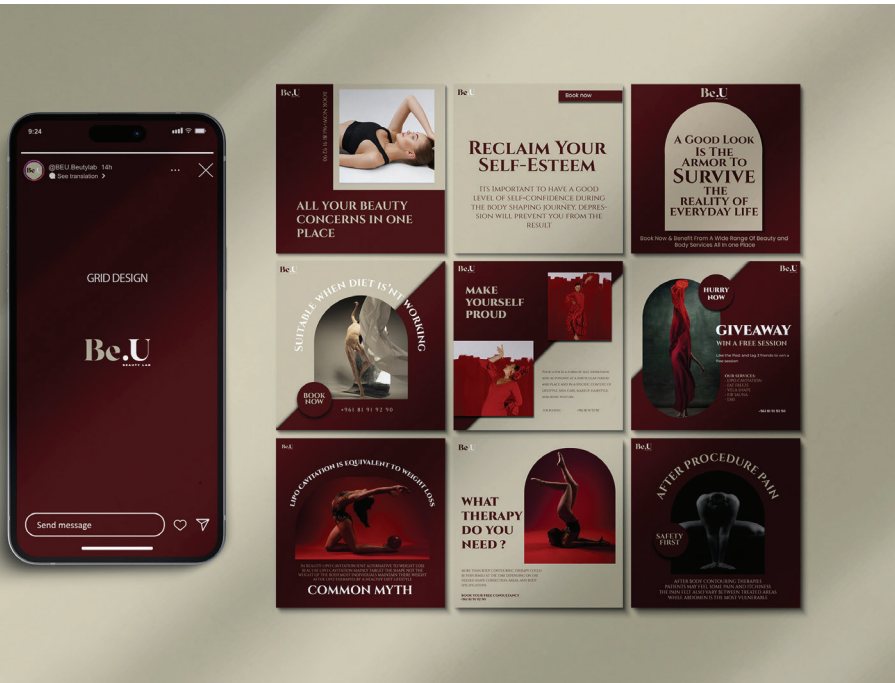




BOOZE VALLEY PACKAGING



4. SOCIAL MEDIA



— BE U BEAUTYLAB

Beauty clinic with advanced body contouring therapies.

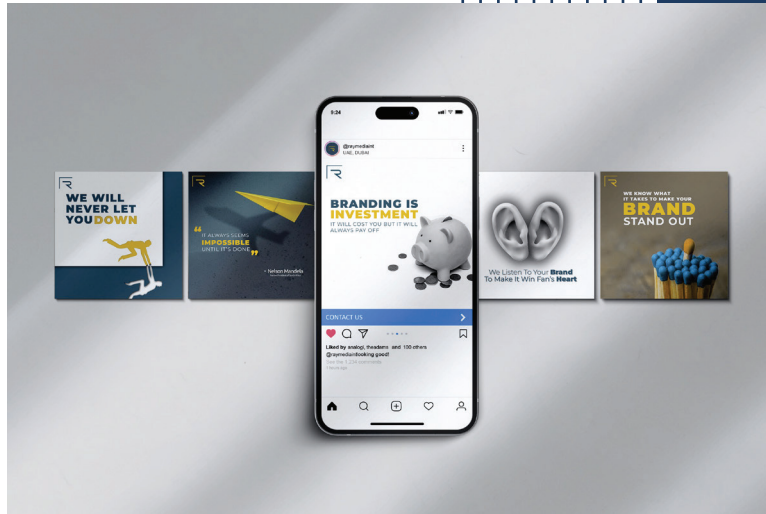
Awareness campaign, explaining the therapies and how it works, and why its much healthier than surgeries.

CLIENT/ BE U

TOOLS/

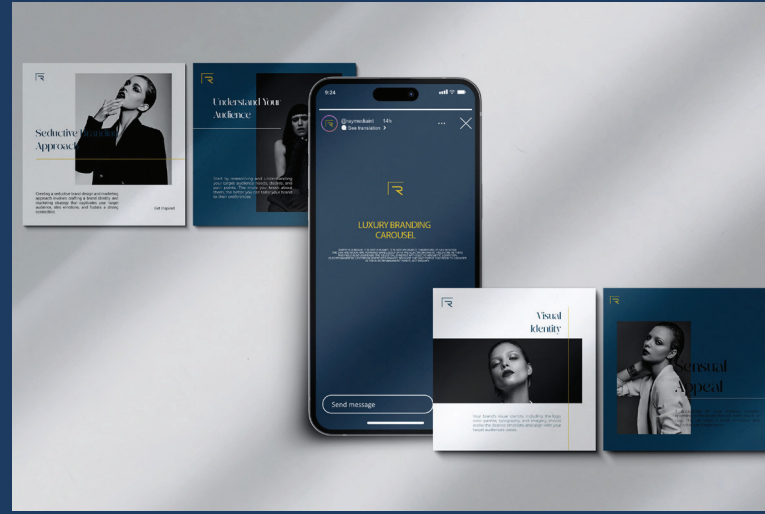
Adobe Illustrator, Adobe InDesign, Adobe photoshop/

DATE/ 2024



RAY MEDIA

Ray Media is a marketing agency based in Lebanon and UAE.



CLIENT/ RAY MEDIA

TOOLS/

Adobe Illustrator, Adobe InDesign

DATE/

March .27.2022



4.1 SOCIAL MEDIA

PETZONE

Petzone is a pet care shop with multiple Branches in beirut

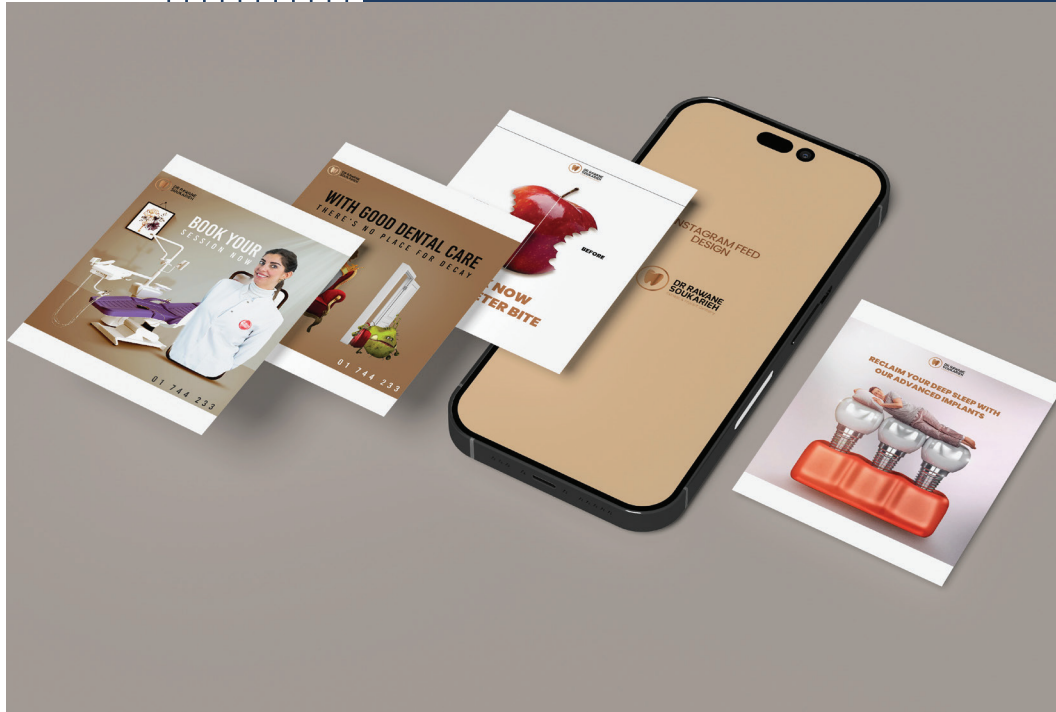
CLIENT/ PETZONE

TOOLS/

Adobe Illustrator, Adobe InDesign, Adobe photoshop/

DATE/ 2023





— DENTIST FEED

Dr. rawan is a dental clinic owner in beirut with multiple branches

CLIENT/ DR RAWAN SOUKARIEH

TOOLS/

Adobe Illustrator, photoshop

DATE/

2023



5. UI DESIGN



— ONLINE ACADEMY

SmartGov Is an NGO that is working on digitizing governmental infrastructure.

CLIENT/ SMARTGOV

TOOLS/
Adobe XD

DATE/ 2020

TECH SUPPORT APP

SmartGov Is an NGO that is working on digitizing governmental infrastructure.

CLIENT/ SMARTGOV

TOOLS/

Adobe Illustrator, photoshop

DATE/

2023



5. ILLUSTRATED BOOK



— GOD WRATH ILLUSTRATED BOOK

A Book talks about the similarities between ancient religions and Abrahamic and the modifications on the same Mythologies, illustrated and written by me

CLIENT/ PERSONAL PROJECT

TOOLS/

Illustrator, photoshop, indesign

DATE/ 2020

HINDUS ABRAHAMIC GODS



The God brahma in Hinduism is the father of god the one who's on the top of the Gods tree, a symbol of power and manhood, and the base of hinduism, aren't we talking about the hinduism version of abraham?



GODS WRATH - PB

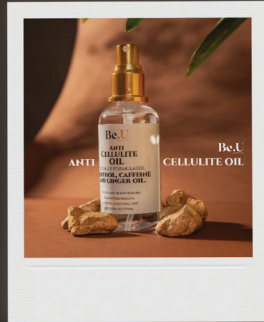
THE MOTHER OF ALL



The goddess sarastawi, the wife and sister of Brahma, is the mother of all gods, the symbol of femininity and tenderness, and this mythology lived for more than 9000 years BC, so who began, Sara or Sarastawi?



7. PHOTOGRAPHY



— PRODUCT PHOTOGRAPHY

After Therapy Cream branded and formulated by
BE U Clinic

CLIENT/ BE U

TOOLS/

Canon Mark 5, and lightroom

DATE/ 2023



MYSTIC DUKE PHOTOSHOOT

Mystic Duke spiritual drinks brand shooting at beirut pubs.

CLIENT/ DUKE

TOOLS/

Adobe Illustrator, photoshop

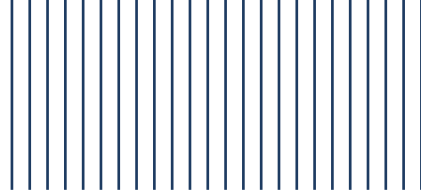
DATE/
2023



Clients

— PLEASURE TO WORK WITH

MY MAIN GOAL IS TO REACH MY CLIENT'S TARGET, AND THE MOST CHALLENGE I TAKE, IS TO WORK WITH ENTREPRENEURS AND START UPS FROM SCRATCH STARTING WITH BRANDING, BECAUSE I BELIEVE THAT A GOOD BRANDING IS THE SECRET BEHIND SUCCESSFUL BUSINESS, SO THE SUCCESS OF THE PROJECTS I START, MEANS THE SUCCESS OF MY WORK.



Be.U
BEAUTY LAB

 **DR RAWANE SOUKARIEH**
Esthetic & Implant Dentistry

smart  **tech**  **Let's PADEL**

Shopper's 

 **LACASA**
S.A.R.L.

 **BIOSPHERE**
SWISS COSMETICS

BCOI[®]
Barry Cosmetics Company International
شركة براج للتجميل الدولية

PetZone

EDU  **TE**

BOVINI
RESTAURANT AND CAFE

الظاهرة

i.sanitize 
The Healthy Living

aldahra
altannaf


Jewelry

GIL
JEWELS

TEDORO



Happy Line
EVENT MANAGEMENT



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