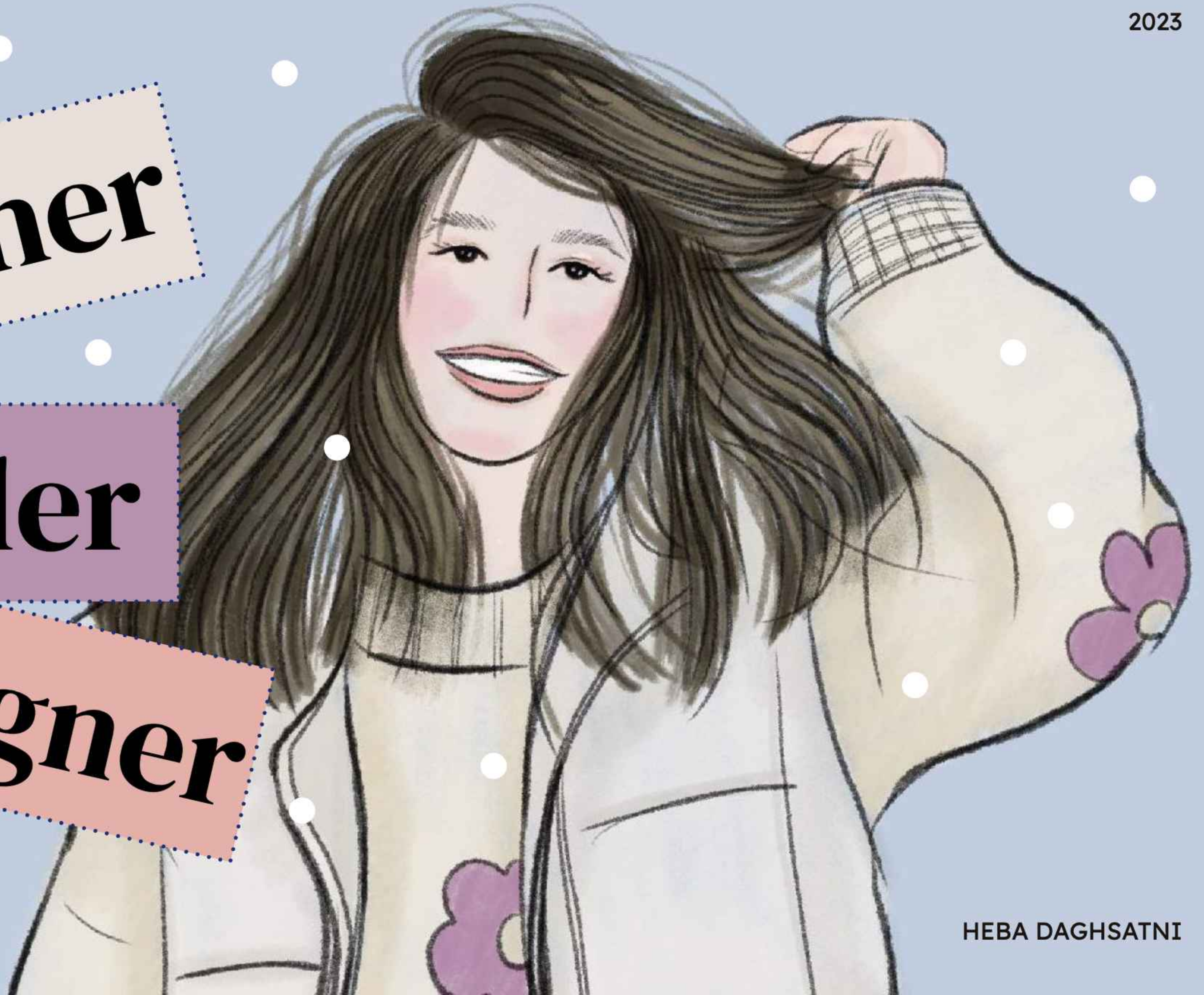


**Researcher**

**Storyteller**

**Designer**



# Content

01

Digital

03

Branding

02

Visual systems  
& prints

00

Ground Shifting

04

Illustrations

00

# Ground Shifting

Exhibition



# Ground Shifting

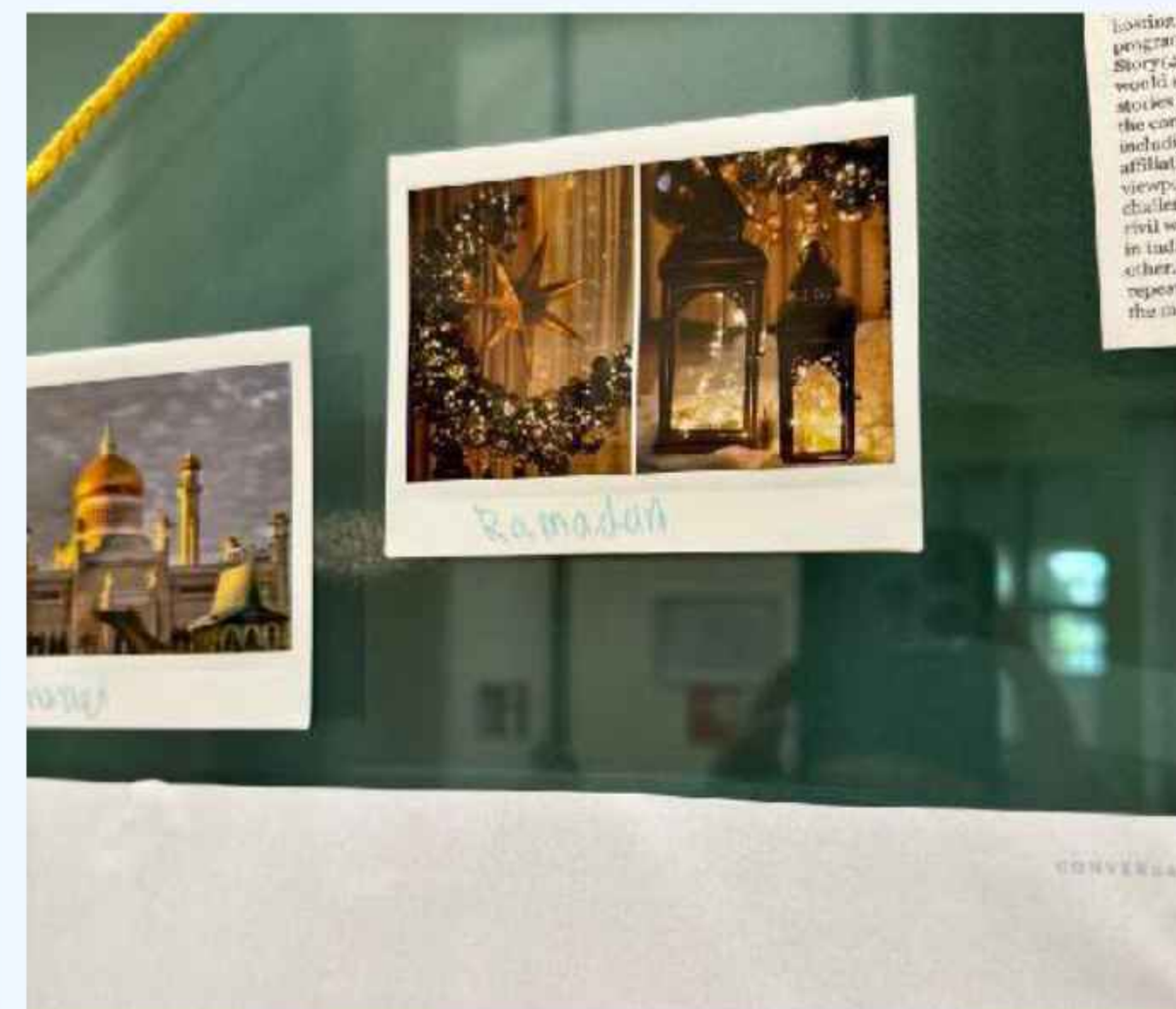
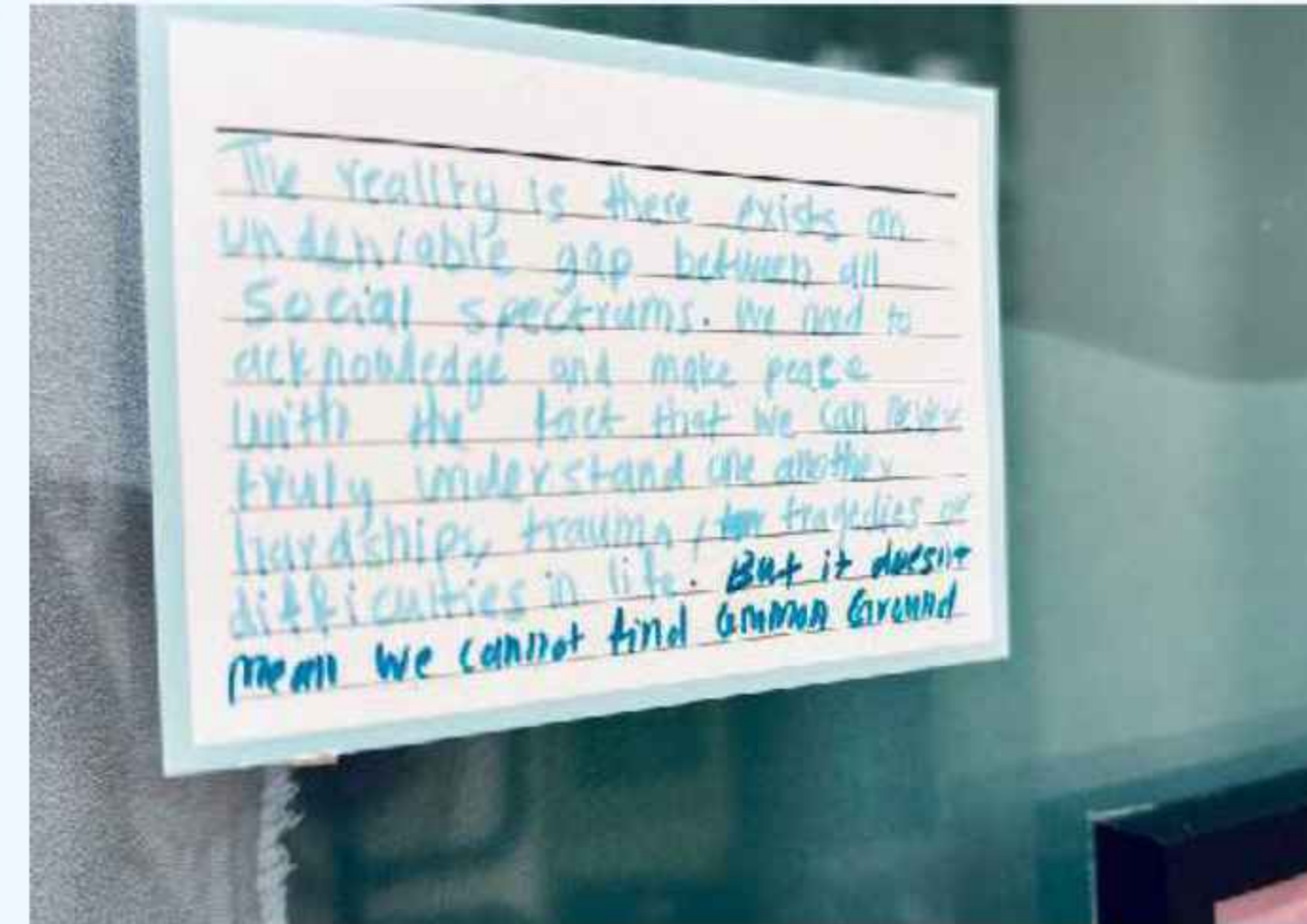
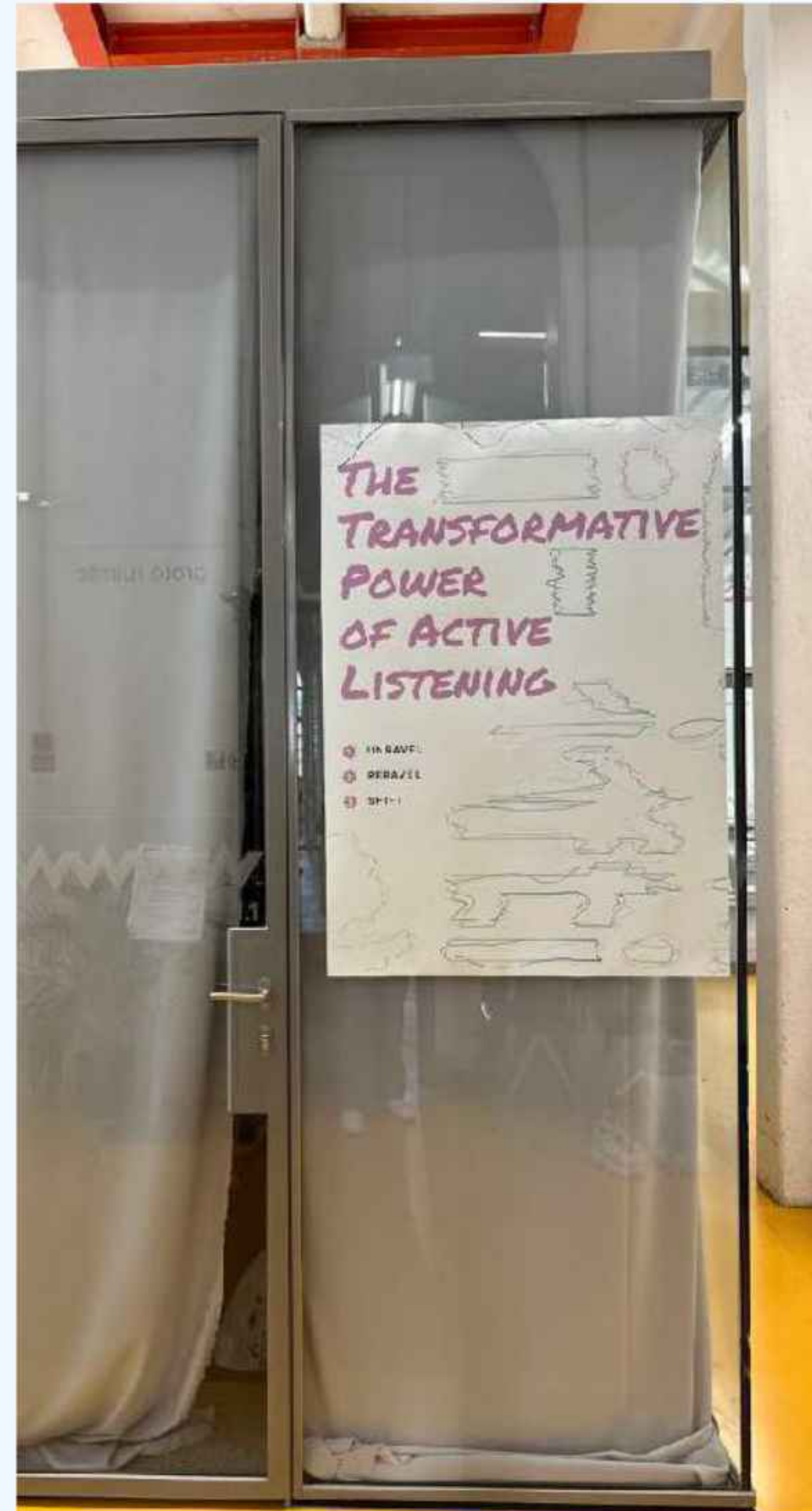
Exhibition design

The slides that follow showcase images from the graduation exhibition. The purpose of the exhibition was to create a private space where four individuals could sit blindfolded and practice active listening while experiencing the story of "I am Zain". The visitors are then invited to leave a reaction, a question or a thought in a jar.

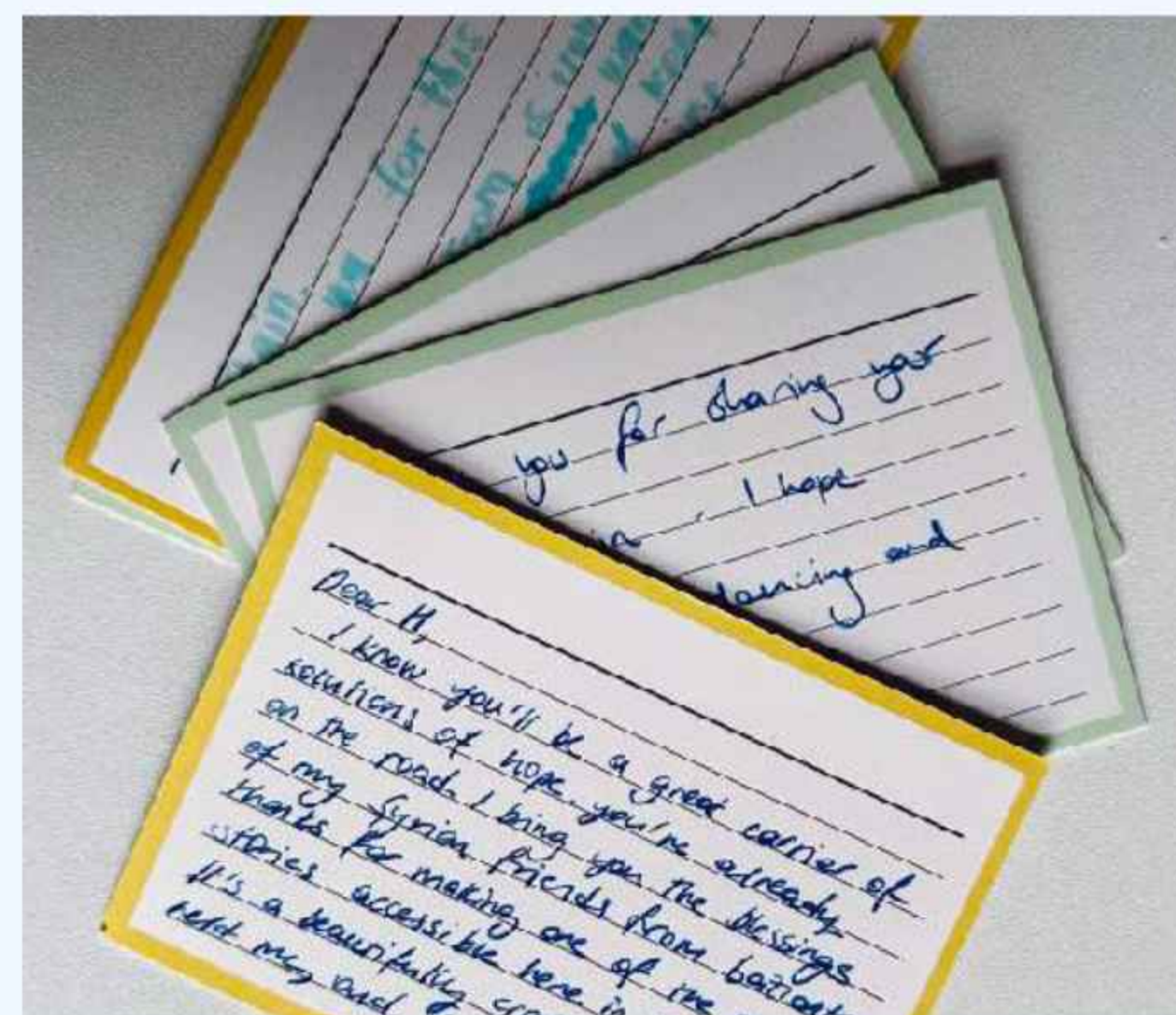
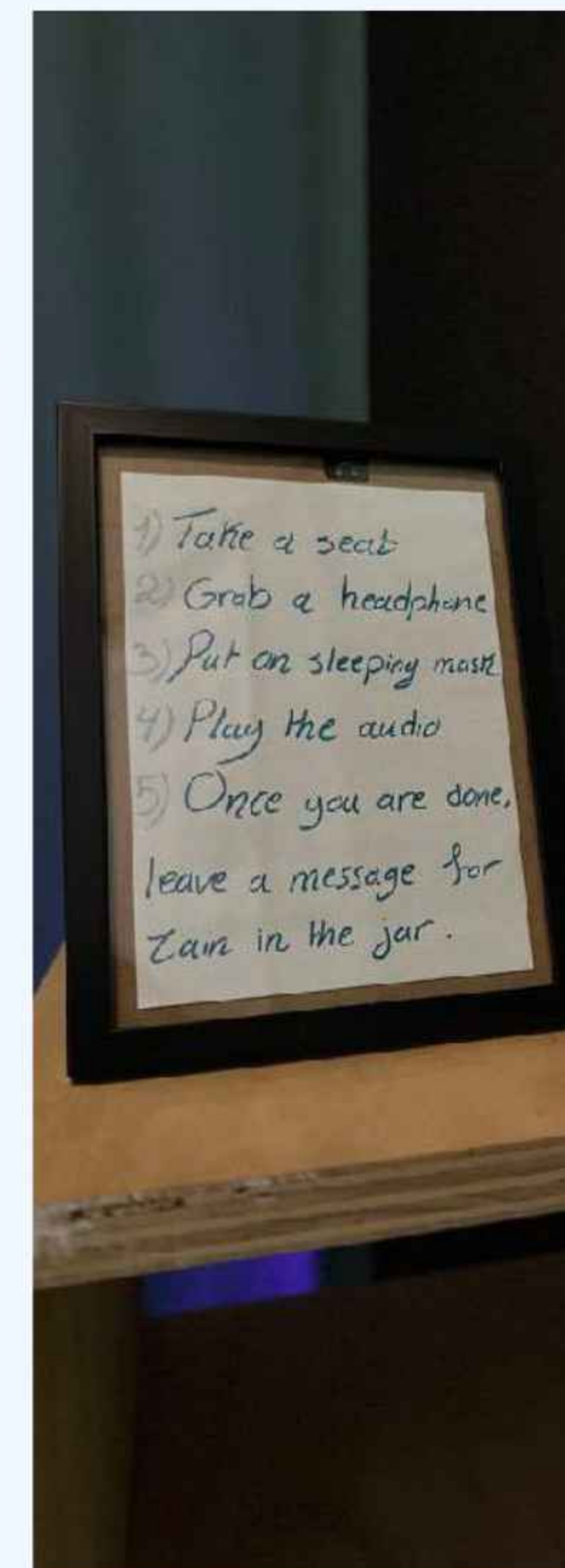
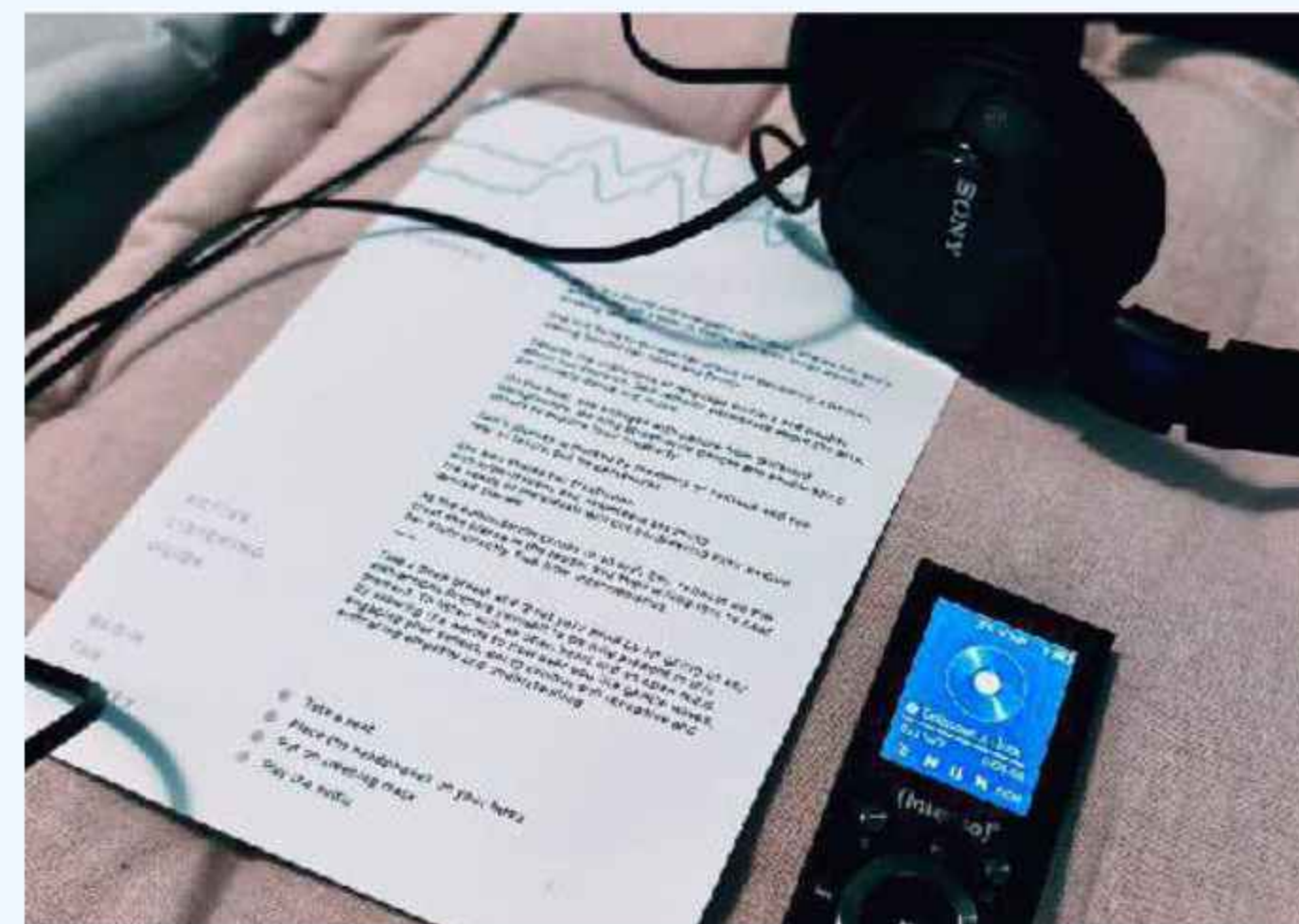
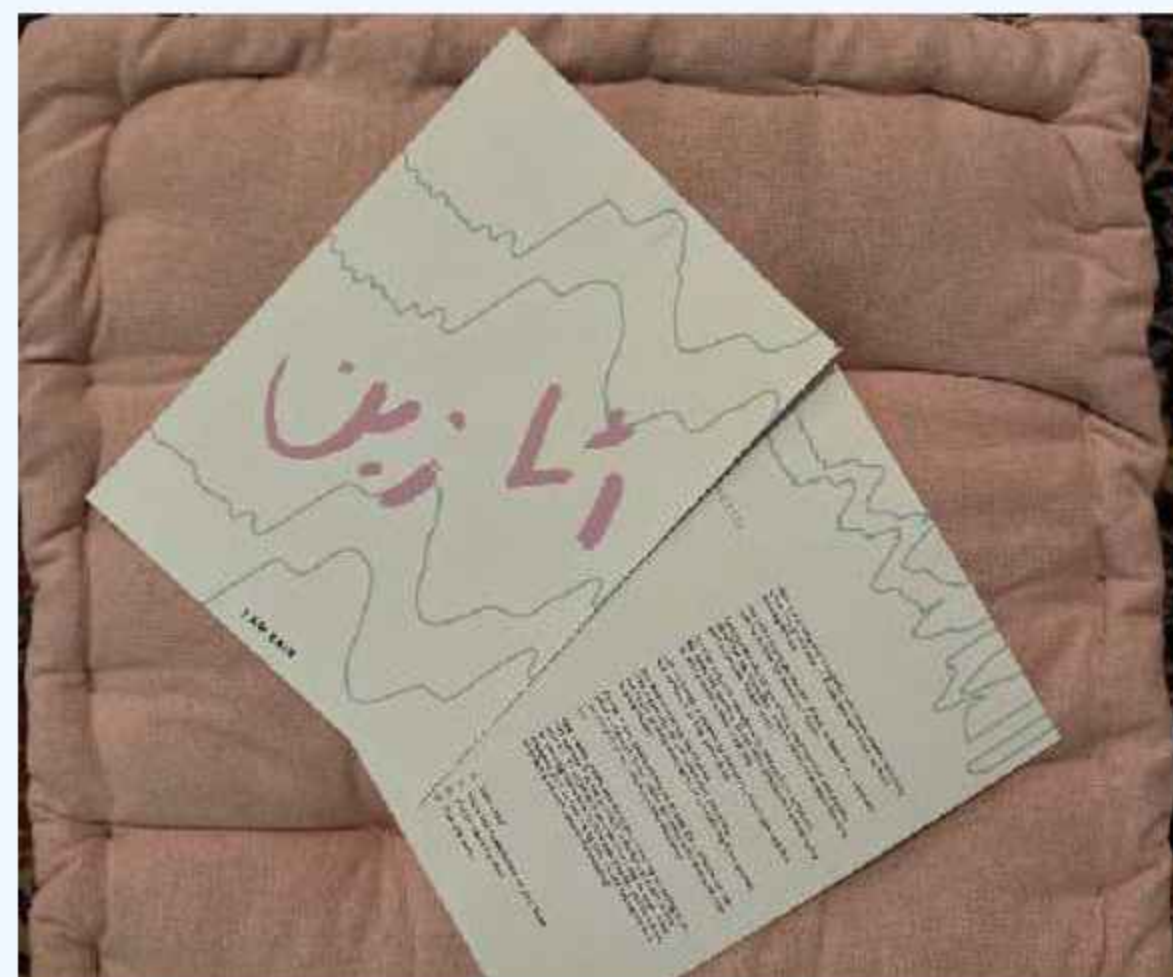
Before entering the space, the outer glass was used to discuss the process, share the outcomes, and visualize the conversations and connections made.

**THE METHOD CAN BE FOUND  
FOLLOWING THIS LINK**

# OUTSIDE THE ROOM



## INSIDE THE ROOM



01

# Digital

Solaax

MEC

The Current

H2r Design

**MSC**

**BRAND IDENTITY BY: MOHAMMED AL KAYYALI**



# MEC

## Metaverse Engineering & Contracting

A collaborative project between Mohammed Al Kayyali, Reeham Dagestani, and me. Mohammed created the brand's narrative and logo, while Reeham handled the development stage.

### **My role: Website Design**

As part of my task, I was responsible for designing the website of the brand in both English and Arabic. This involved defining the information architecture, creating pages and determining the amount of content required.

To begin with, I created a rough journey map followed by a wireframe. Based on these, I developed the final website.

Throughout the process, I maintained constant communication with the client and my team to ensure that the website design was going smoothly. The process was iterative and required a few adjustments and modifications.

**STATUS: UNDER DEVELOPMENT**



ميتاڤرس للهندسة و القابوت ذم م  
METAVERSE ENGINEERING  
& CONTRACTING L.L.C

- Home
- Projects
- Contact
- Company Profile

UAE

PORTUGAL

KSA

MALAYSIA

# UAE



MacBook Pro



ميتافيرس للهندسة و للقاوات ذ.م.م  
 METAVERSE ENGINEERING  
 & CONTRACTING L.L.C

EN AR

- Home
- Projects
- Contact
- Company Profile



# Featured Projects



## Featured Projects



### Russian Pavilion

Location: KSA  
 Client: Saudi Ministry of Culture  
 Consultant: MEC

UAE

Venue

UAE

Thalab Miskaa

UAE

Lotem Itatum

Portugal

Lotem Itatum

Malaysia

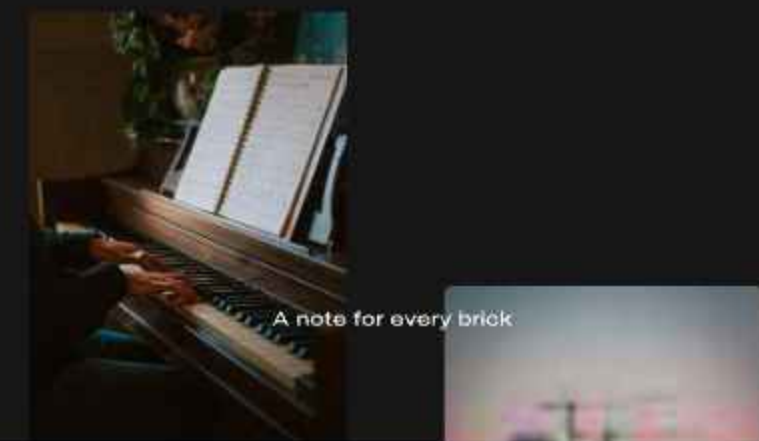
View more

- UAE
- PORTUGAL
- MALAYSIA
- KSA

A note for every brick.

## Our Story

We believe that the artistry of construction is akin to a musical performance, where every element plays a crucial role, and our team orchestrates these elements with grace and expertise. Our dedication to precision and craftsmanship resonates in every note we strike, much like a beautiful score of music that captivates the soul.



A note for every brick

## Founders



Ayub Aga

Founder, Chairman

Mr. Ayub is an experienced project manager with a proven track record in the construction industry. He has successfully led numerous projects, ensuring timely completion and high-quality standards. His leadership and strategic vision have been instrumental in the growth and success of MEC.



Ayman Khader

Partner, CEO

Mr. Ayman is a seasoned professional with extensive experience in the construction sector. He has a strong background in business development and client relations, contributing significantly to the company's growth and success. His expertise in project management and financial acumen has been a key asset to MEC.



Mohamed ElNaggar

Partner, Managing Director

Mr. Mohamed is a highly skilled professional with a wealth of experience in the construction industry. He has a proven track record in project management, client satisfaction, and business development. His leadership and strategic vision have been instrumental in the growth and success of MEC.

## WHY Choose MEC

### 1. Track Record & Experience:

MEC has a proven track record in the construction industry, with a long history of successful projects. Our extensive experience and expertise in various sectors ensure that we deliver high-quality results for our clients.

### 2. Commitment to Quality & Client Satisfaction:

At MEC, we are committed to providing the highest quality of service and ensuring client satisfaction. Our dedication to precision and craftsmanship is reflected in every project we undertake.

### 3. Unlimited Building Licensing (scale)



# أبرز المشاريع



## أبرز المشاريع

### الجناح الروسي



الهدف  
العميل  
المسجل  
المساحة  
المرحلة  
2020

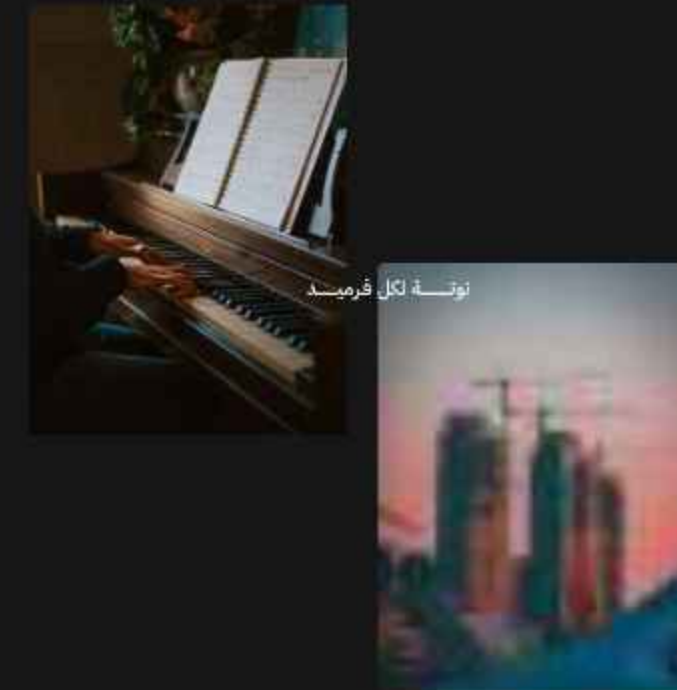
- العمارة
- التصميم
- العمارة
- تصميم المبنى
- العمارة
- التصميم
- العمارة
- التصميم

View more

- العمارة
- التصميم
- التصميم
- التصميم

## قصتنا

نؤمن أن في البناء فنٌ مشابهة لأداء الموسيقى، حيث يندمج فيه كل عنصر من العناصر حجراً هائلاً لا يتجزأ عن السيمفونية. يتكامل عمل فنيها في التعامل مع شتى العناصر لتشكل تناغم يعكس جلاله حجراً ودفقة هندسية في التخطيط والتنفيذ. ومع تزيمة صدى كل نوتة موسيقية، تثبت فريقياً نغماً وطقان.



نوتة لكل فرميد

## تاريخنا

## المؤسسين



أيوب أغا  
المؤسس الرئيس

رئيس مجلس إدارتنا، مؤسسنا، مديرنا العام، مديرنا المالي، مديرنا القانوني و مديرنا العلاقات العامة. له خبرة واسعة في مجاله، وهو يعمل في مجاله منذ عام 1998 وهو مؤسسنا على مدى 25 عاماً. له خبرة واسعة في مجاله، وهو يعمل في مجاله منذ عام 1998 وهو مؤسسنا على مدى 25 عاماً.



أيمن خضري  
مؤسس الرئيس التنفيذي

رئيس مجلس إدارتنا، مديرنا العام، مديرنا المالي، مديرنا القانوني و مديرنا العلاقات العامة. له خبرة واسعة في مجاله، وهو يعمل في مجاله منذ عام 1998 وهو مؤسسنا على مدى 25 عاماً.



محمد التجار  
مؤسس مدير عام

رئيس مجلس إدارتنا، مديرنا العام، مديرنا المالي، مديرنا القانوني و مديرنا العلاقات العامة. له خبرة واسعة في مجاله، وهو يعمل في مجاله منذ عام 1998 وهو مؤسسنا على مدى 25 عاماً.

## لماذا نحن؟

- 1. رقم قباضي والخبرة
- 2. الالتزام بالجودة ورضا العملاء
- 3. بناء غير محدود الترخيص (النطاق)
- 4. توسع وطموحات النمو

**thecurrent.is**

**CLIENT'S EXISTING LOGO**

# The Current

Graduation website for the year 2022

Graduation Exhibition show website, designed in Figma as part of a cooperation with Elena Lupoiu and Valeria Feron.

The website identity (font + color) were already decided upon and designed by Elena and Valeria.

## **My role: Website Design**

I assisted the designers in bringing their graduation show's brand identity to life on the website.

Due to the limitations of the previous year's template, my task was to devise solutions that would allow us to incorporate the brand's visuals onto the digital platform while working within the constraints of the existing system.

**LINK TO THE LIVE WEBSITE:  
[HTTPS://2022.THECURRENT.IS/](https://2022.thecurrent.is/)**

FIND US IN THE IN-BETWEEN  
JUNE 30TH - JULY 4TH

PARALLELWEG 21, 5223AL  
'S-HERTOGENBOSCH

CURATORIAL STATEMENT

# IN THE IN-BETWEEN

SELECT FILTERS BY MEDIUM

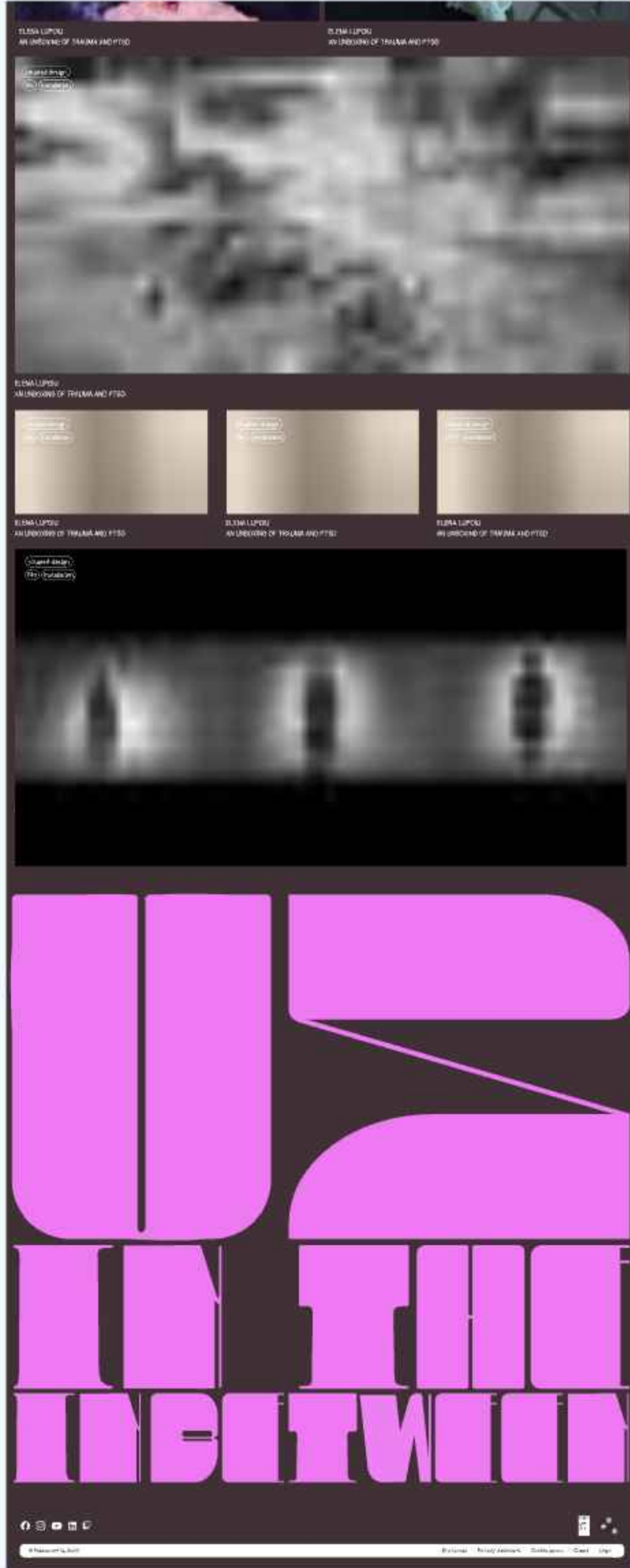
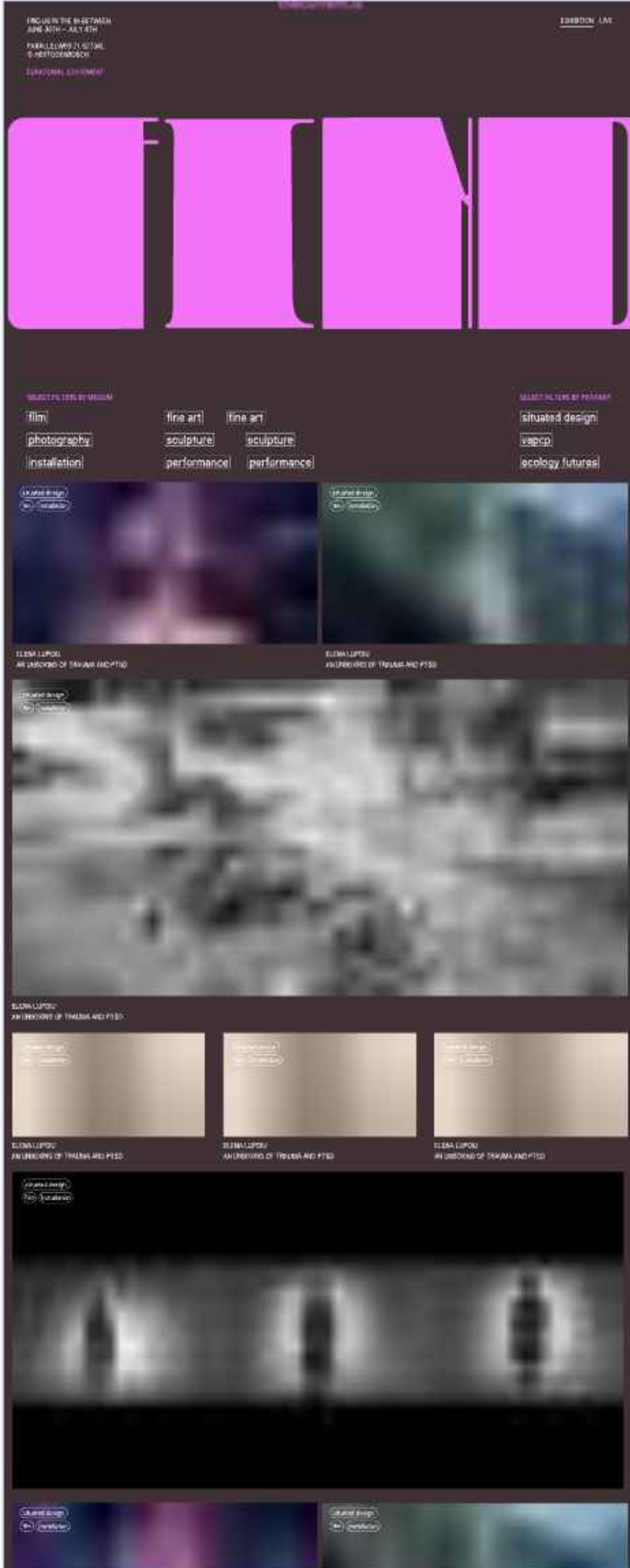
- film
- photography
- installation
- fine art
- sculpture
- performance
- fine art
- sculpture
- performance

SELECT FILTERS BY PATHWAY

- situated design
- vapccp
- ecology futures

situated design

situated design



SOLaa 

BRAND IDENTITY BY: HEBA DAGHSTANI



# Solaax

Start-up in Eindhoven

This project was created in collaboration with Web-n-Tech, a Dubai-based tech company launching a startup in Eindhoven.

During the early stages, the client provided content as the products and services were still being defined.

## **My role: Brand Identity & Website**

I was responsible for creating the brand identity and digital website for a start-up. During the process, I listened carefully to the client's vision since he was still in the process of figuring out what products he wanted to provide. The logo needed to align with four other brands that belonged to the client, so it had to be sharp, tech-driven, and bold.

Regarding the website, the requirement was to keep as much of the provided content as possible and find the best ways to visualize it. This was achieved by creating a map that displays where each product has been used in a venue, a visual representation of the company's activities, and the key features of Solaax.

**LINK TO THE LIVE WEBSITE:  
[HTTPS://SOLAAX.COM/](https://solaax.com/)**

GET STARTED

EXPERIENCE FOCUSED

AI POWERED

DATA DRIVEN

WHAT WE OFFER AT SOLAAX

## Elevate attendee satisfaction with unique digital and on-ground experiences.

Solaax offers a mobile-first approach with its fully integrated EventHUB and VenueHUB native mobile applications. Designed to provide a seamless digital experience

**Seamless Digital Access**

Offer QR code passes for your venue and a unique way of identify your customers with unique customer QR code.

**Networking & Engagement**

Provide your customers with easy ways to communicate with customer support or ways of communication with each other.

**Offline Mode**

Users can access the essential features of the app offline.

INTERACTIVE VENUE

## The Power of Integrated Systems

GET STARTED

Elevate attendee satisfaction with unique digital and on-ground experiences.

Full integration with various other systems with fully integrated EventHUB and VenueHUB native mobile applications. Designed to provide a seamless digital experience.

**Seamless Digital Access**

Offer QR code passes for your venue and a unique way of identify your customers with unique customer QR code.

**Networking & Engagement**

Provide your customers with easy ways to communicate with customer support or ways of communication with each other.

**Offline Mode**

Users can access the essential features of the app offline.

Customer Service

Offer your customer enhanced and personalized customer support and help them to solve their issues and concerns.

INTERACTIVE VENUE

## The Power of Integrated Systems

**VenueHub**

Offer your customer enhanced and personalized customer support and help them to solve their issues and concerns.

**Experiences & events**

Offer your customer enhanced and personalized customer support and help them to solve their issues and concerns.

**Customer experiences**

Offer your customer enhanced and personalized customer support and help them to solve their issues and concerns.

INTERACTIVE VENUE

## The Power of Integrated Systems

architecture principles to offer limitless possibilities of configurations and integration

Challenging the status quo and focus on what matters the most

Offer your customer enhanced and personalized customer support and help them to solve their issues and concerns.

More than a software, an ecosystem

Offer your customer enhanced and personalized customer support and help them to solve their issues and concerns.

**MOB-TECH**

Offer your customer enhanced and personalized customer support and help them to solve their issues and concerns.

**RENT-TECH**

Offer your customer enhanced and personalized customer support and help them to solve their issues and concerns.

**SOLAAX**

Offer your customer enhanced and personalized customer support and help them to solve their issues and concerns.

**CRM**

Offer your customer enhanced and personalized customer support and help them to solve their issues and concerns.

Get started

Offer your customer enhanced and personalized customer support and help them to solve their issues and concerns.

Challenging the status quo and focus on what matters the most

Offer your customer enhanced and personalized customer support and help them to solve their issues and concerns.

h 2 r  
d e s  
i g n

CLIENT'S EXISTING LOGO

# H2r Design

## Interior Design

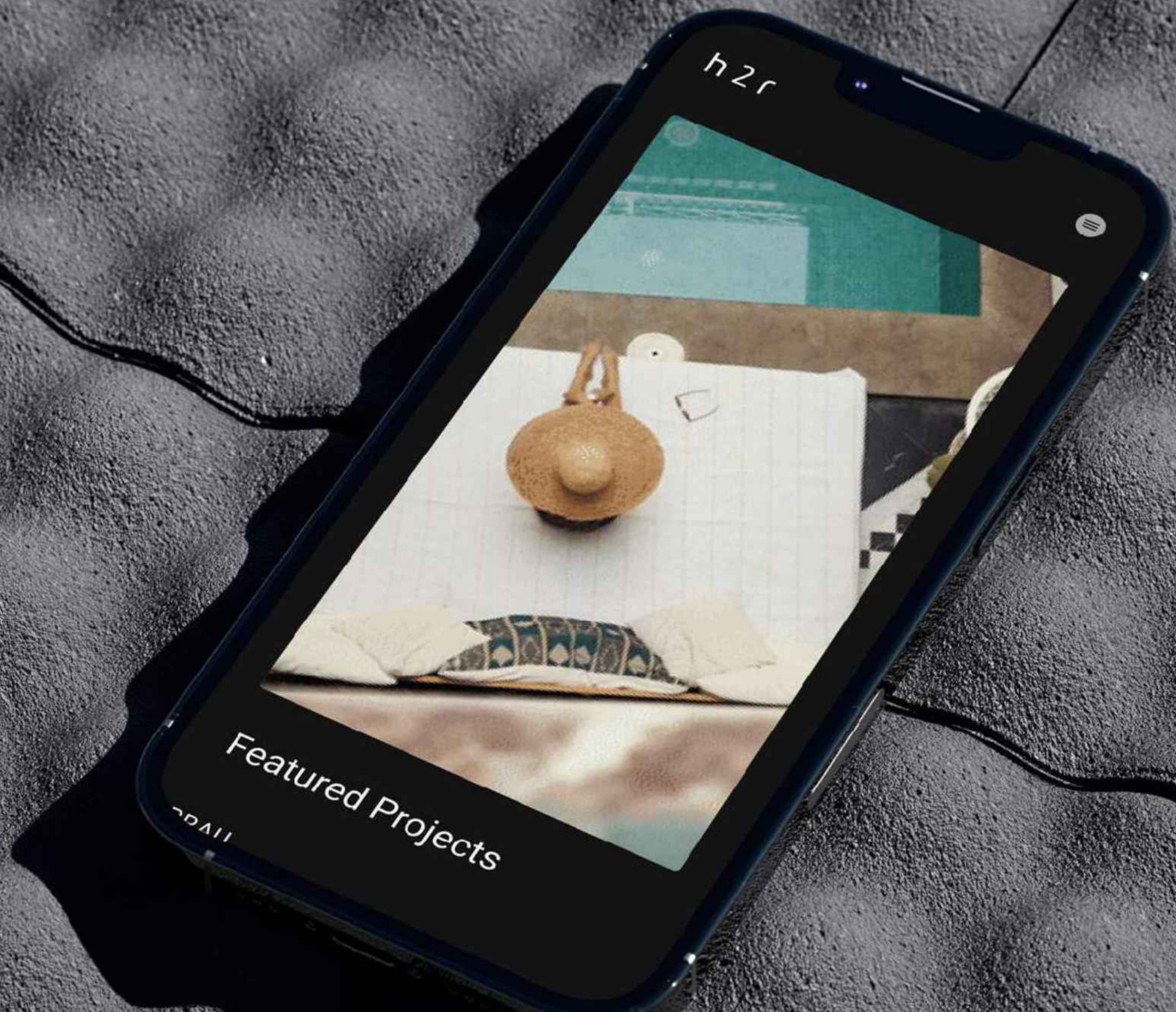
I have a regular collaboration with H2r design studio, based in the UAE. I used to work for them as their main in-house brand designer, but now I work independently and assist them as needed. My work with H2r involves collaborating with their clients, interior team, and social media department.

This project was done in collaboration with a third-party developer and the H2R social media department.

### **My role: Website Design**

When I joined H2r, the brand and website were already established. My main responsibility was to revamp the existing website, which required a modern look and feel that was distinct from any existing template.

Additionally, the revamped website needed to provide easier navigation across projects and categories, and highlight the awards and press content.



h2r

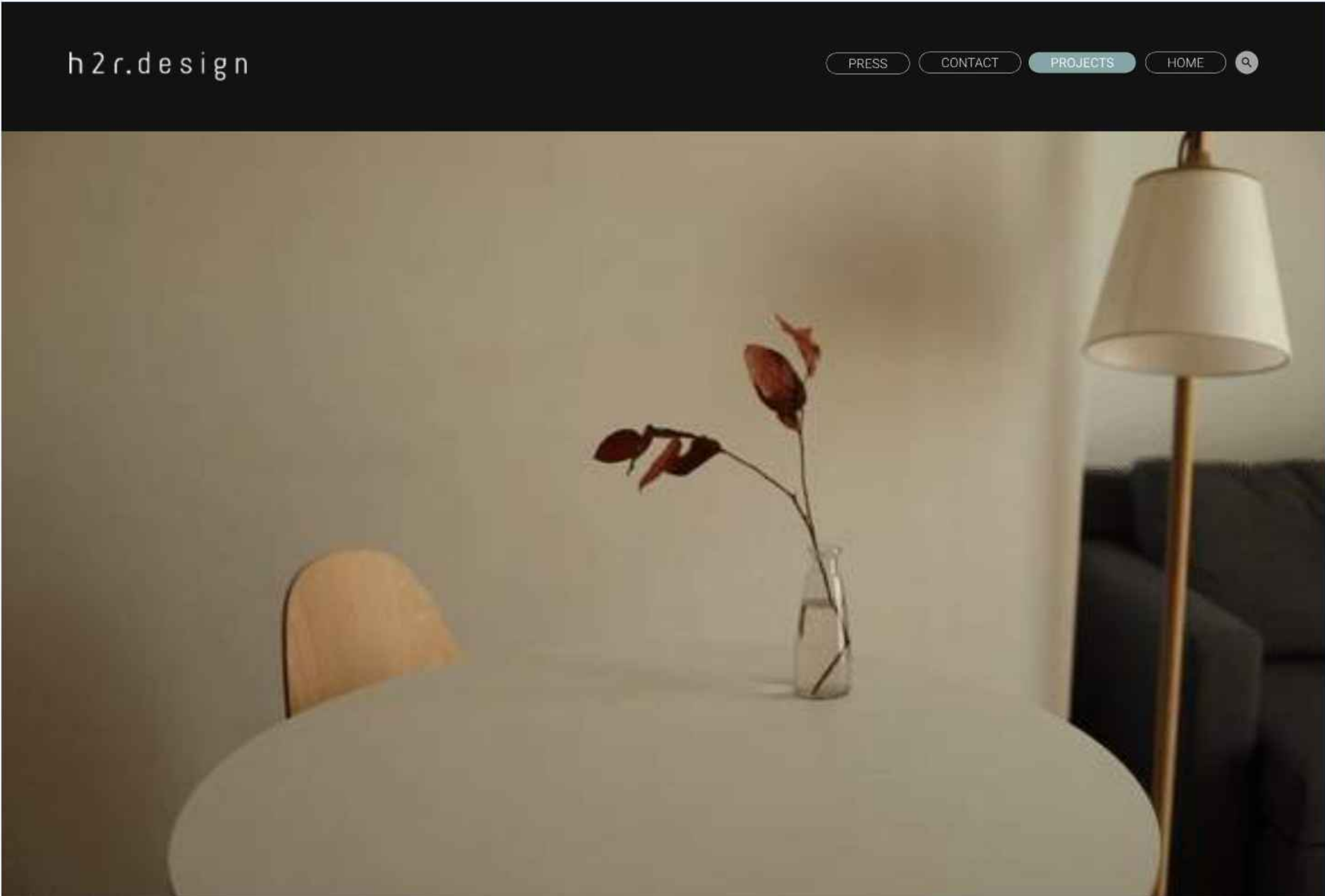


Featured Projects

11:41



# PROJECTS PAGE



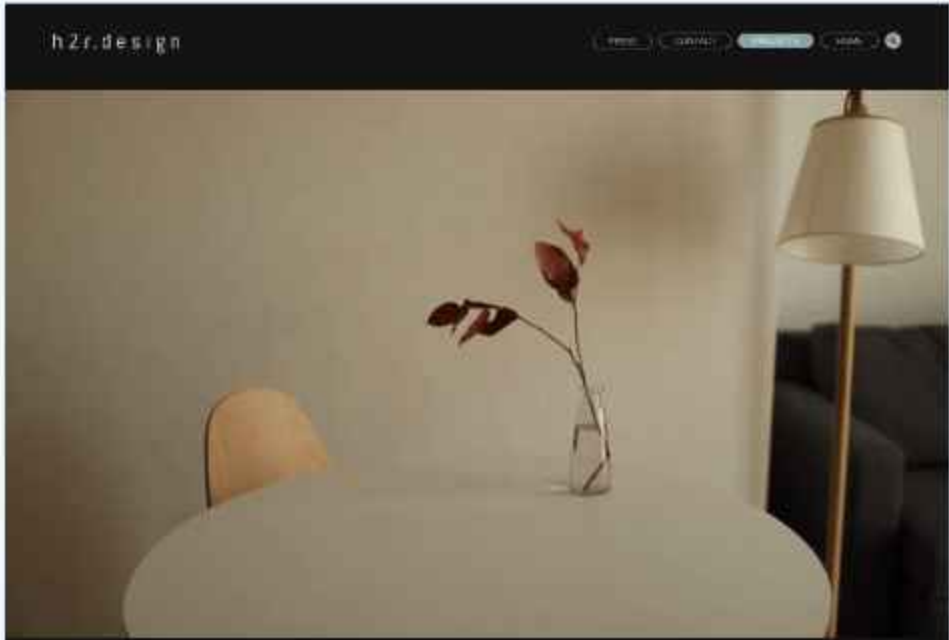
h2r.design

PRESS CONTACT **PROJECTS** HOME

PROJECT NAME

**SERVICE PROVIDED**

- Health and Witness
- F&B
- Branding
- Sustainability
- Luxury
- Residential
- Commercial
- Community
- Retail
- Collaboration



h2r.design

PROJECT NAME

**SERVICE PROVIDED**

- Health and Witness
- F&B
- Branding
- Sustainability
- Luxury
- Residential
- Commercial
- Community
- Retail
- Collaboration


Vida Beach Resort 2021

BRAU 2023



Nette 2021

Matcha 2021

Burj Crown 2022




Falla 2022




Nette 2021

Matcha 2021

Burj Crown 2022




Falla 2022



Lazy Cat Dubai 2021


Brew Mirdif Avenue 2023



Shaziz 2023

Maiz Tacos 2022

Slider Code 2022



Asma Al Shaya 2022

02

# Visual systems & prints

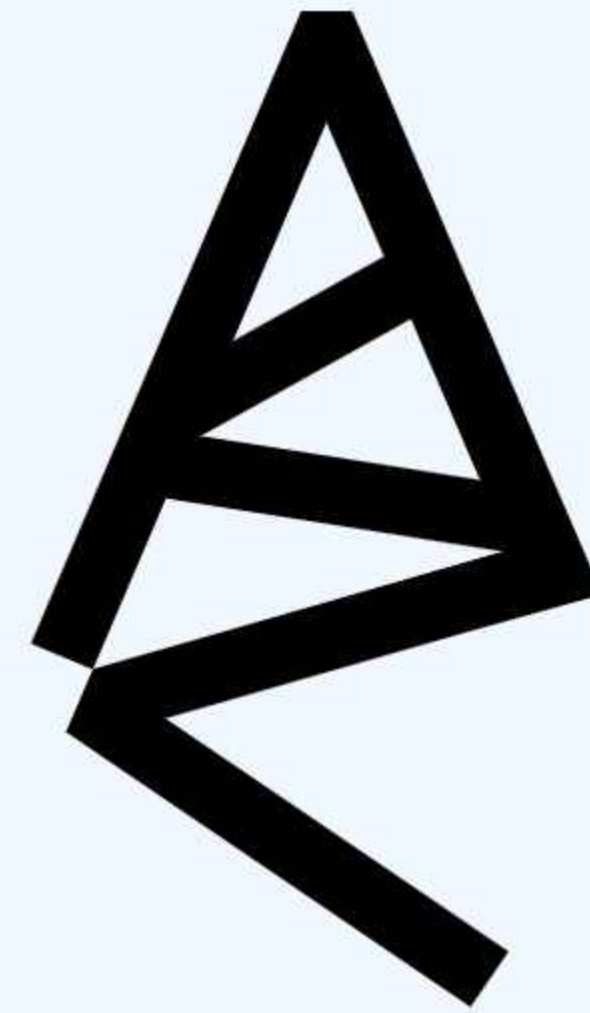
Aida

Abu Dhabi Stories

SCD

Prints





عايدة  
Aiida

# Aiida

Weaving warmth into your home

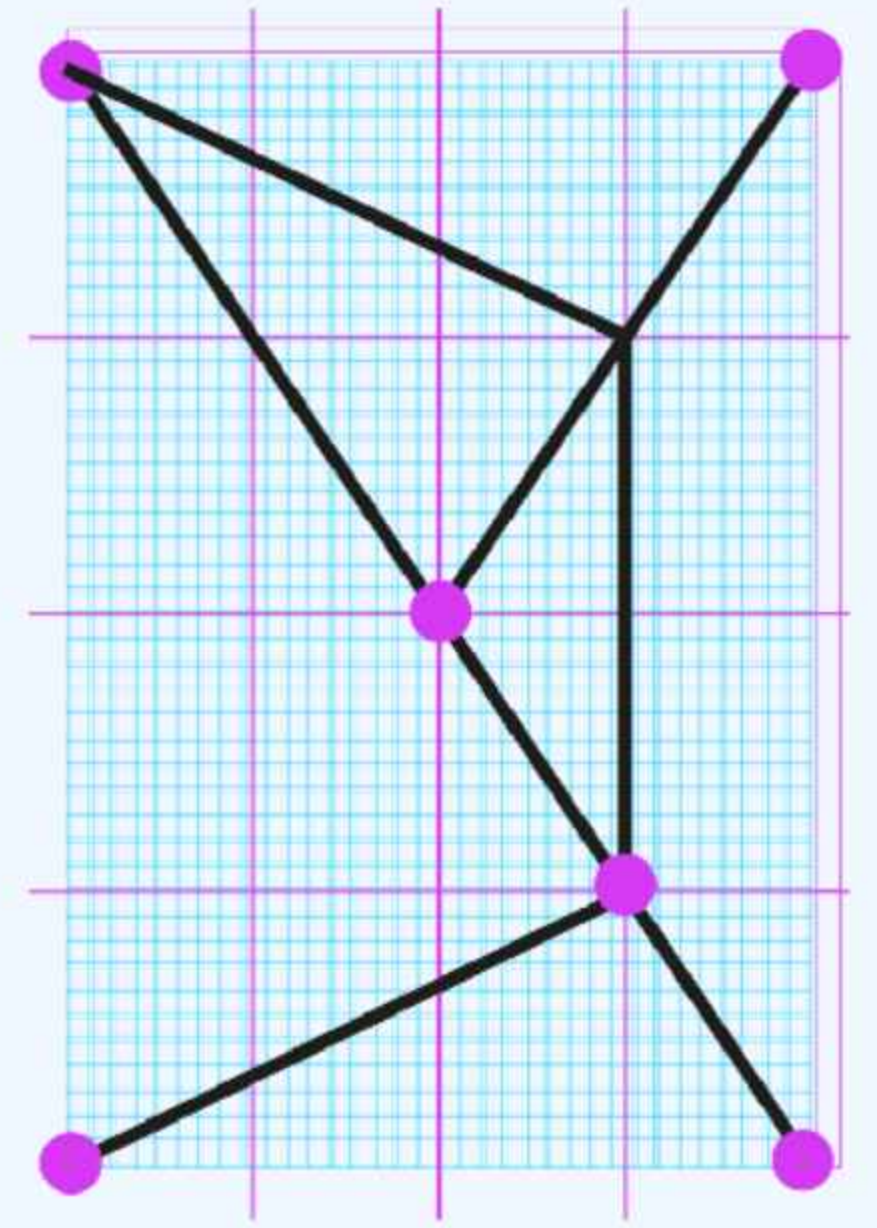
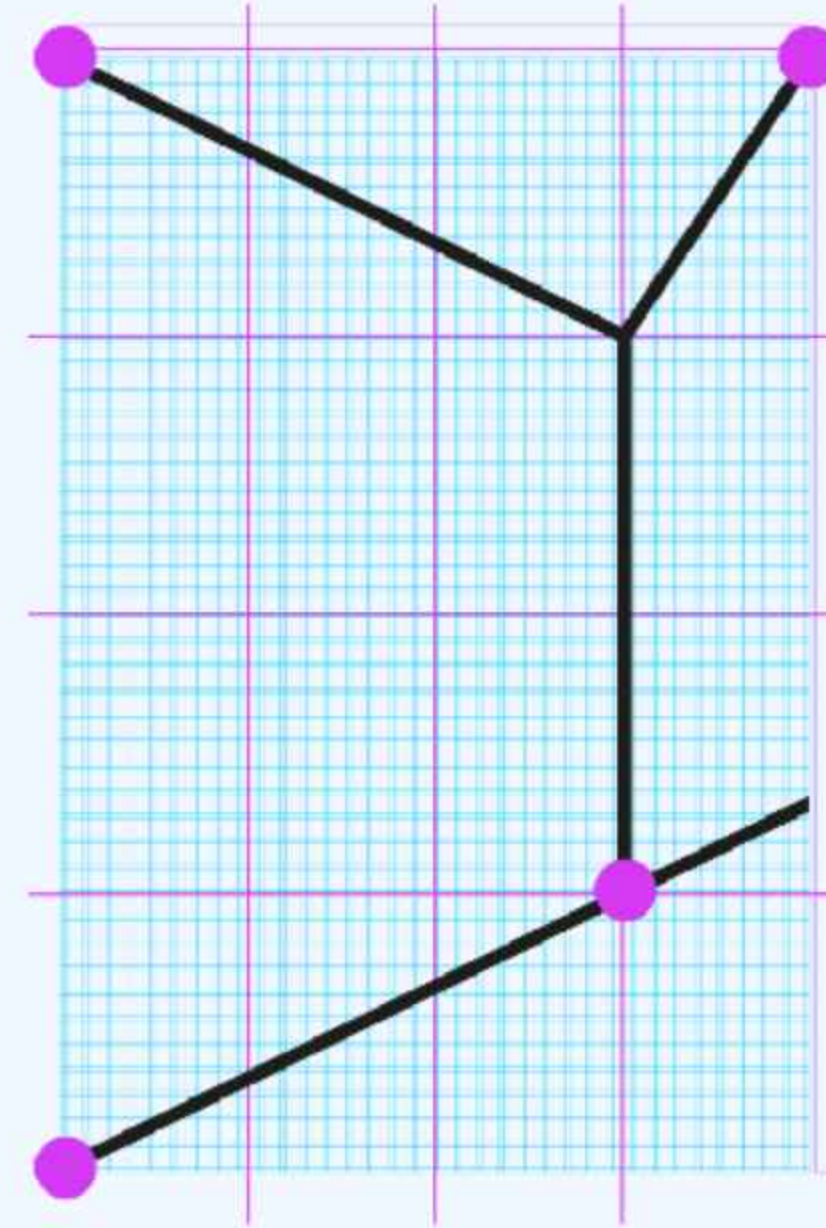
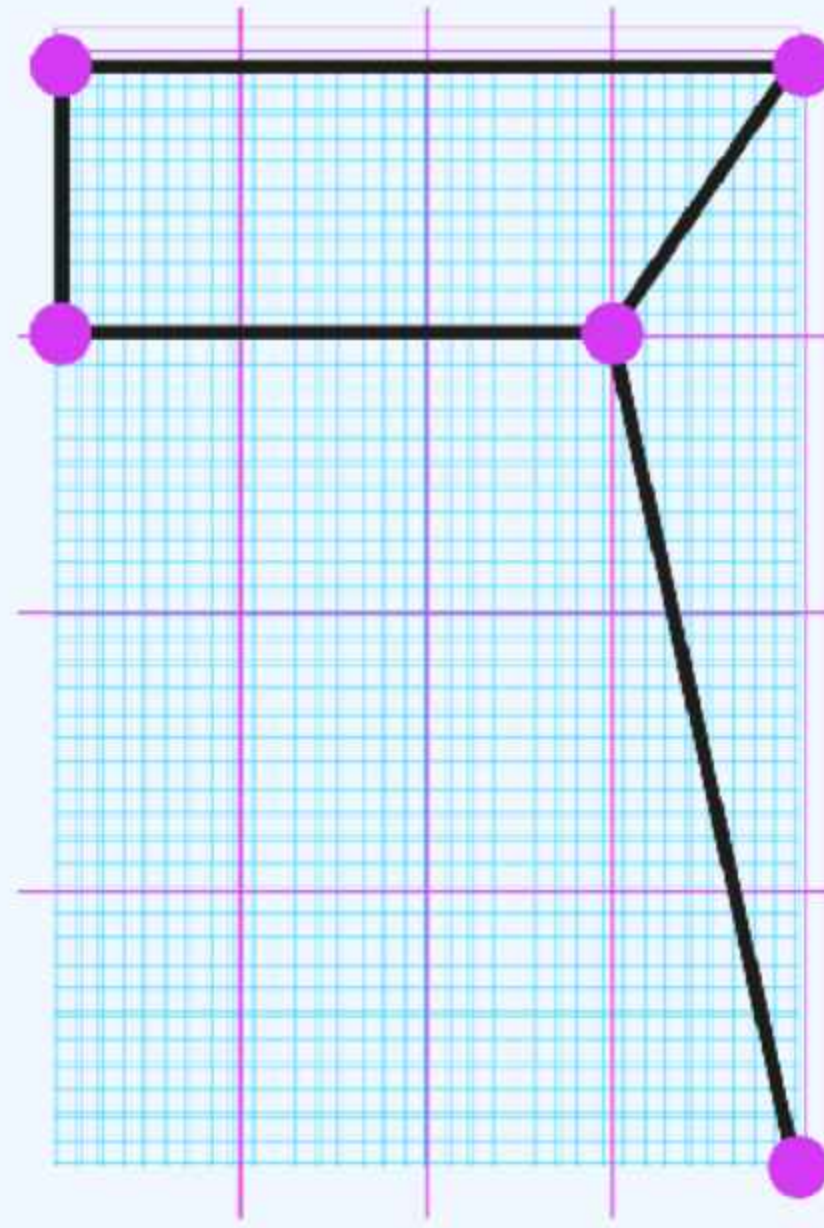
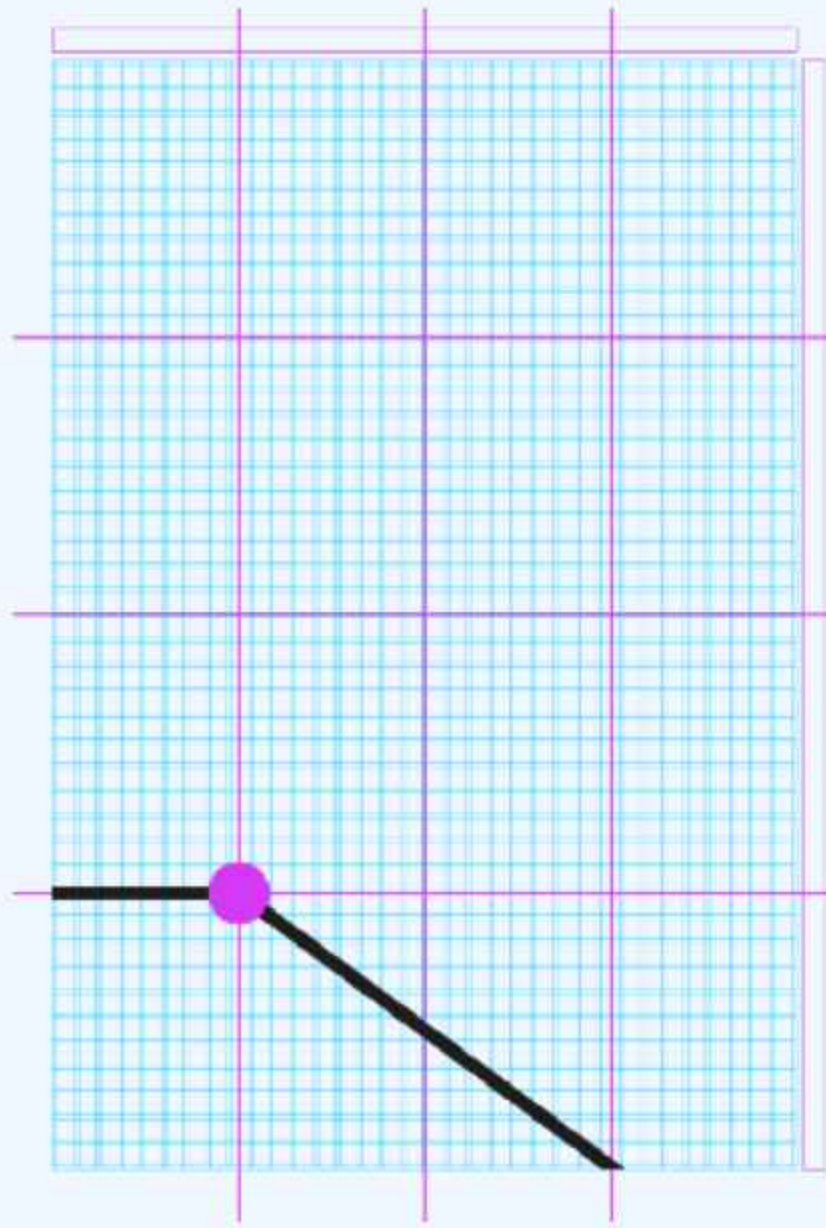
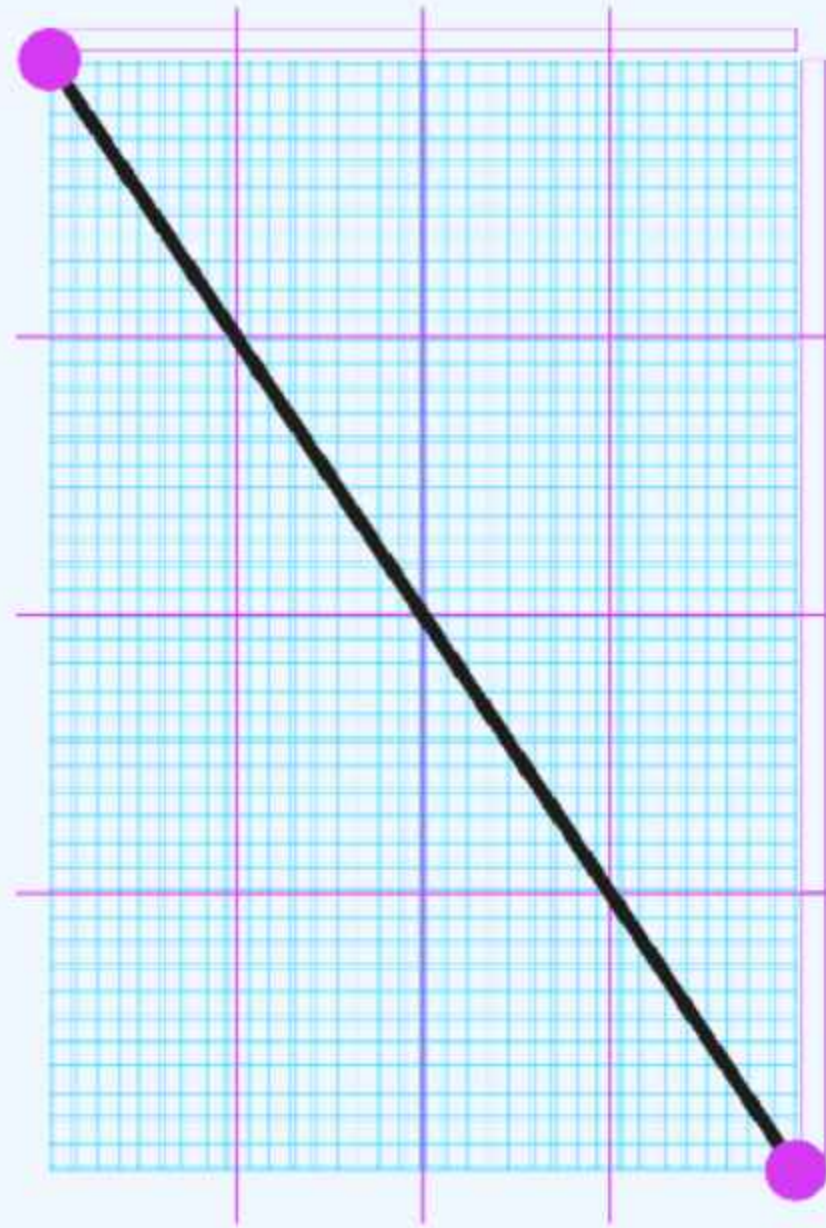
A collaborative project between Marie founder of **andsowedesign** and myself. Marie created the brand's narrative and logo.

## **My role: Visual System**

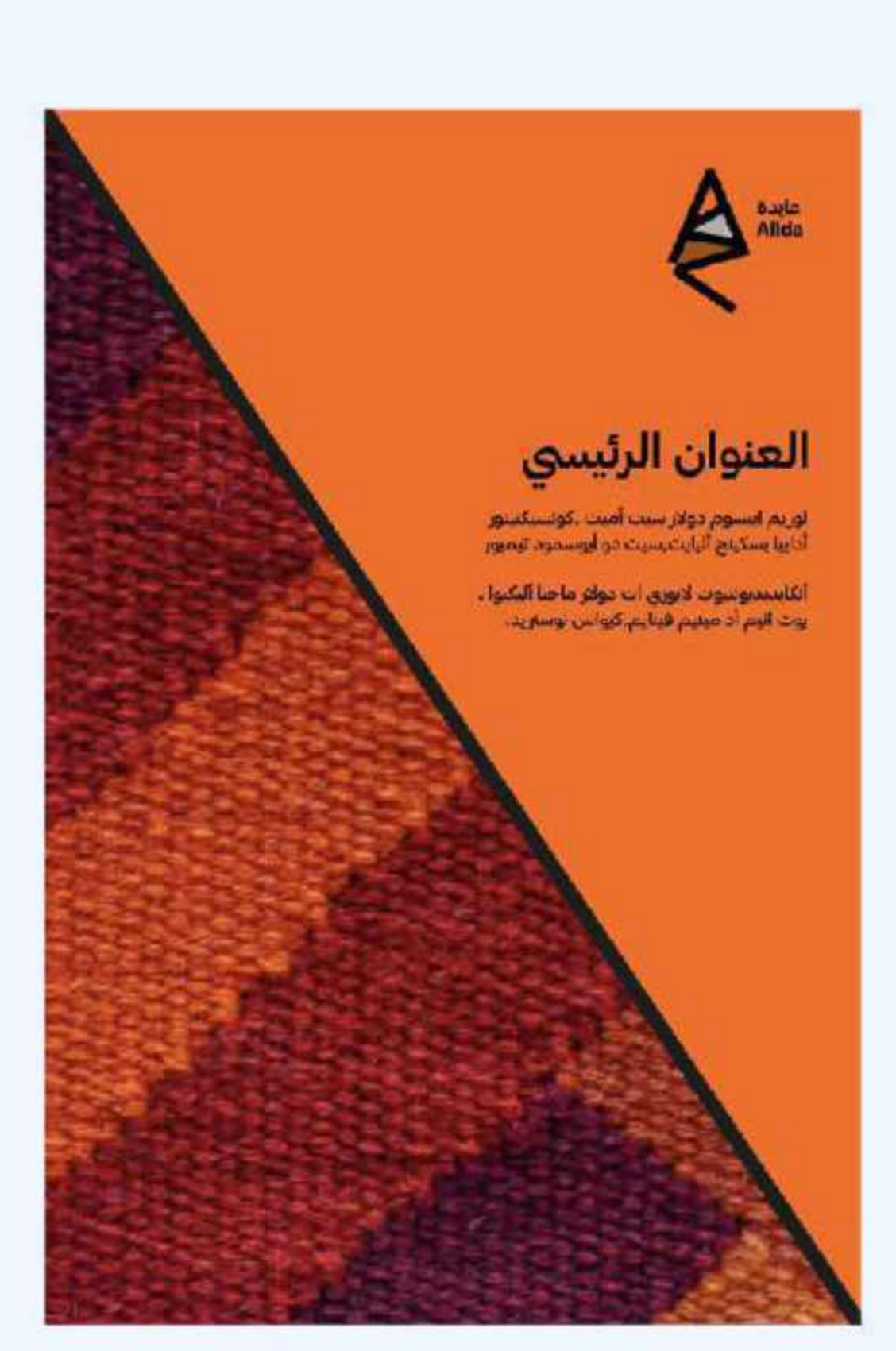
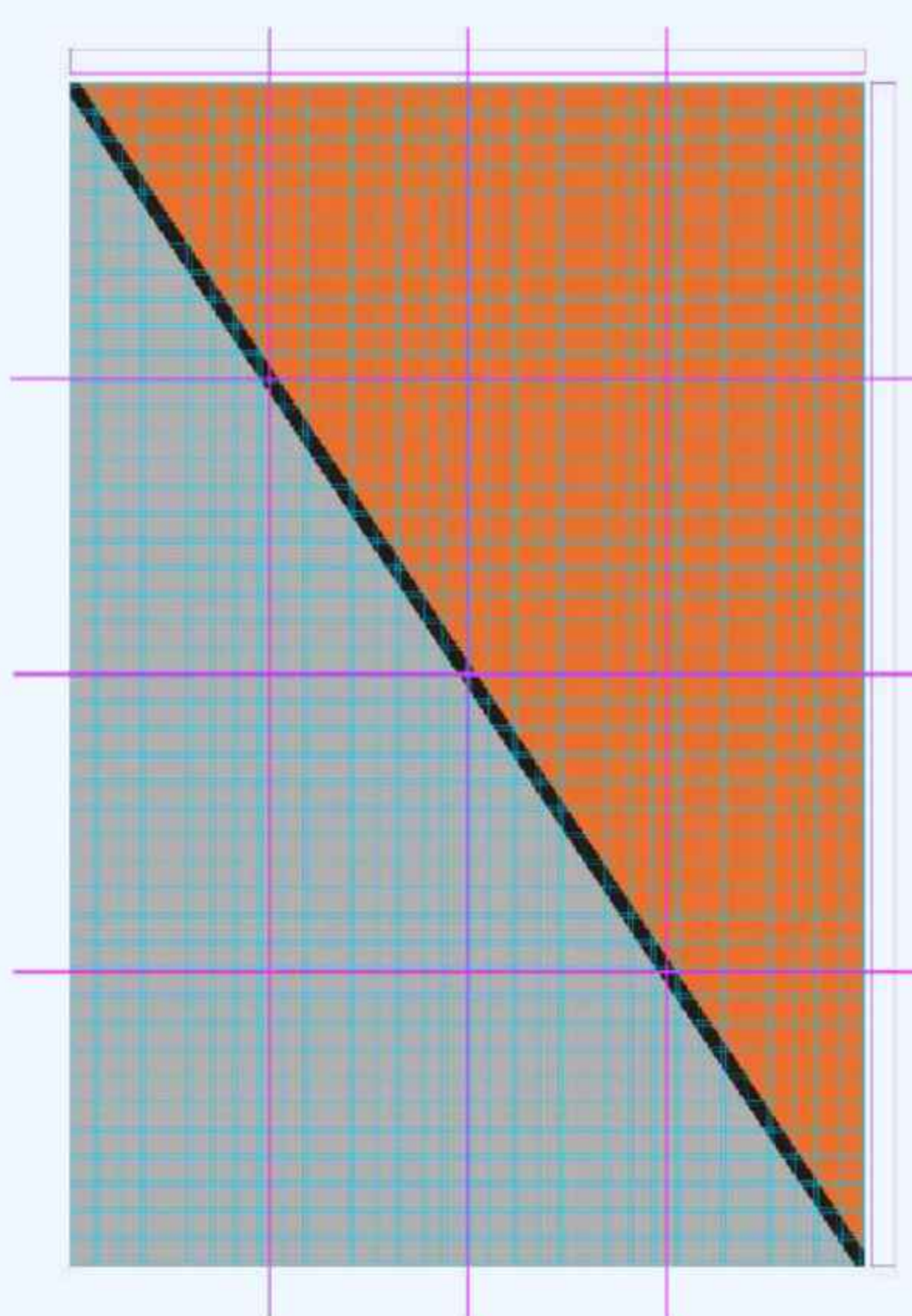
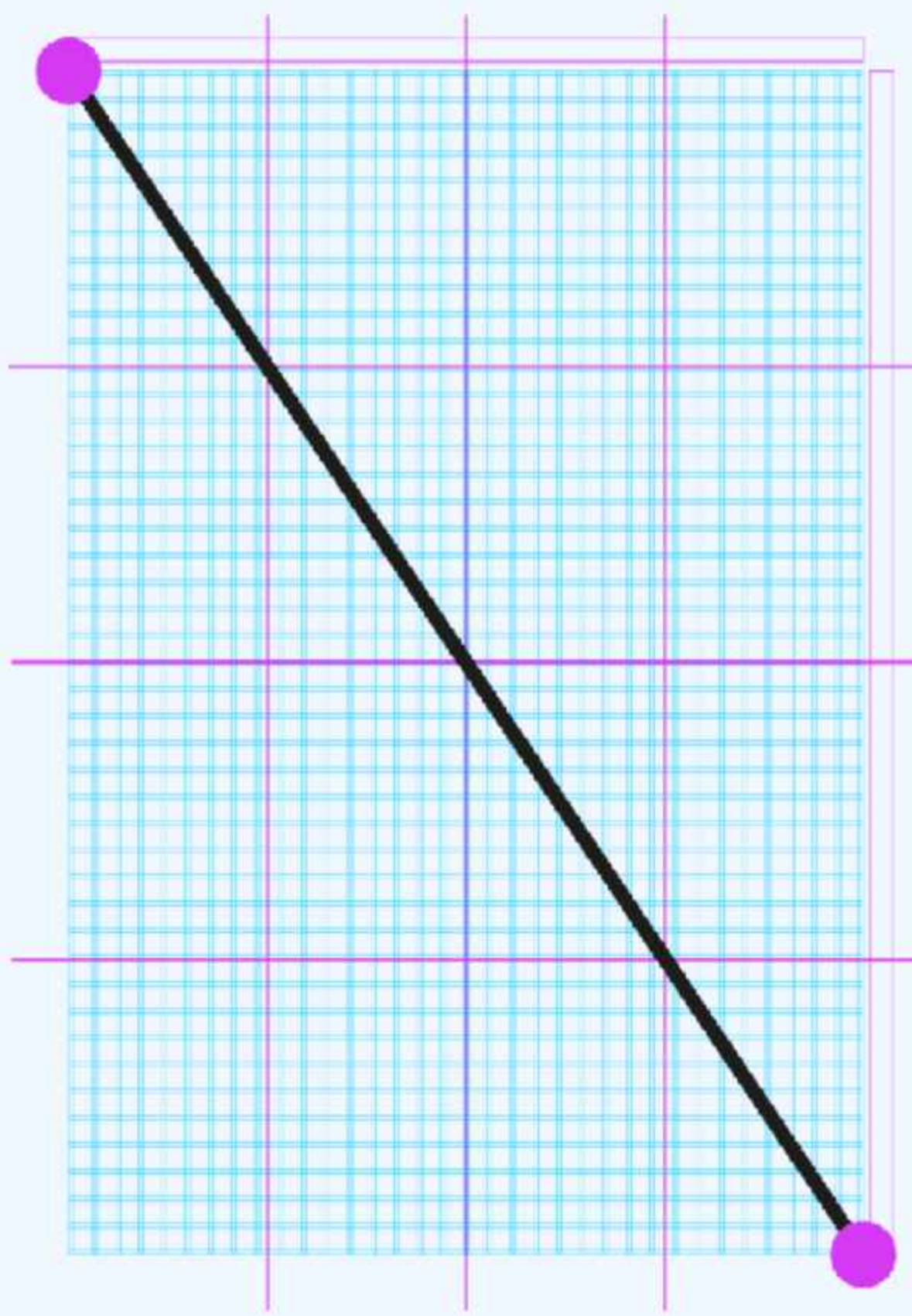
I was tasked with developing a grid and visual system that the client could use as a foundation for future print and digital applications. The following slides show how I created and presented the grid to the client, using the logo as a foundation.

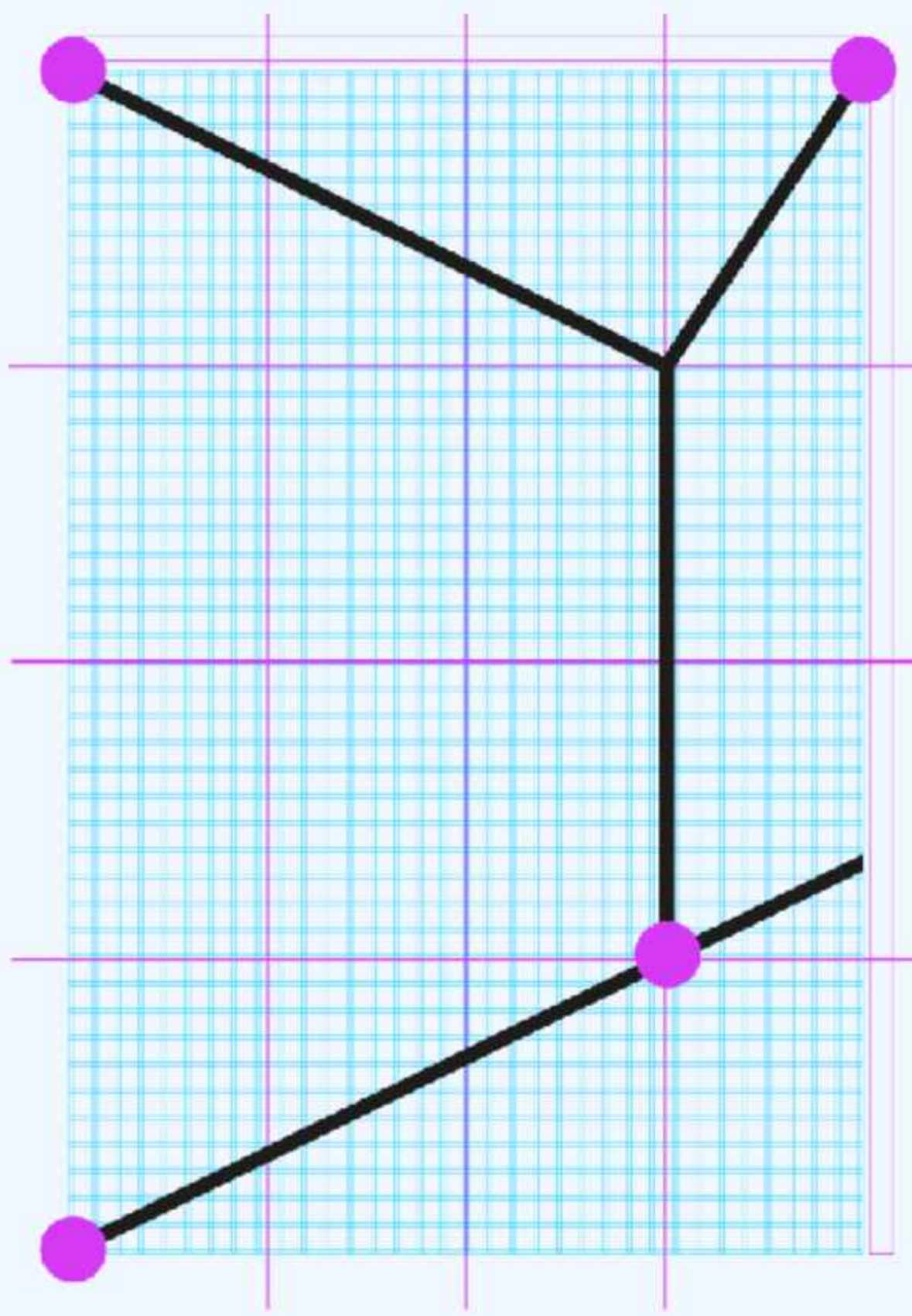
simple

complex













Abu Dhabi Stories

CLIENT'S EXISTING LOGO



# Abu Dhabi Stories

A Podcast Platform

A collaborative project between **Abjad Design's** team and myself. Abu Dhabi Stories is an existing brand that needed a visual revamp.

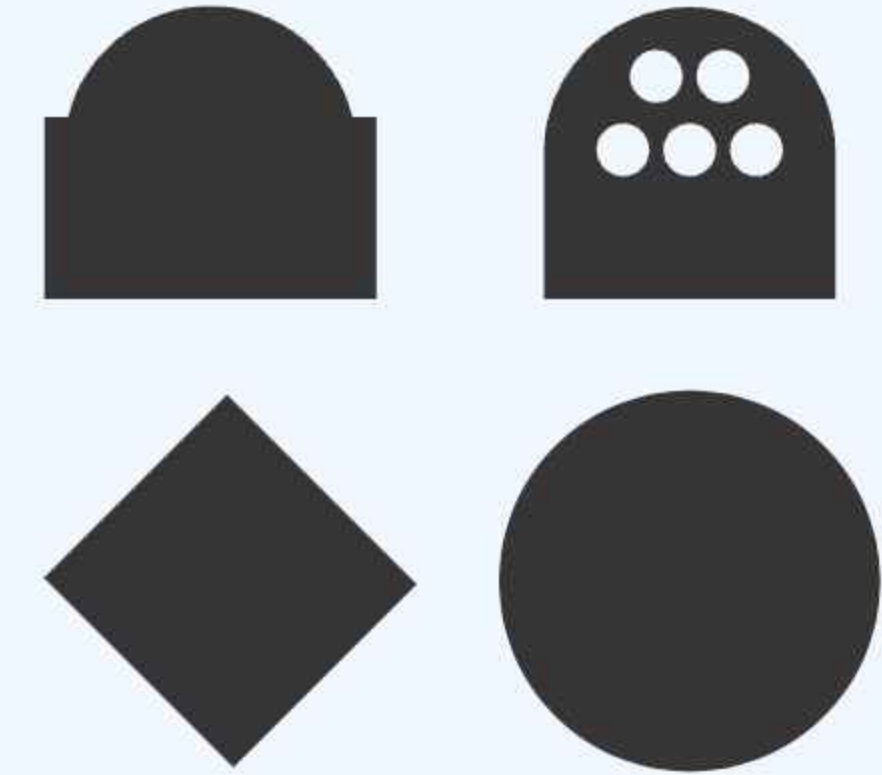
## **My role: Visual Design**

I was hired to provide several visual concepts for the existing brand, Abu Dhabi Stories. The concepts were meant to be used on their social media platforms.

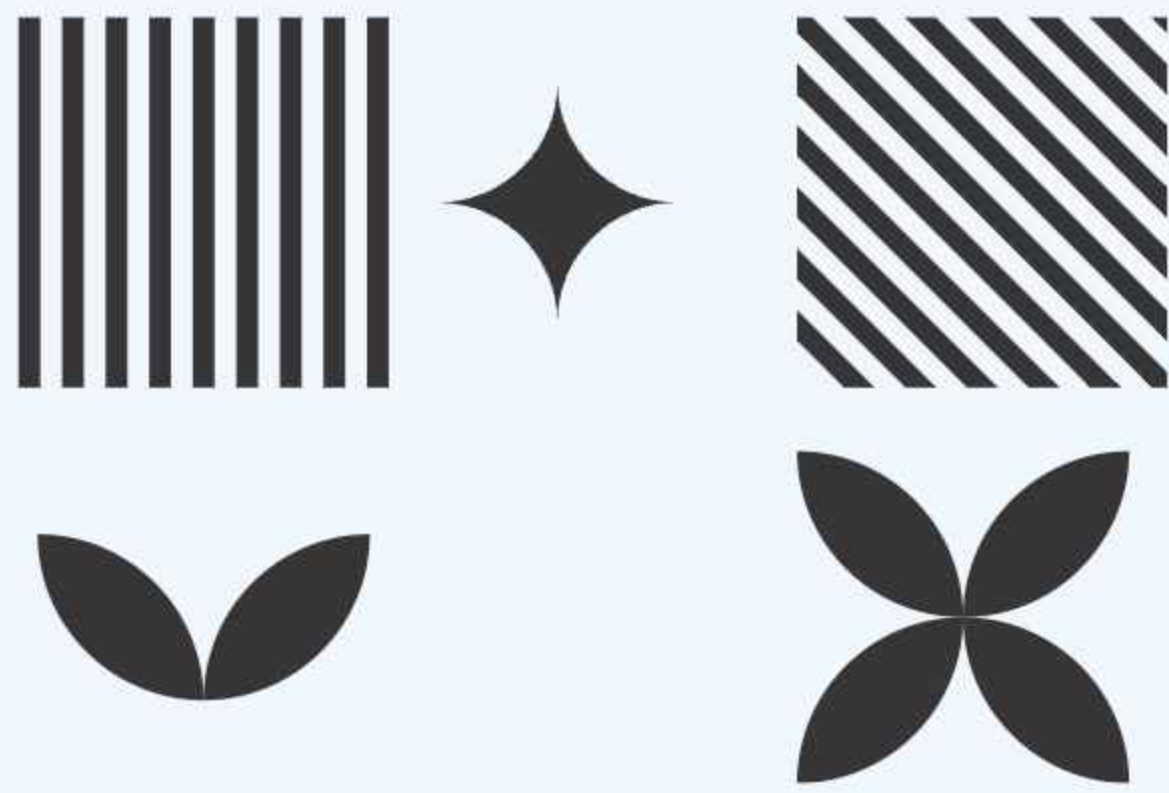
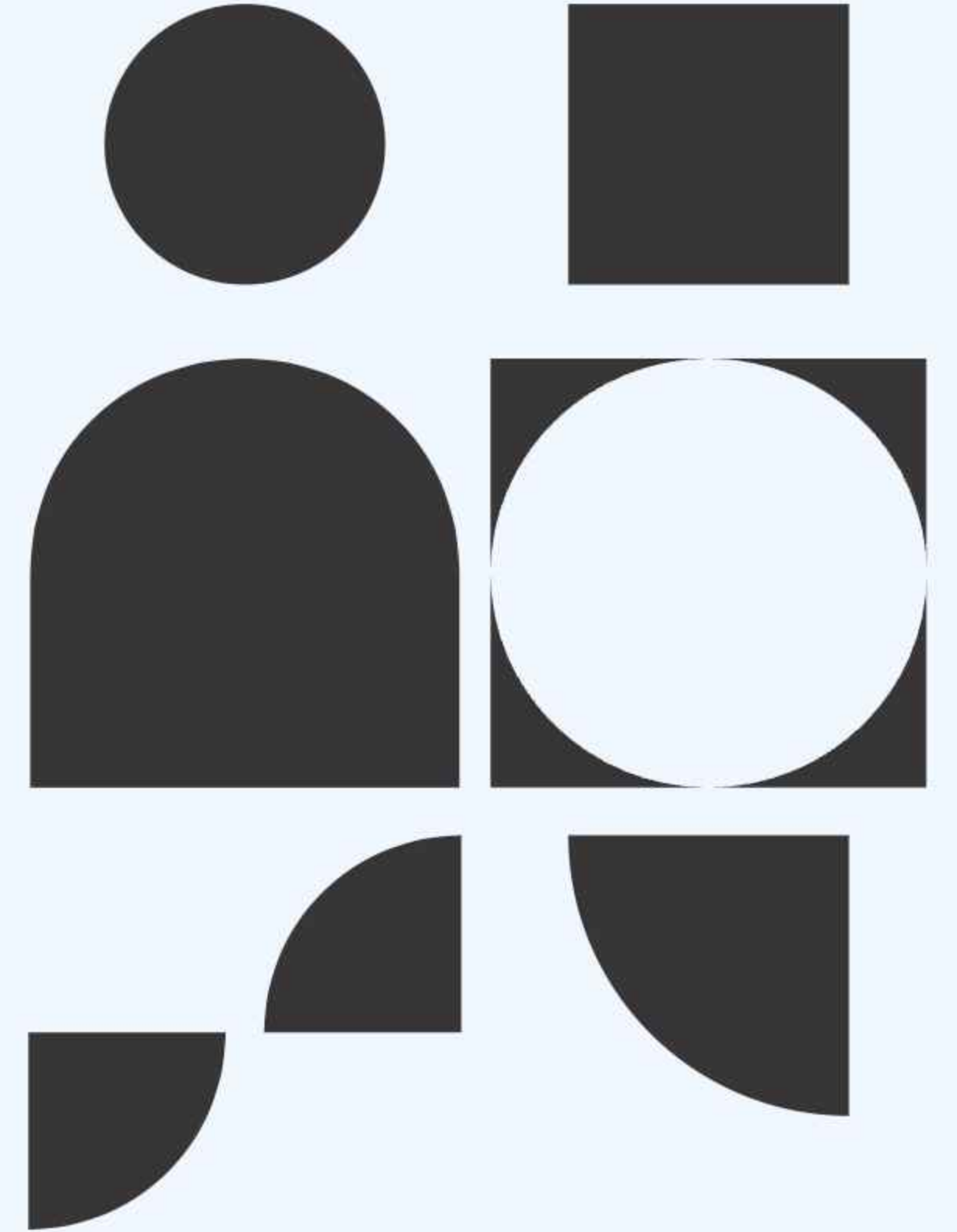
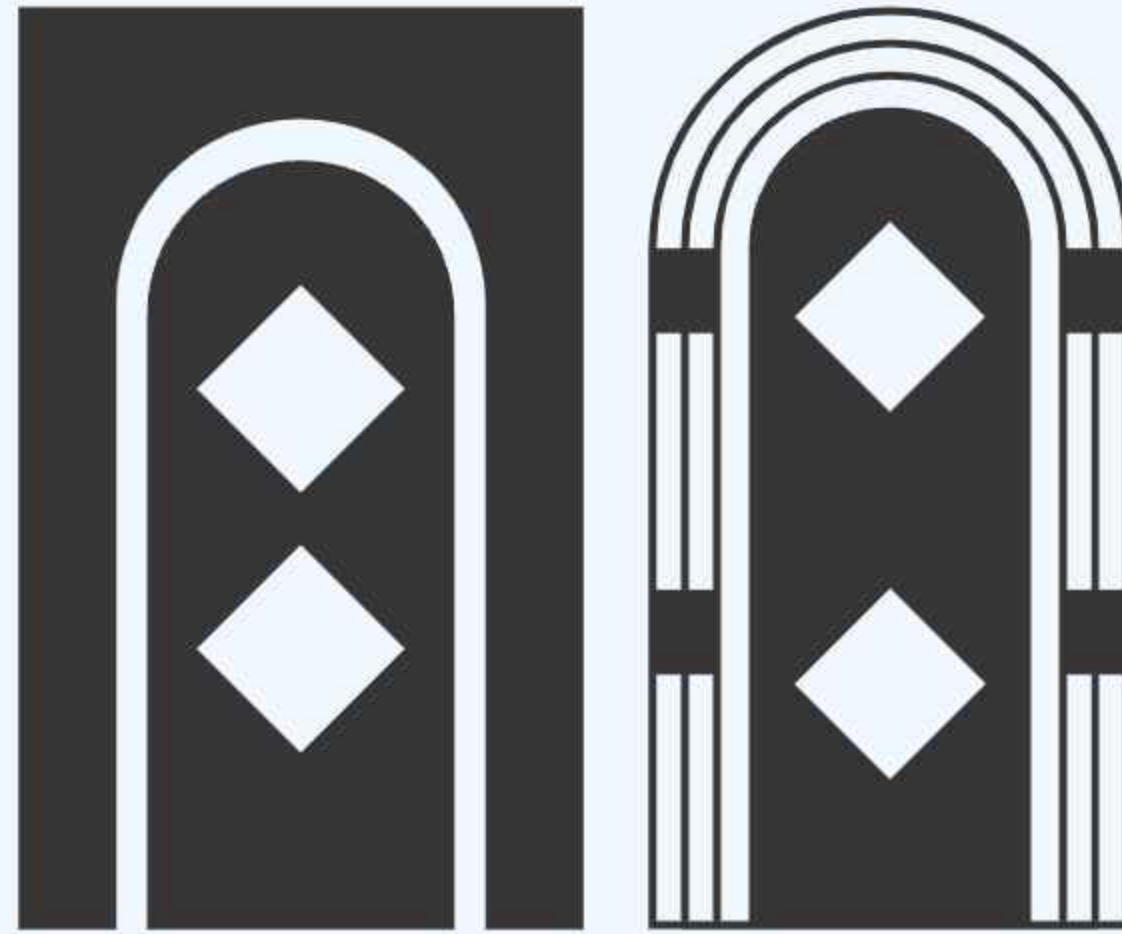
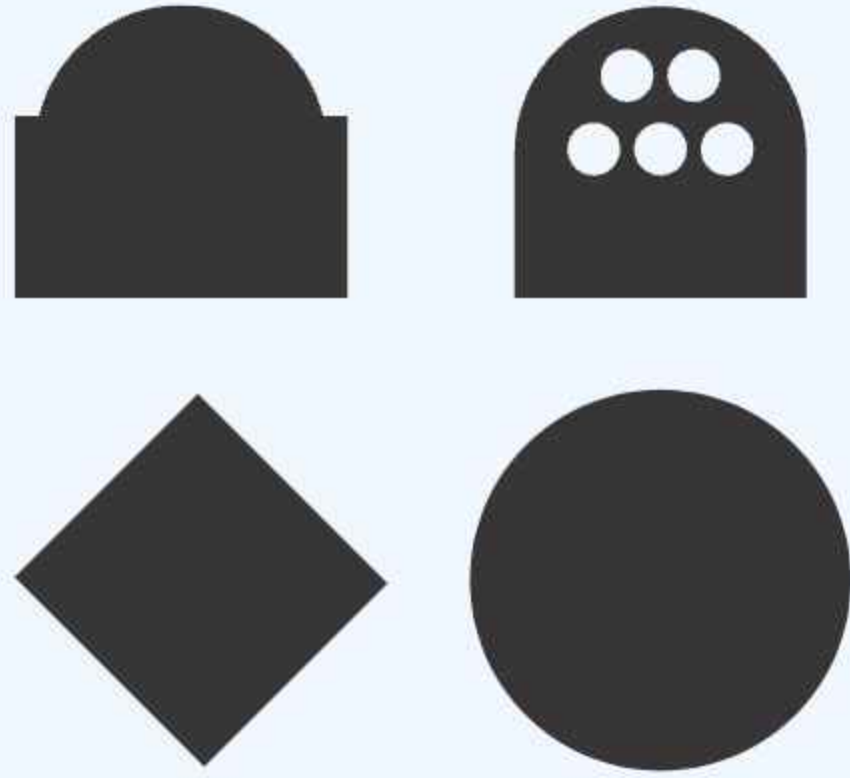
The following slides display an example of one of the directions shared with Abjad Design and their client.

The city's architecture inspires the option. I generated visual systems to represent Streets, Places, Humans, and Heritage.

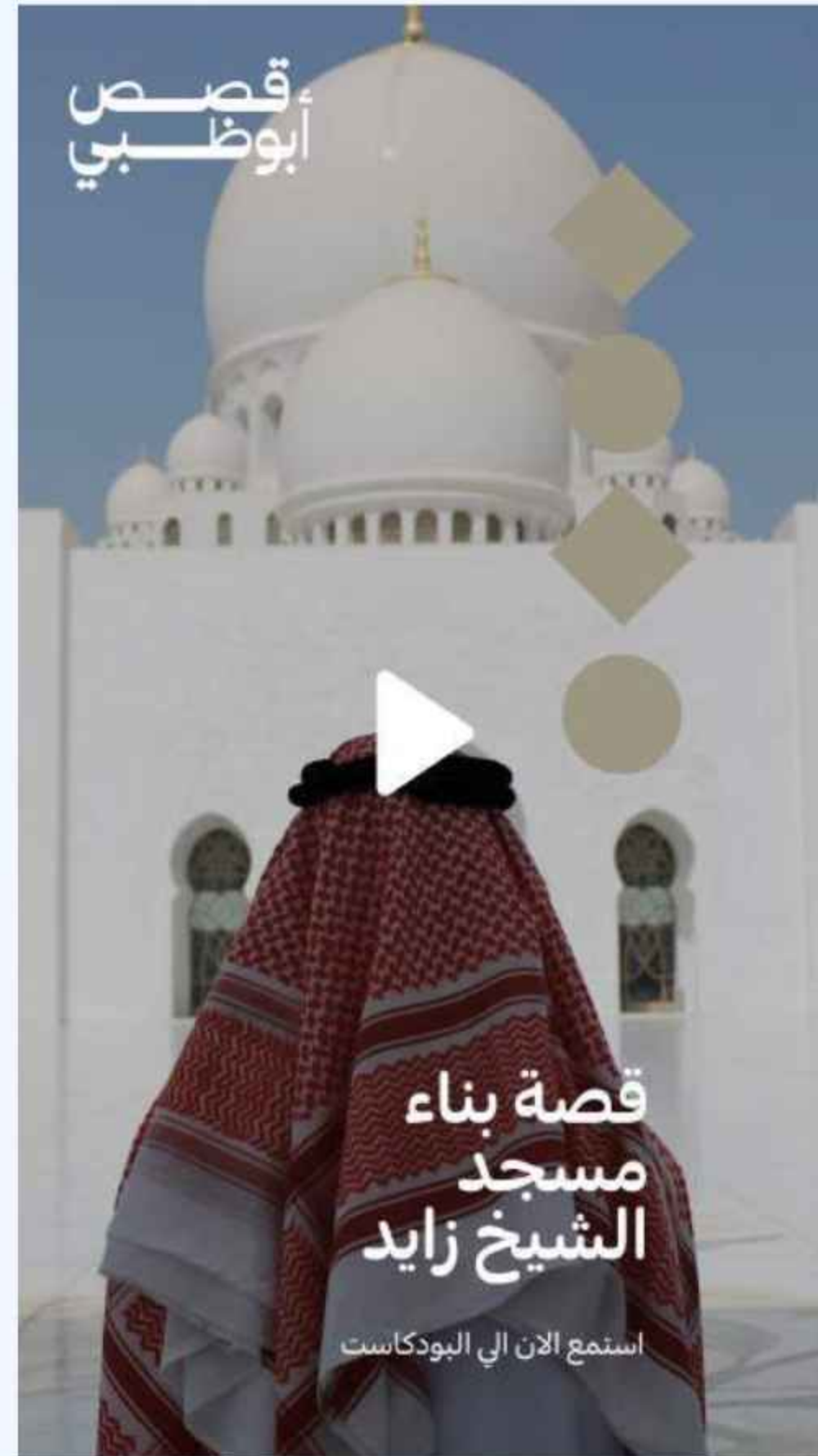
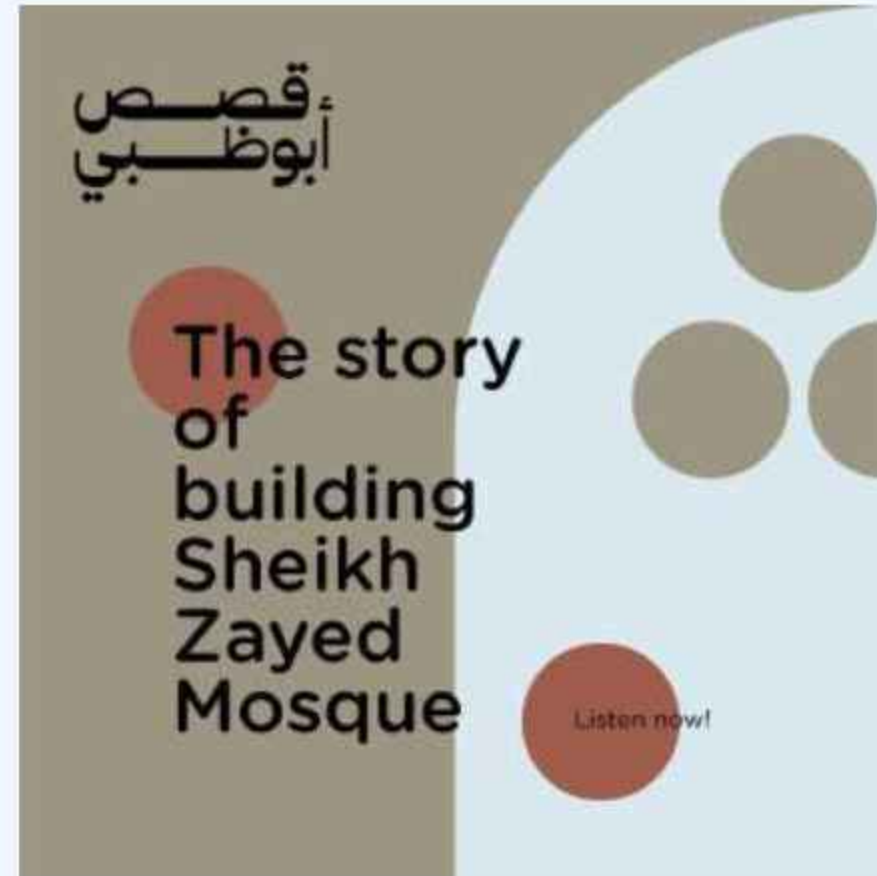
# ABU DHABI STORIES



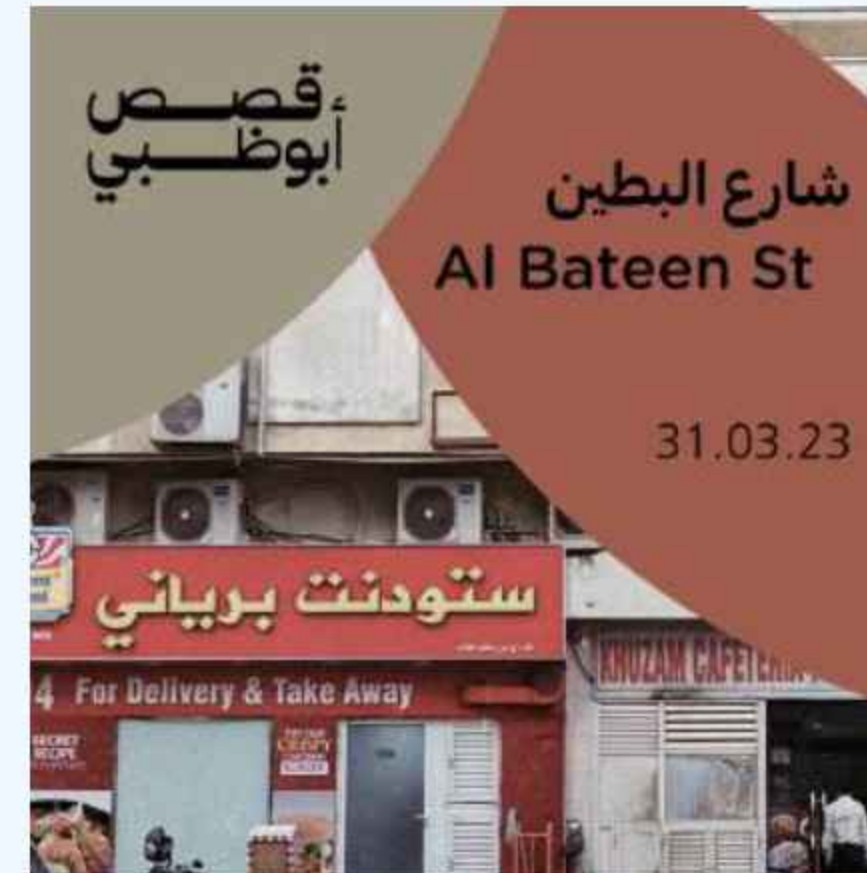
ABU DHABI STORIES



Story of a Place




Abu Dhabi Streets



Story of a Human

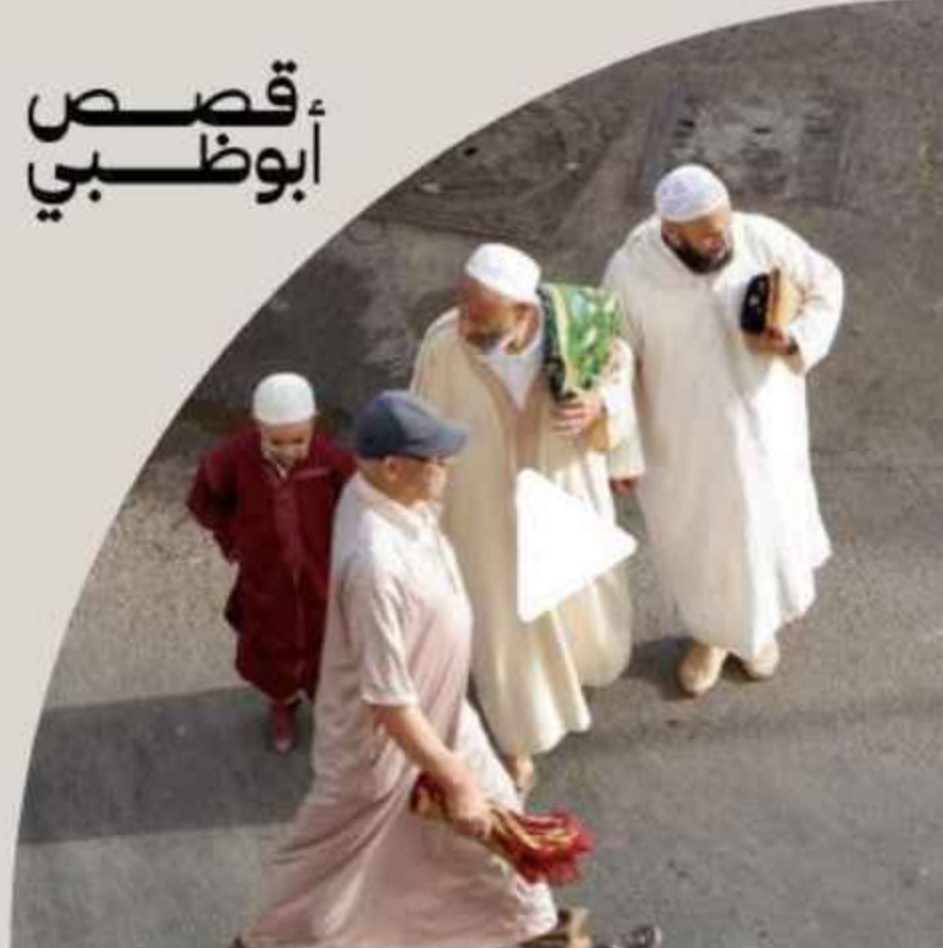
أبوظبي قصص



لوريم ايسوم دولار سيت أميت  
كونسيكتيتور أدابيا يسكينج  
أليايت,سيت دو أوسمود.

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed diam nonummy nibh.

أبوظبي قصص



أبوظبي قصص

31.03.23

"عيدكم مبارك وعساه من عواده"



استمع الآن إلى كيف  
يحتفل سكان أبوظبي  
بالعيد.

لوريم ايسوم دولار سيت أميت  
كونسيكتيتور أدابيا يسكينج  
أليايت,سيت دو أوسمود.

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed diam nonummy nibh.

Story of a Heritage

أبوظبي قصص



قصة  
حرفة

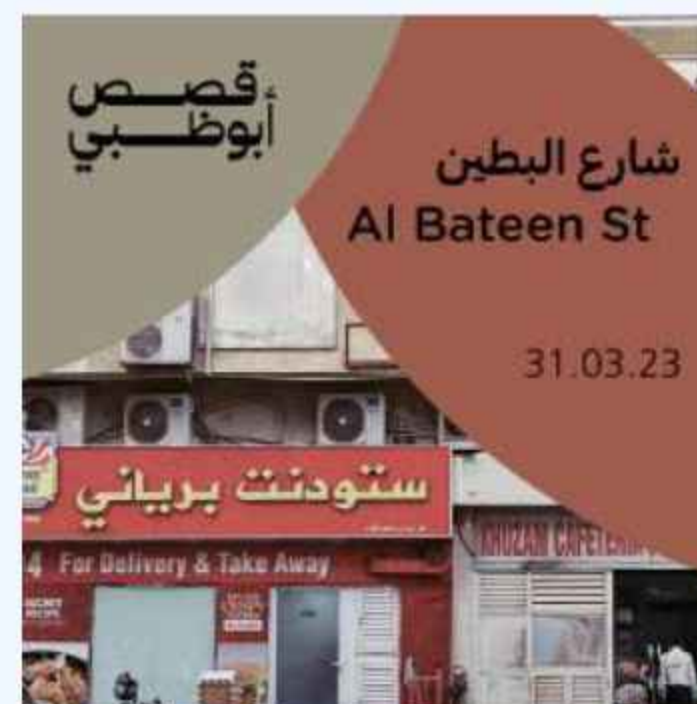
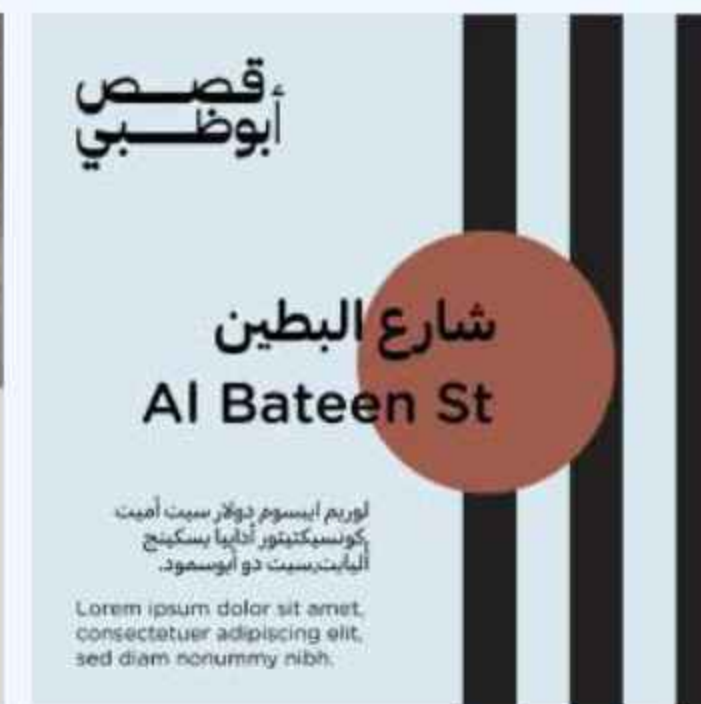
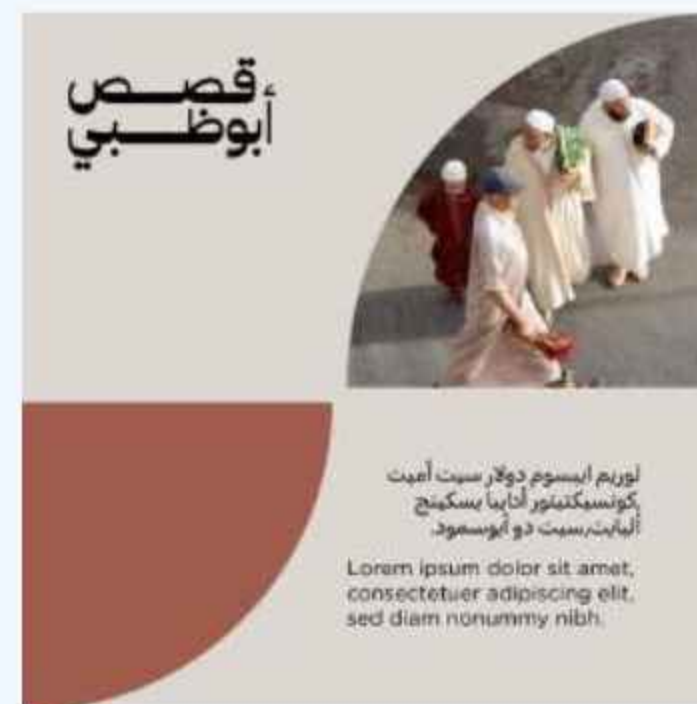
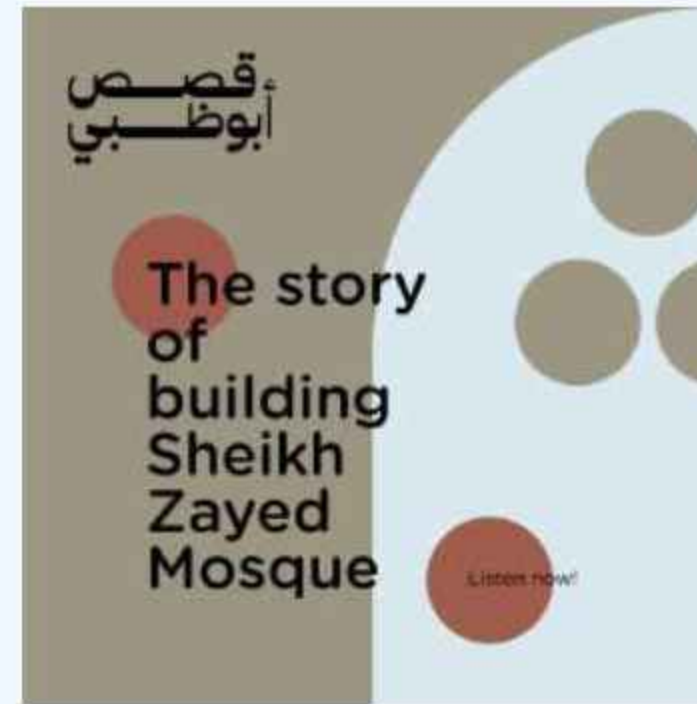
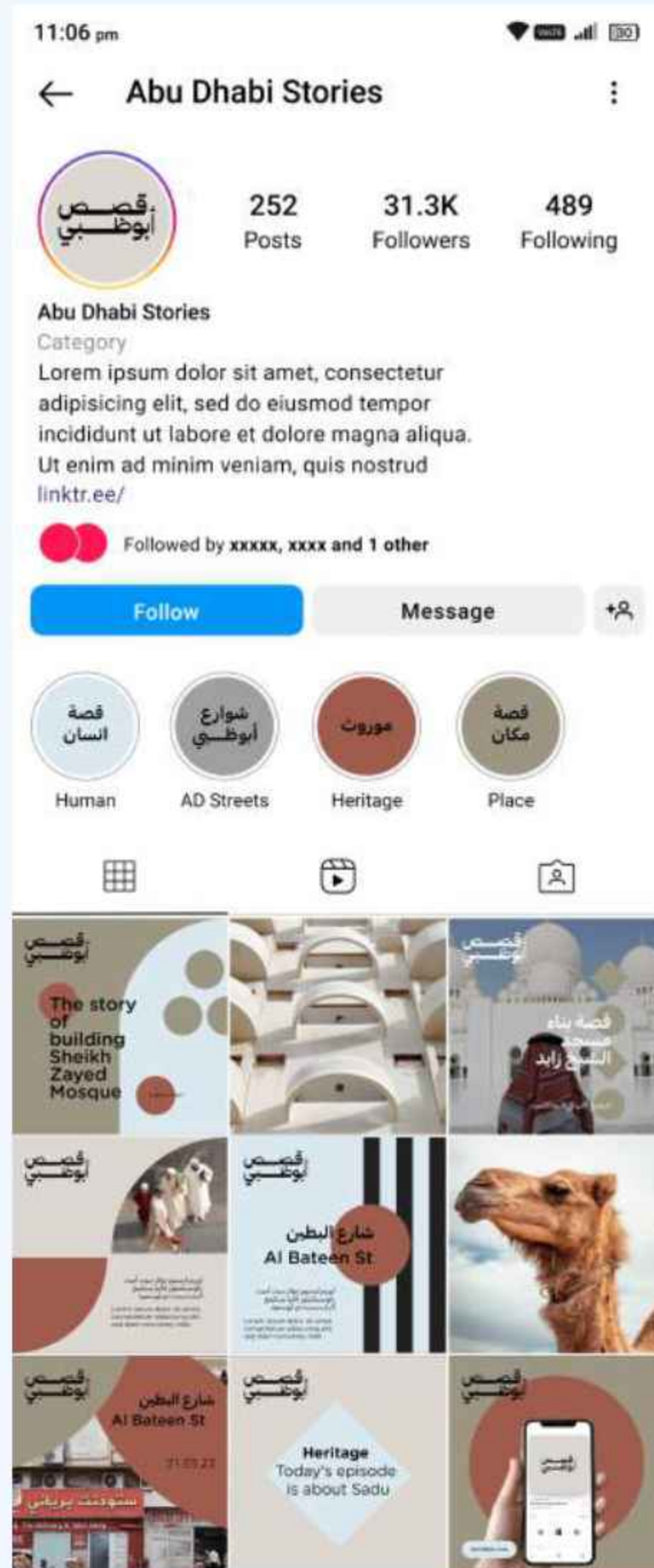


أبوظبي قصص

قصة  
حرفة



# ABU DHABI STORIES





CLIENT'S EXISTING LOGO

# SAADIYAT CULTURAL DISTRICT

Visual exploration

The visual designs were created in collaboration with [Abjad Design's](#) team.

## **My role:**

I created visual explorations and mockups for gifts for the Saadiyat Island Exhibition shop in this project.

I explored two design options:

**Abstract Monuments:** Used block elements to create patterns inspired by fluid architectural techniques.

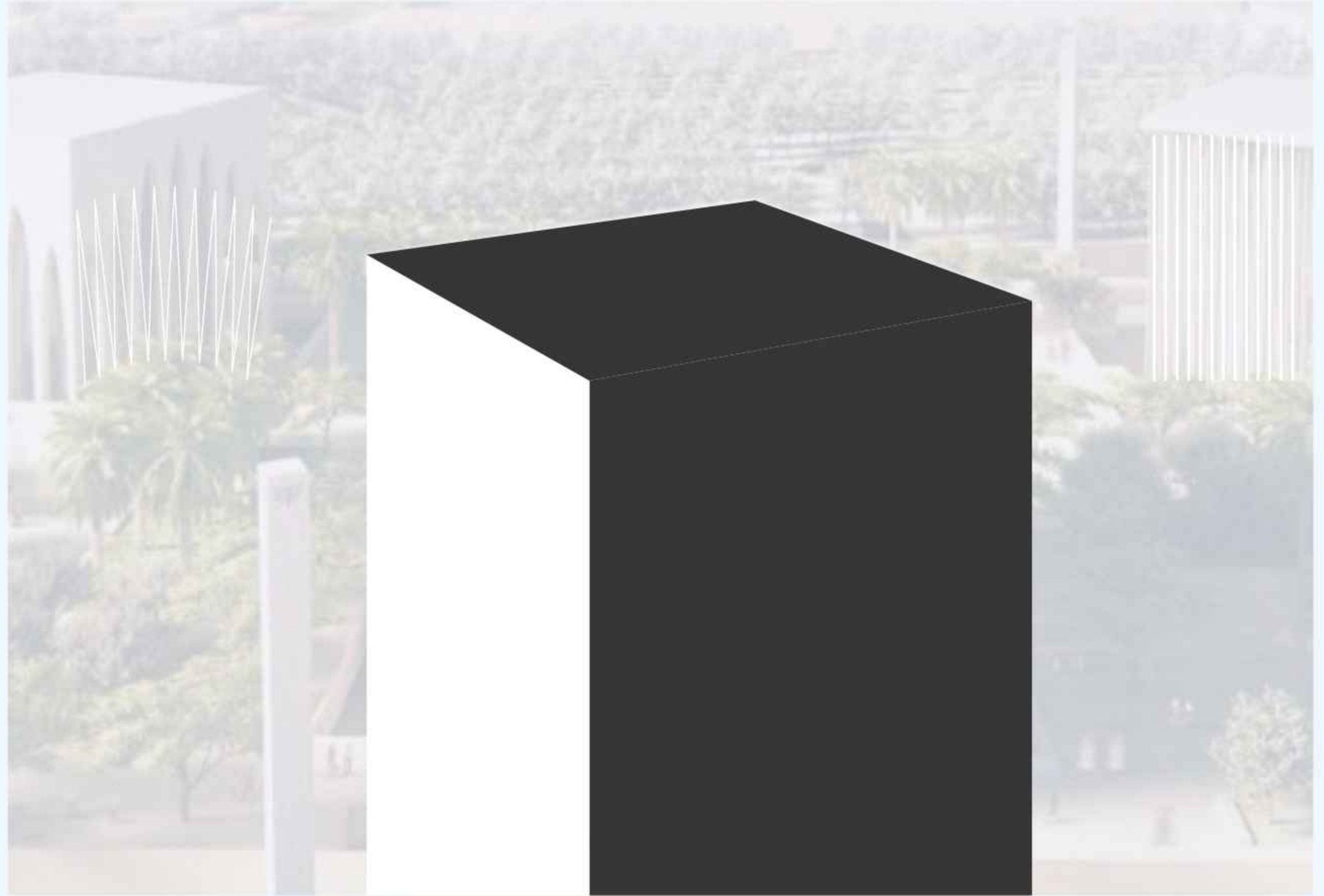
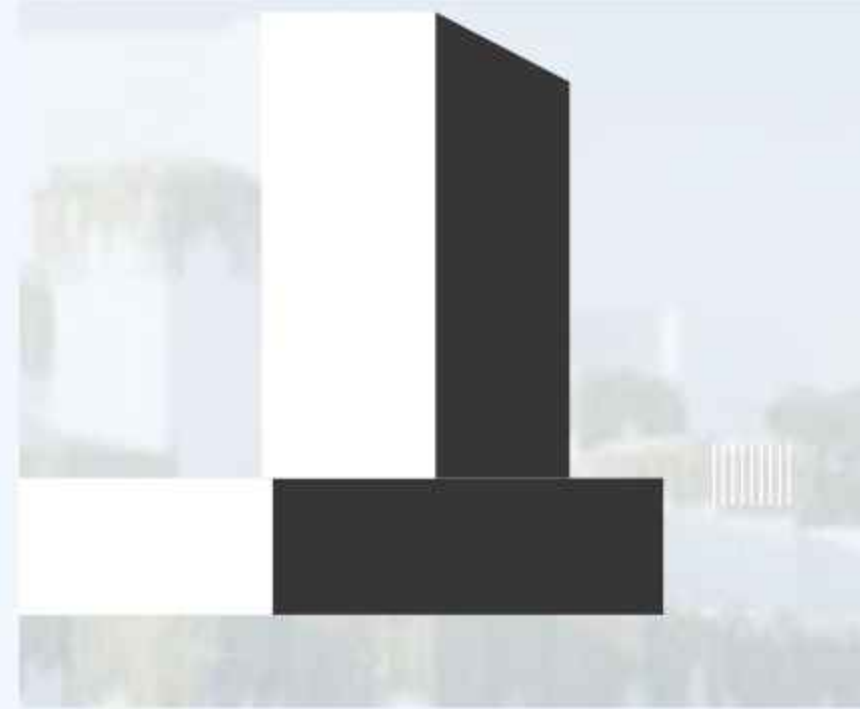
**Structural Details:** Extracted lines and forms from buildings to create versatile patterns.



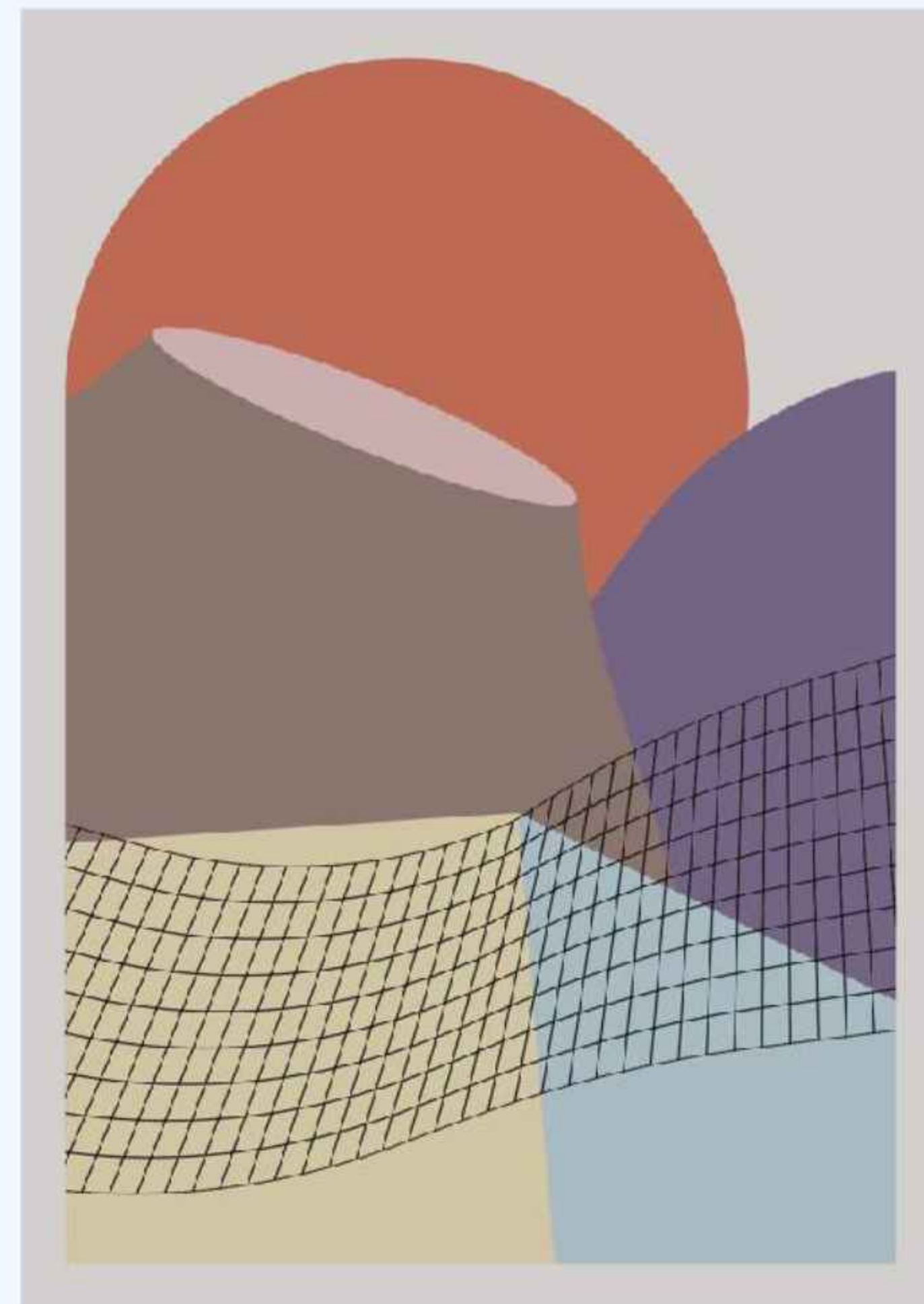
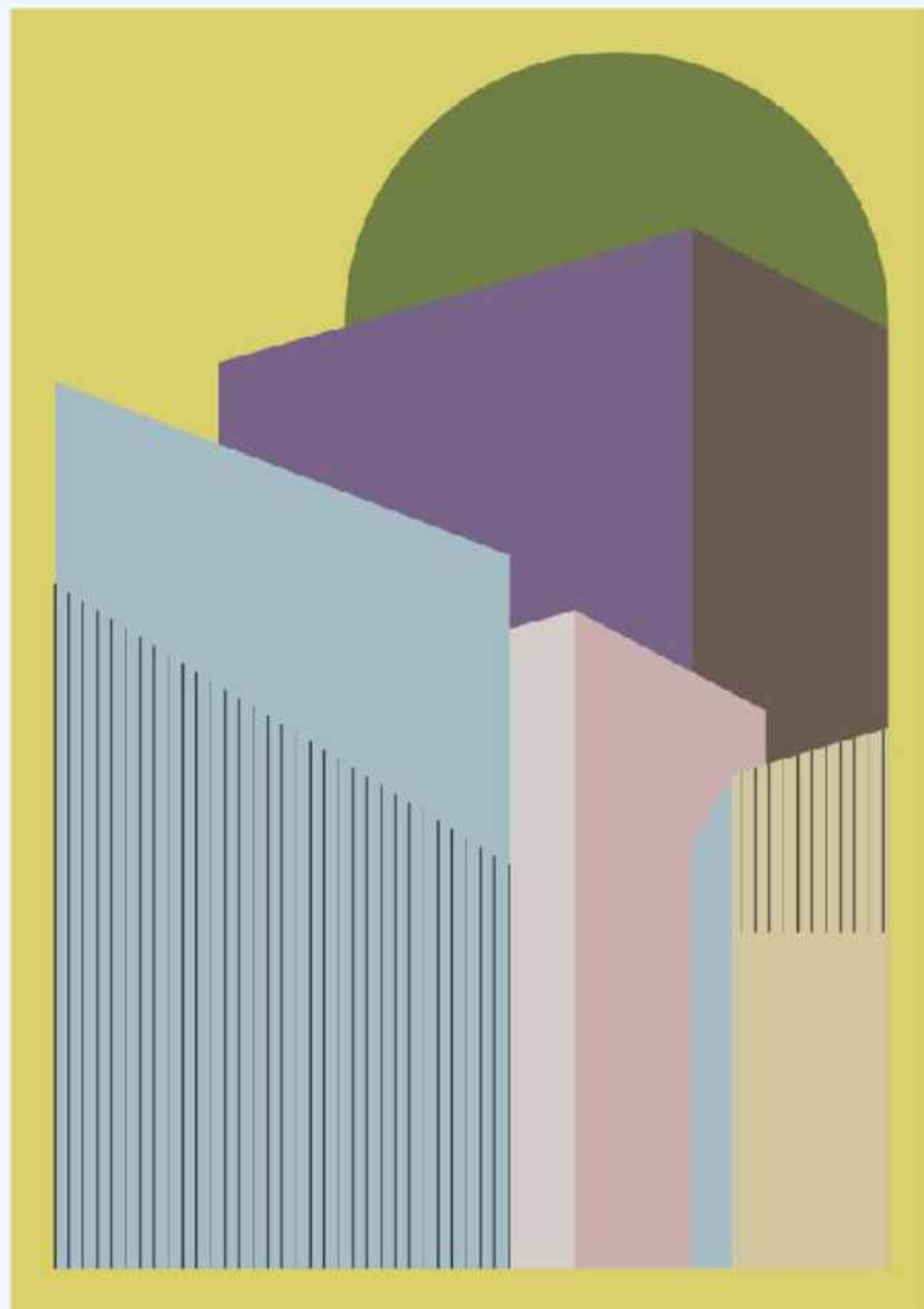
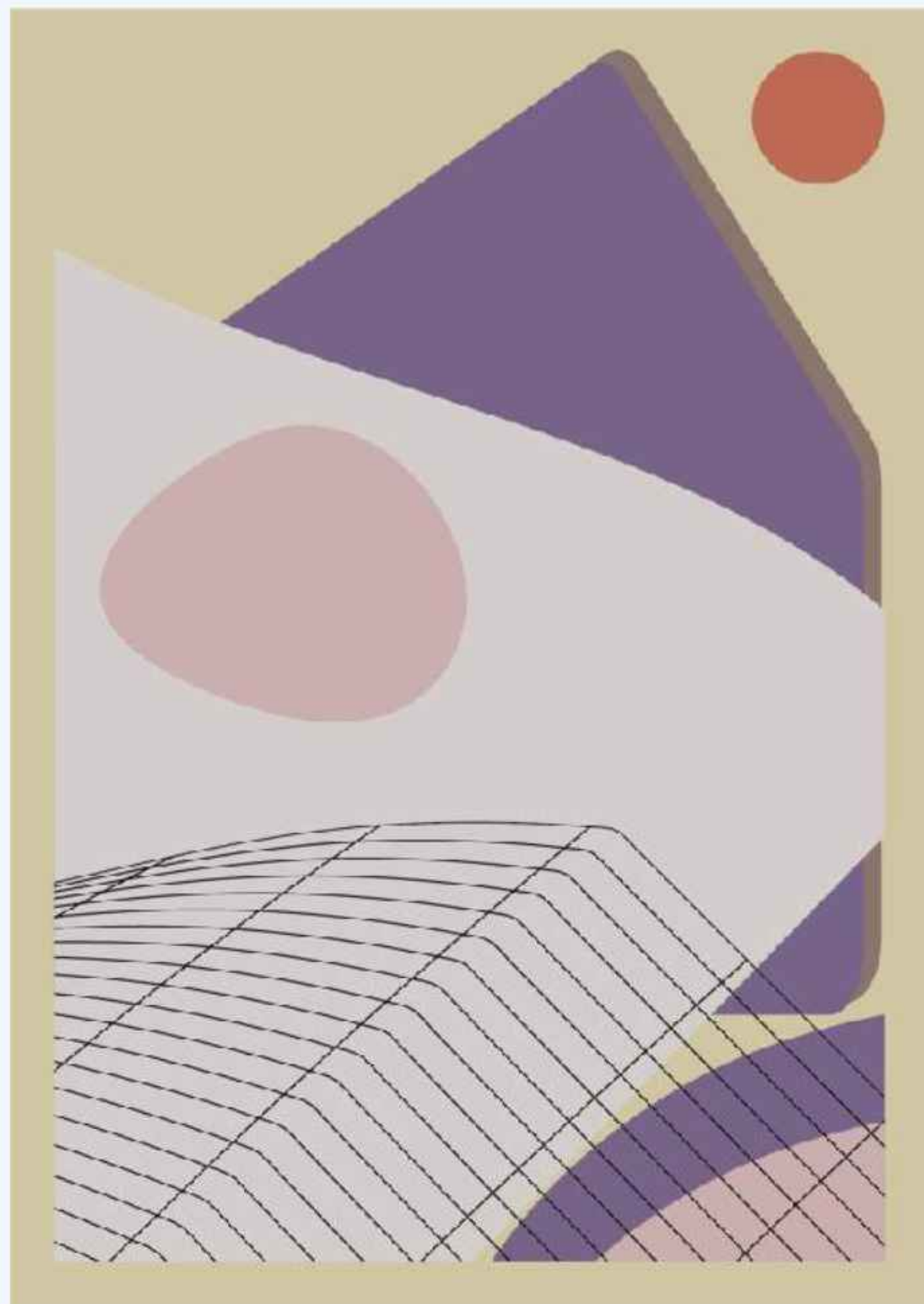
**INSPIRATION**



**INSPIRATION**

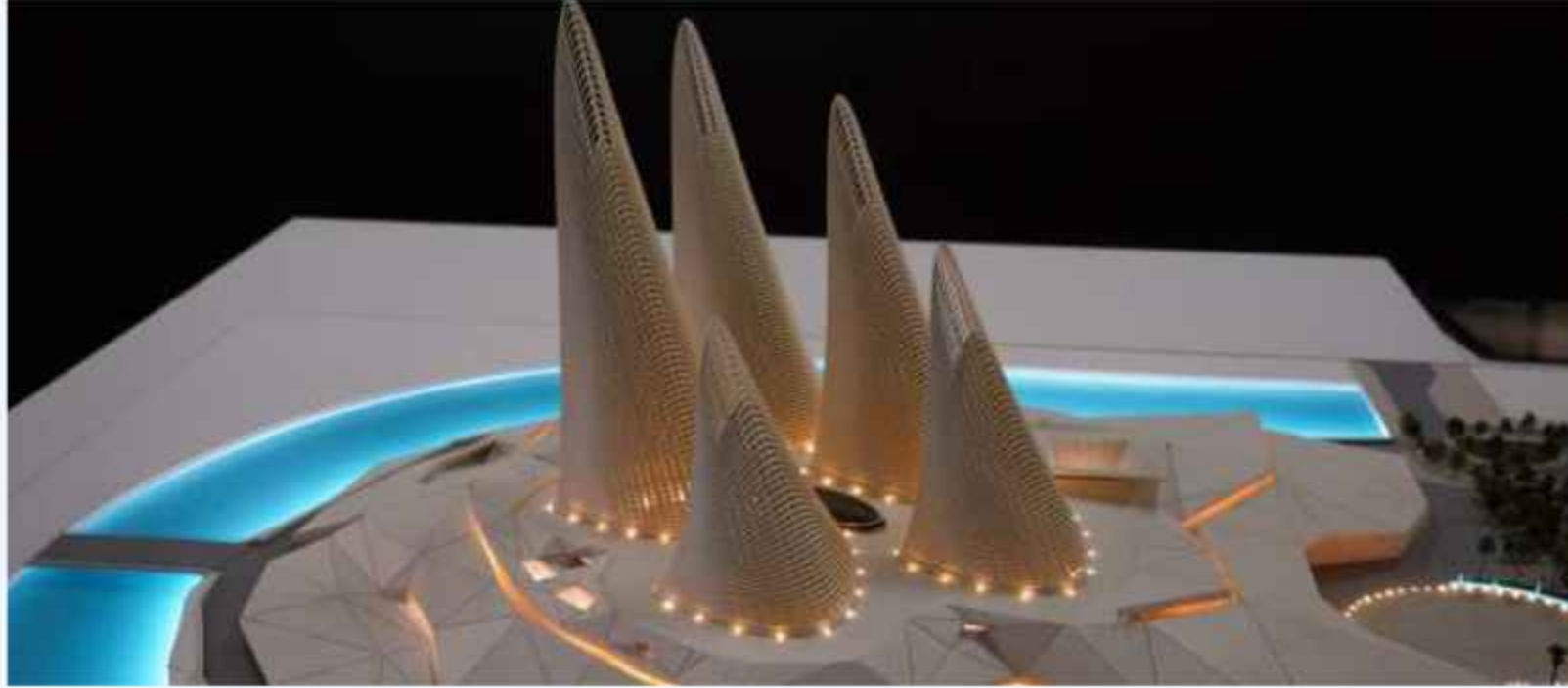


OPTION 01

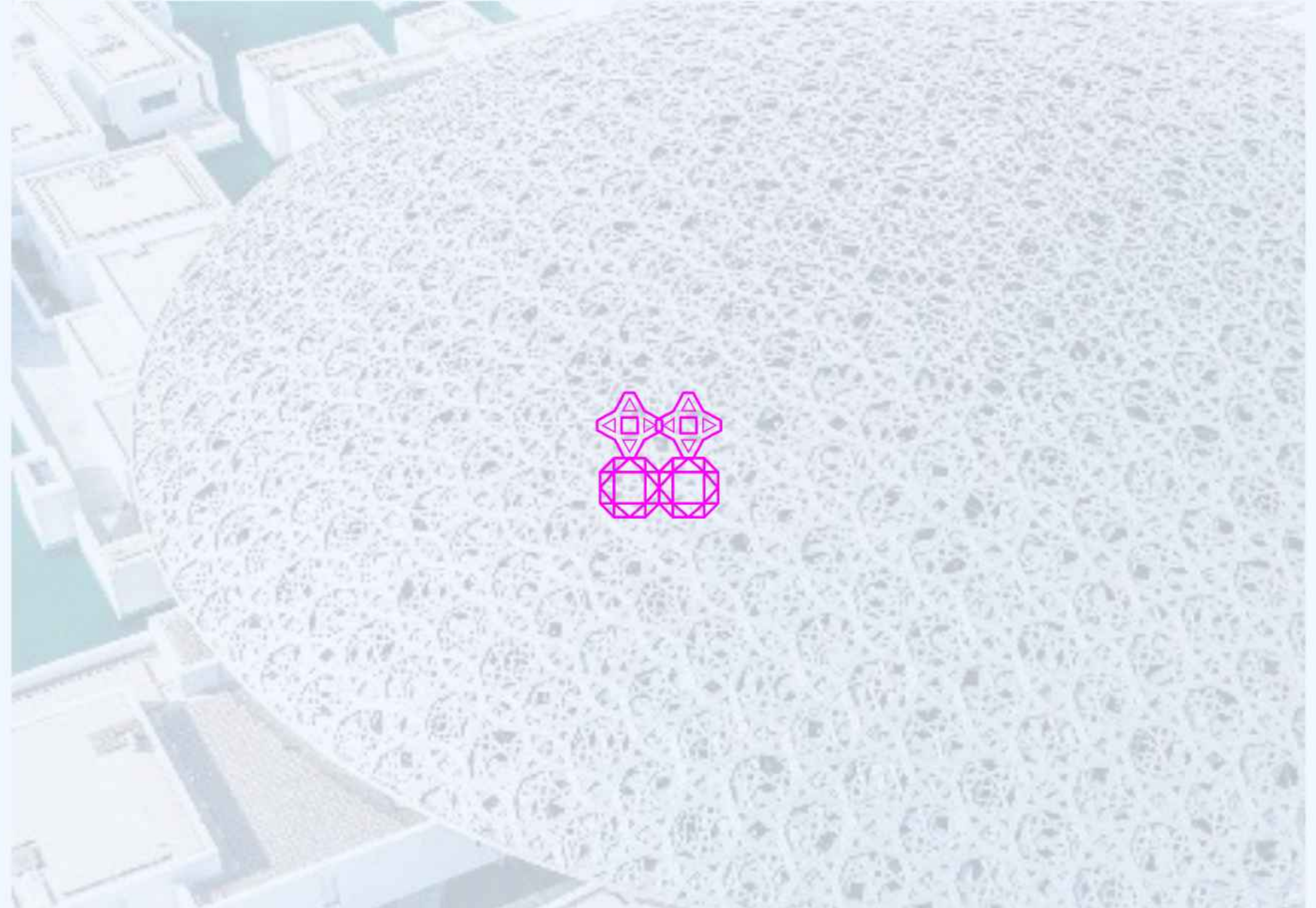
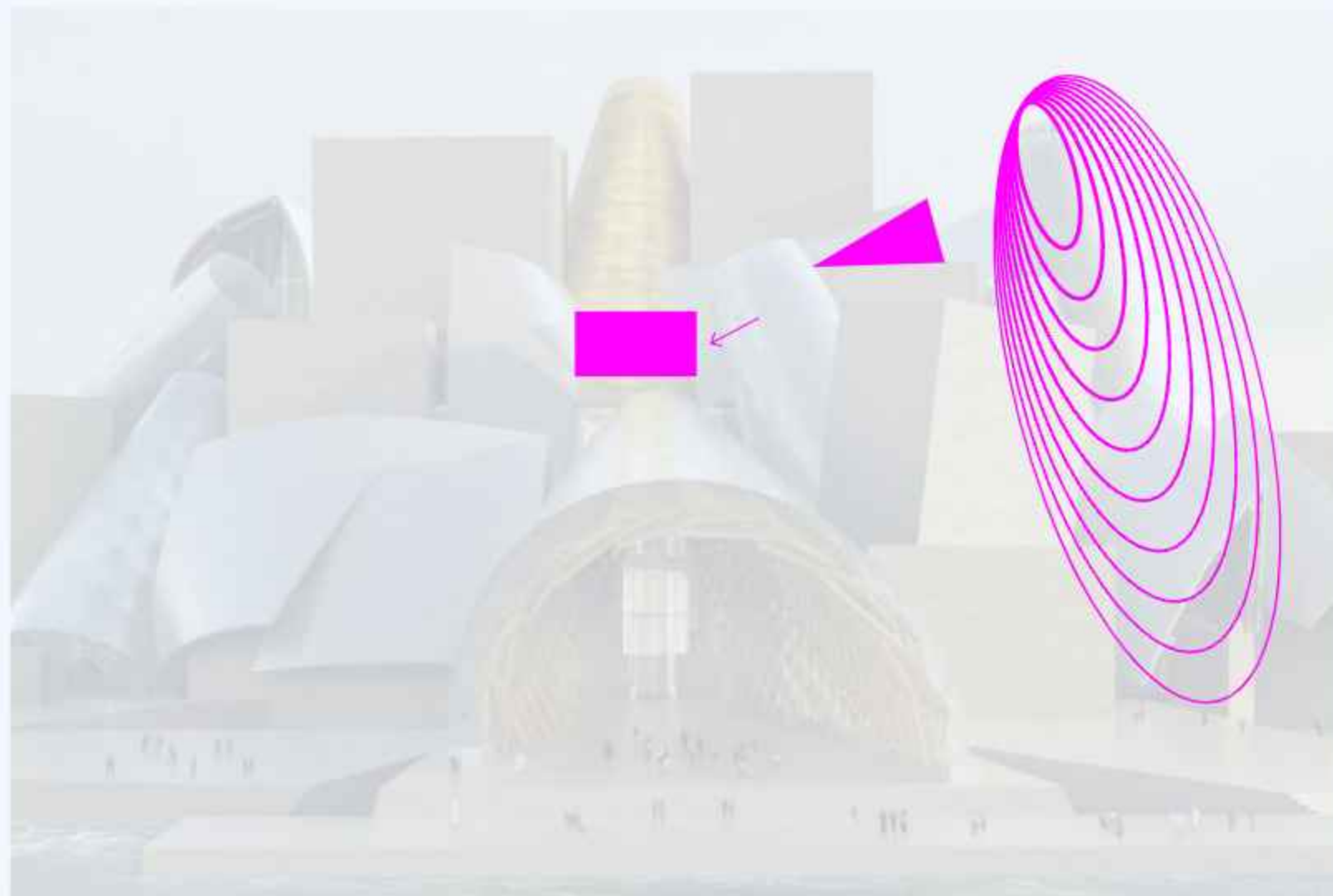
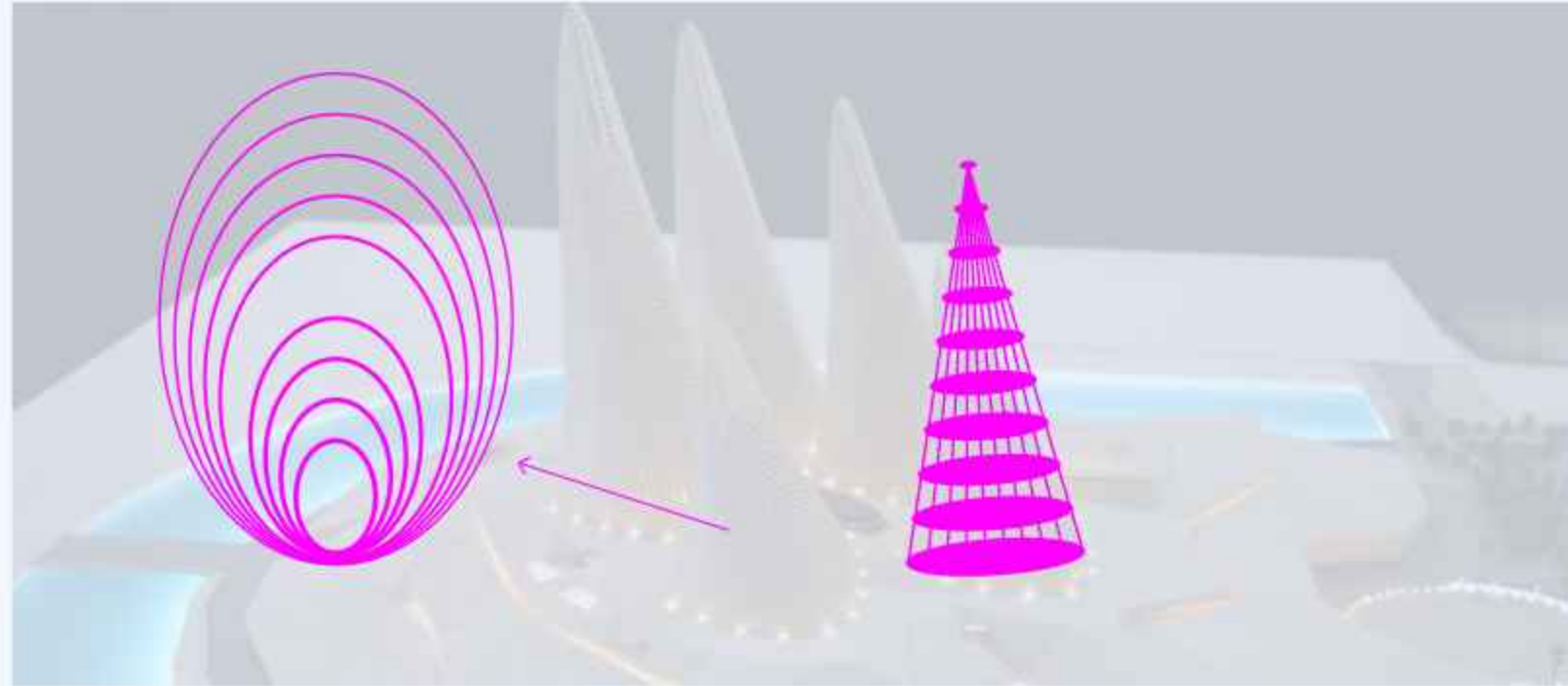




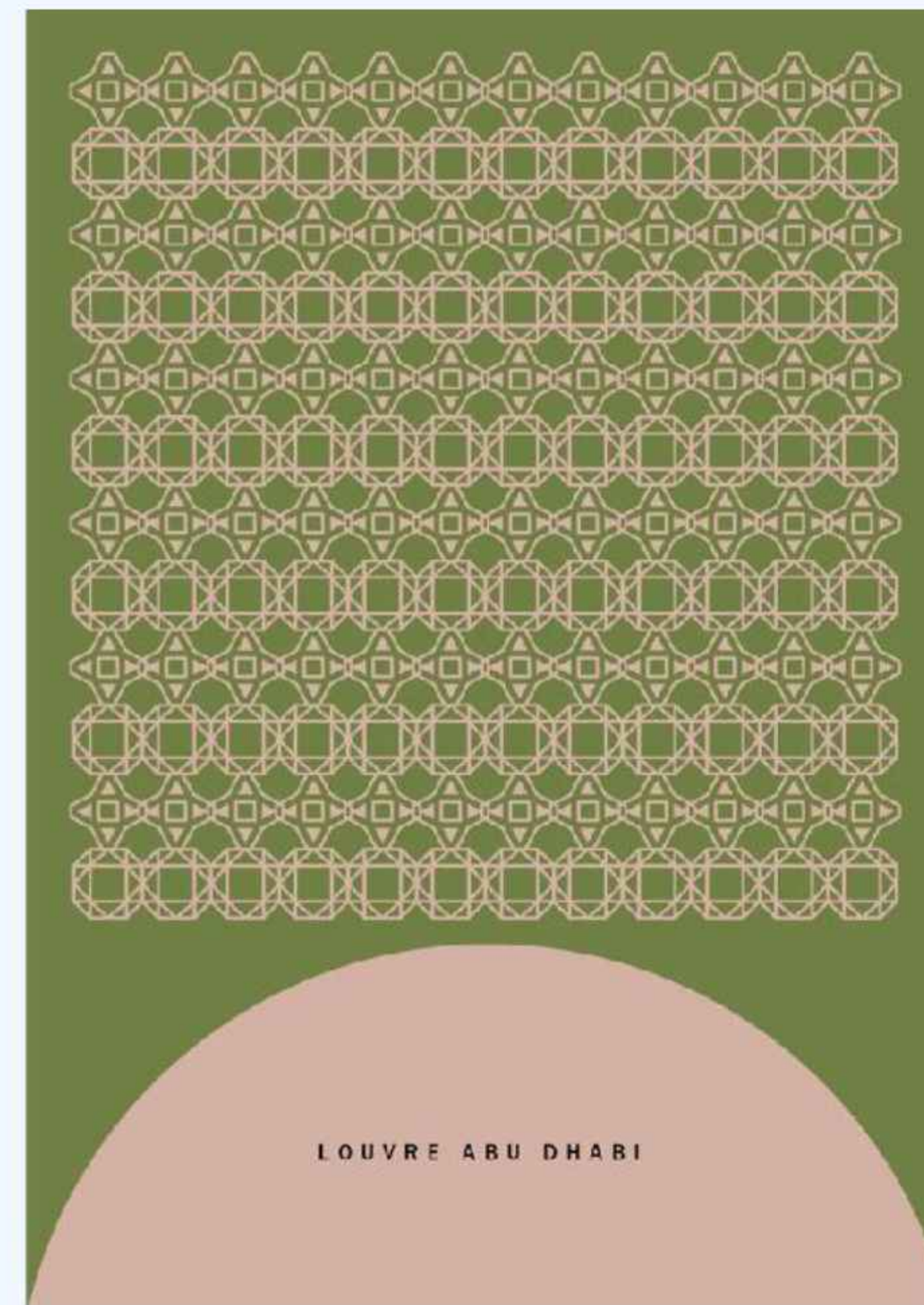
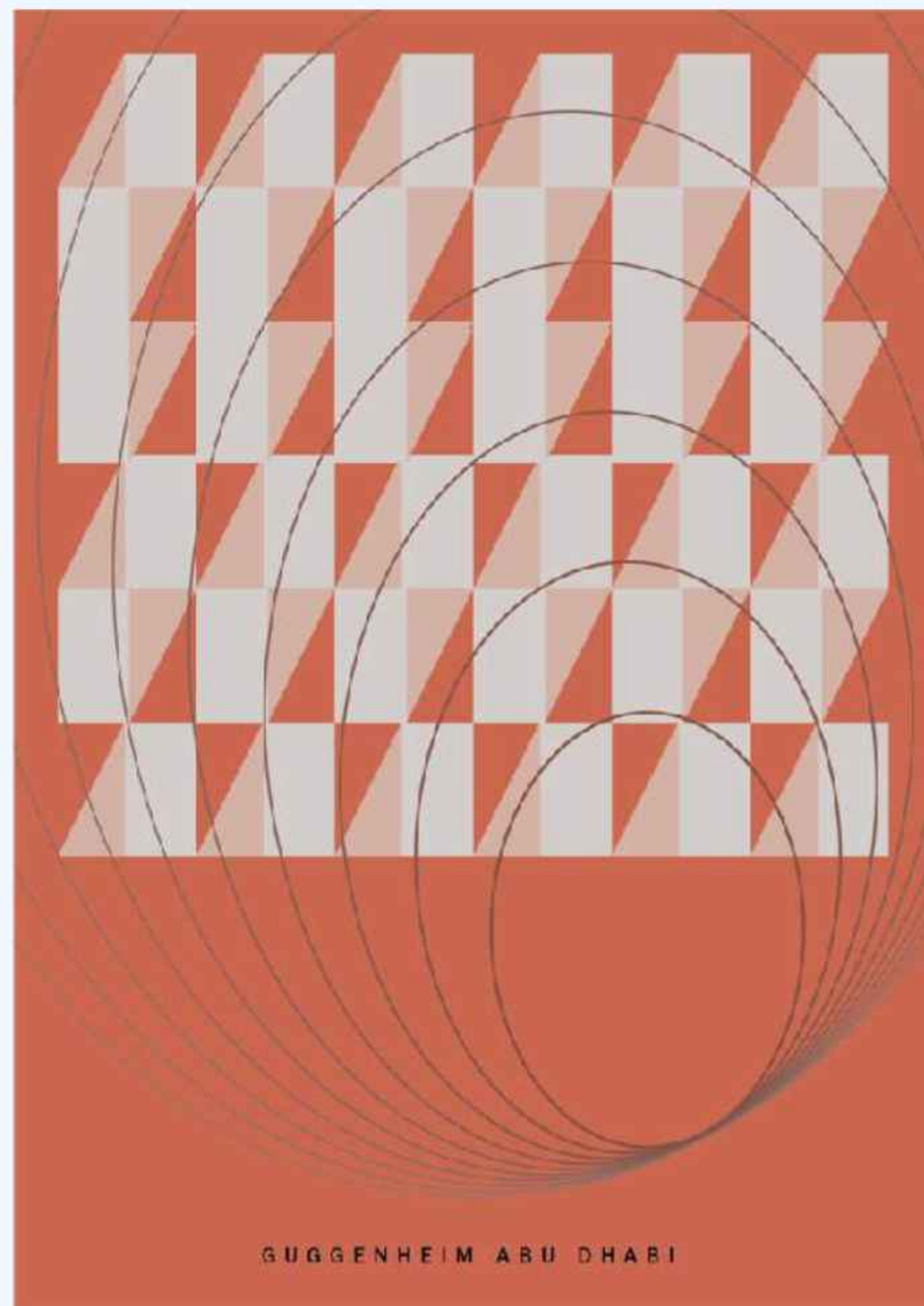
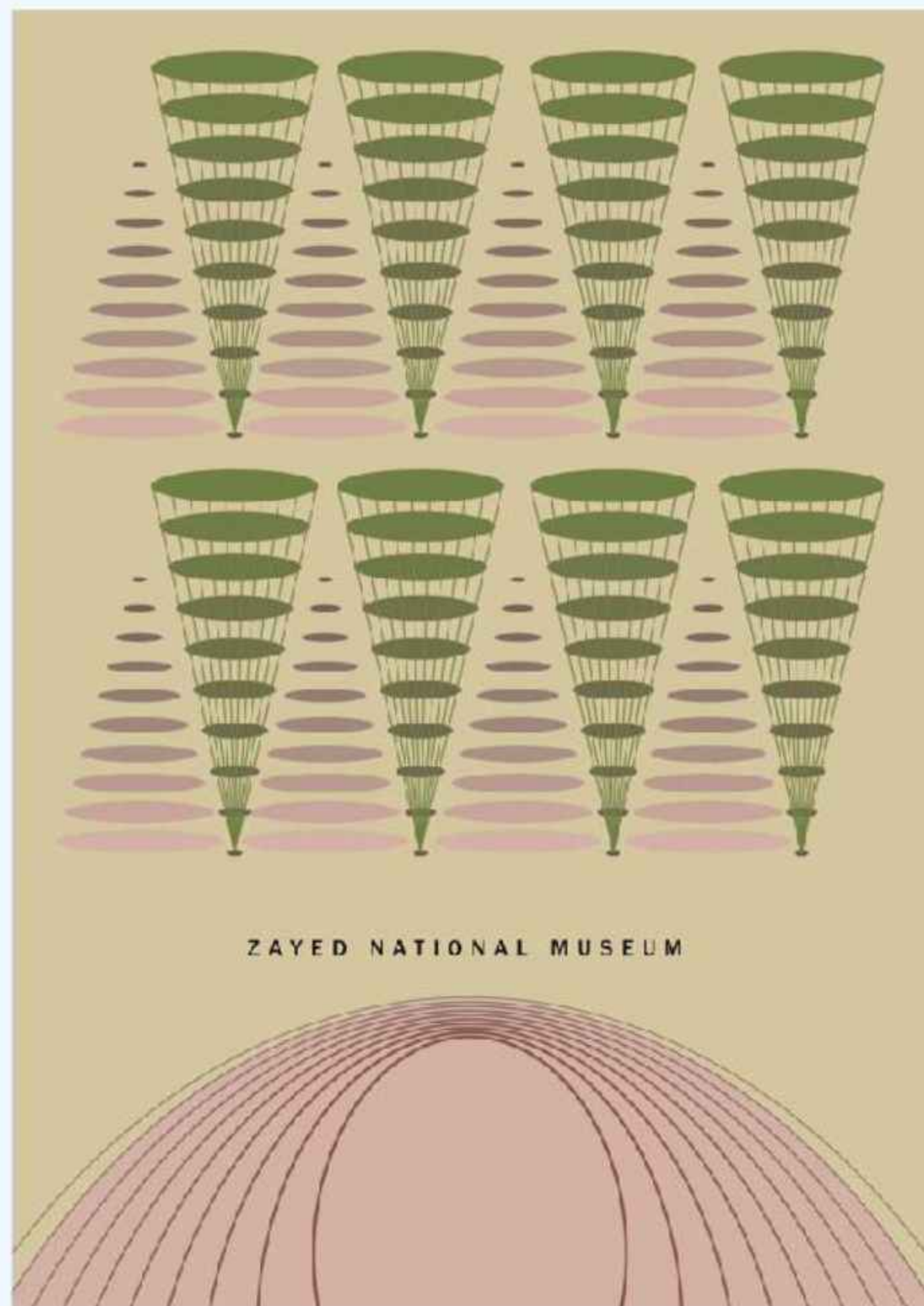
INSPIRATION

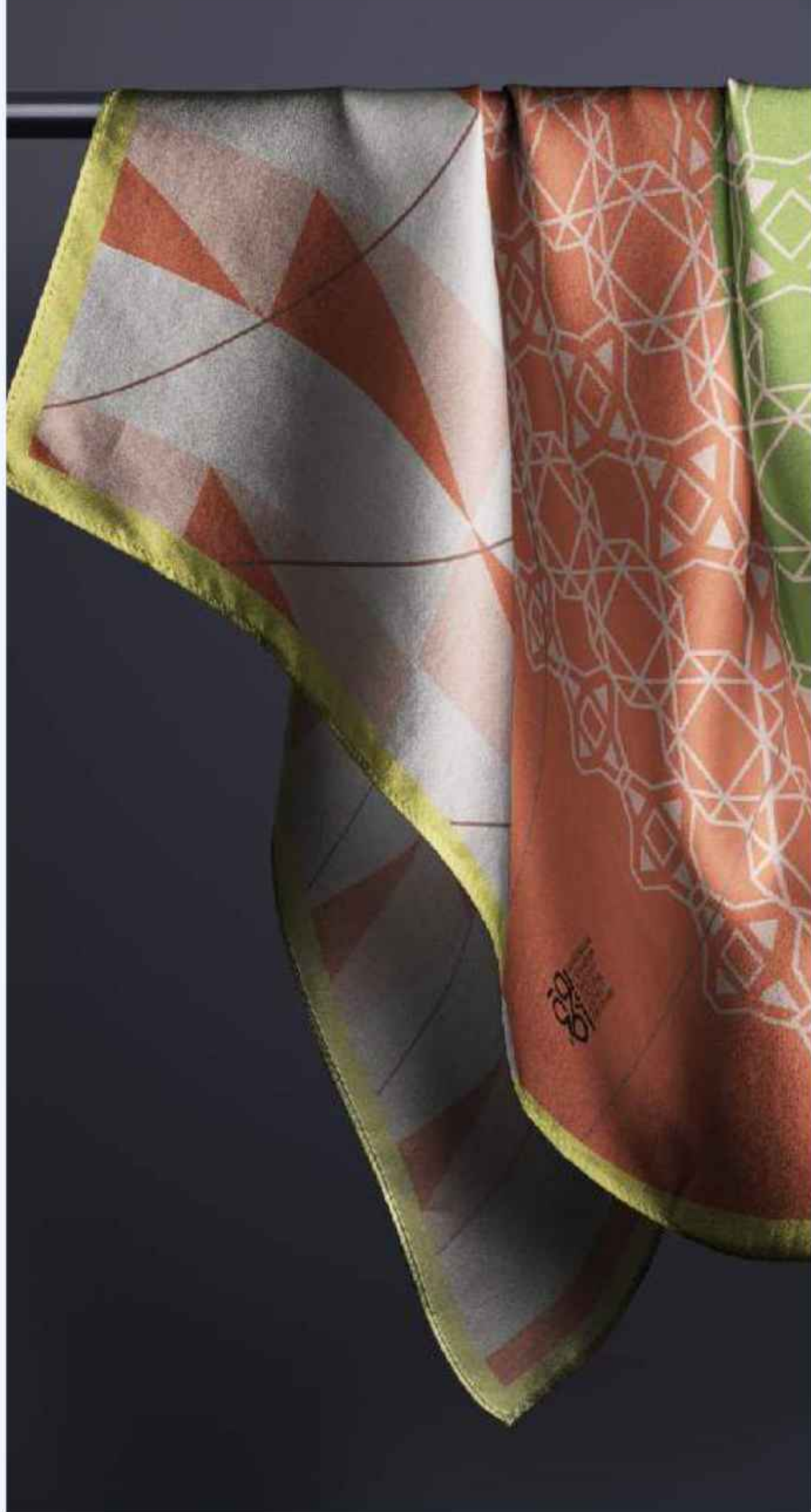


INSPIRATION



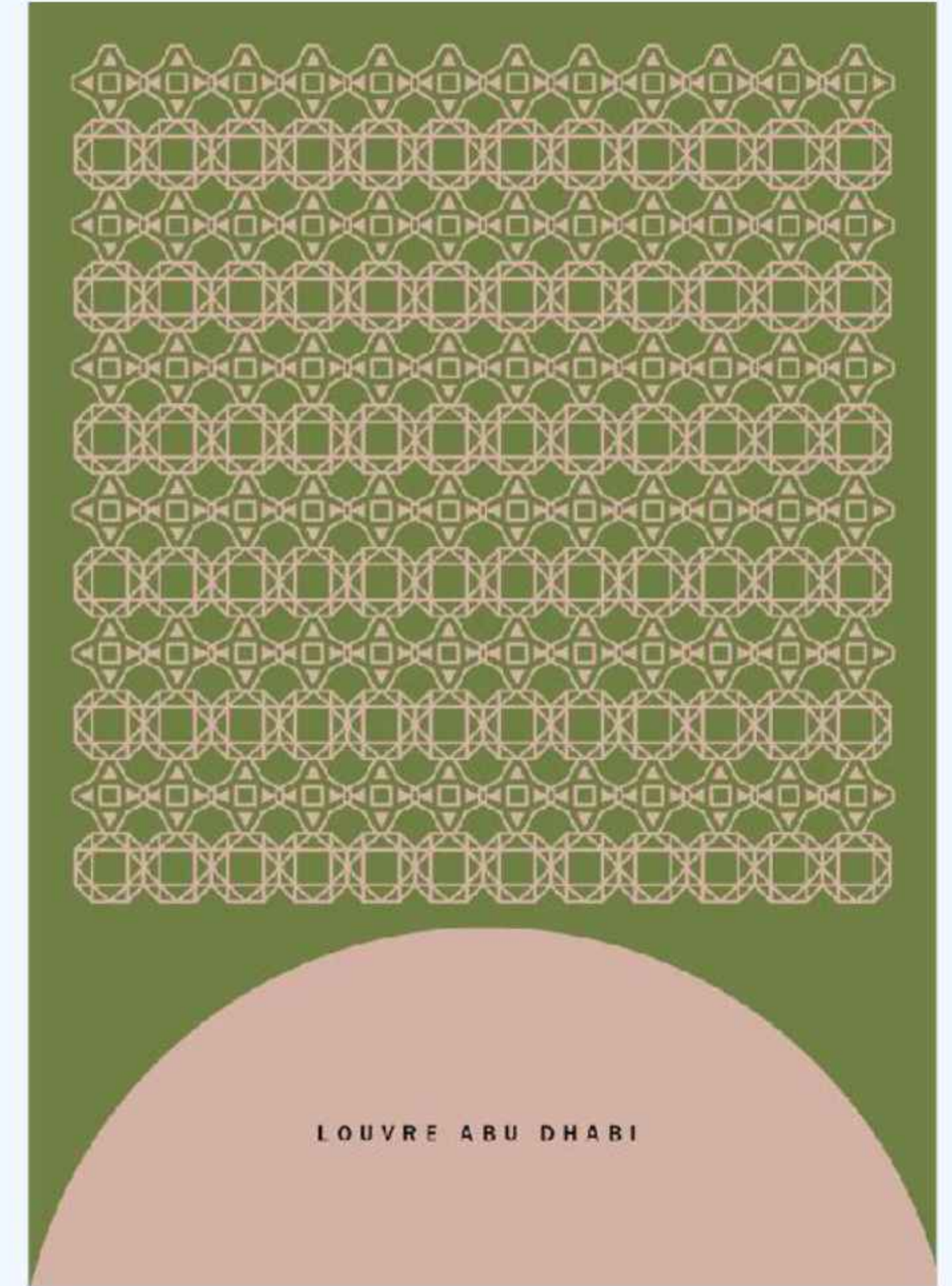
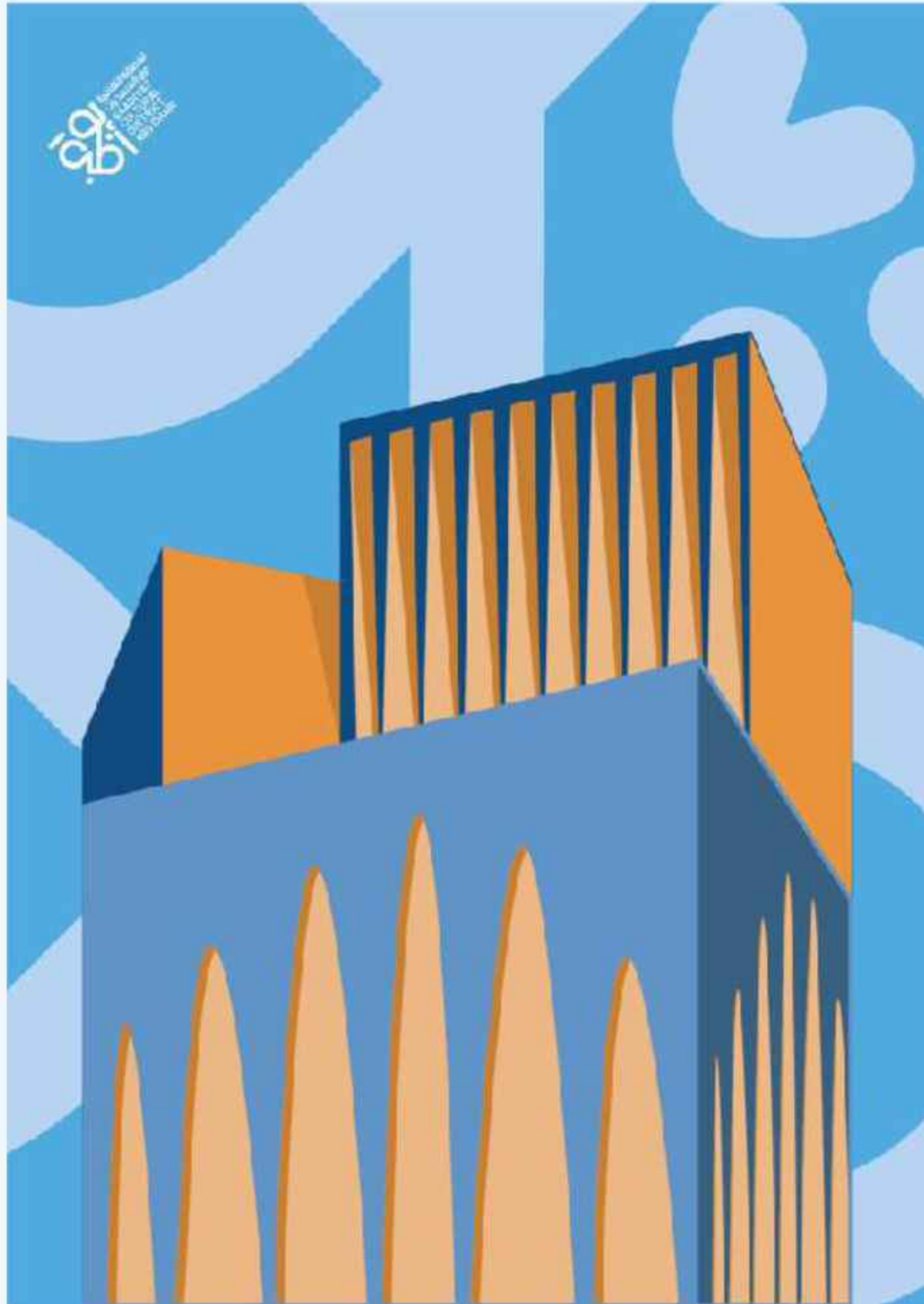
OPTION 02







COMBINATION OF OPTION 01 AND LOGO SHAOES







# Prints

Examples of few selected projects

The projects were created at [Slash Strategic Studio](#). I conducted research, provided brand strategy, and designed visuals.

## **National Archives**

This was a giveaway as part of an exhibition of the Archives centre in Australia. My role was to brainstorm and design the giveaway item. The process of creating the postcards began with experimentation using black ink, which allowed for spontaneous forms, a driving factor behind the design. Cards are divided into 4 groups representing the UAE natural elements, with an icon and poetry verse on the front, and poet information on the back.

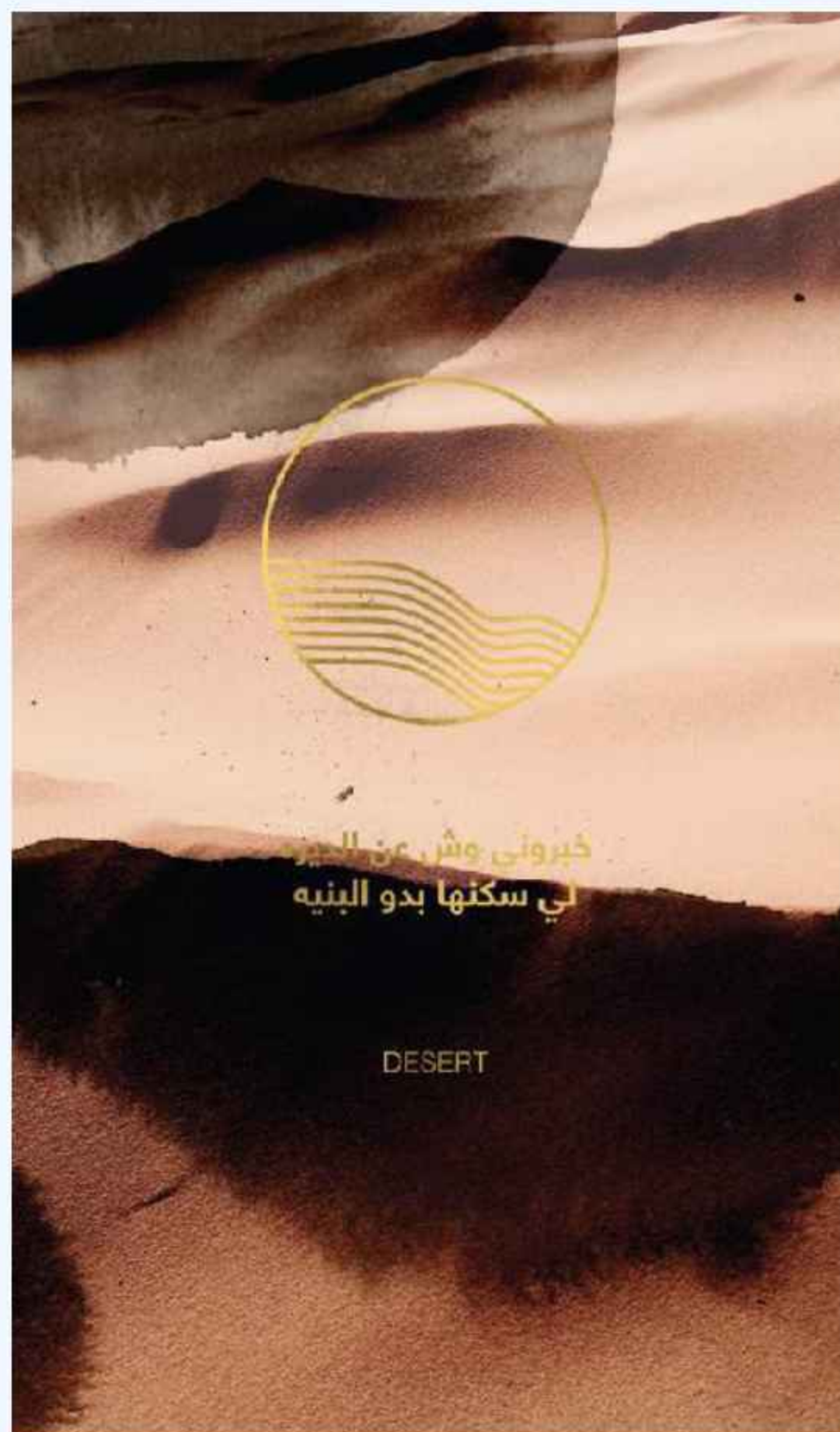
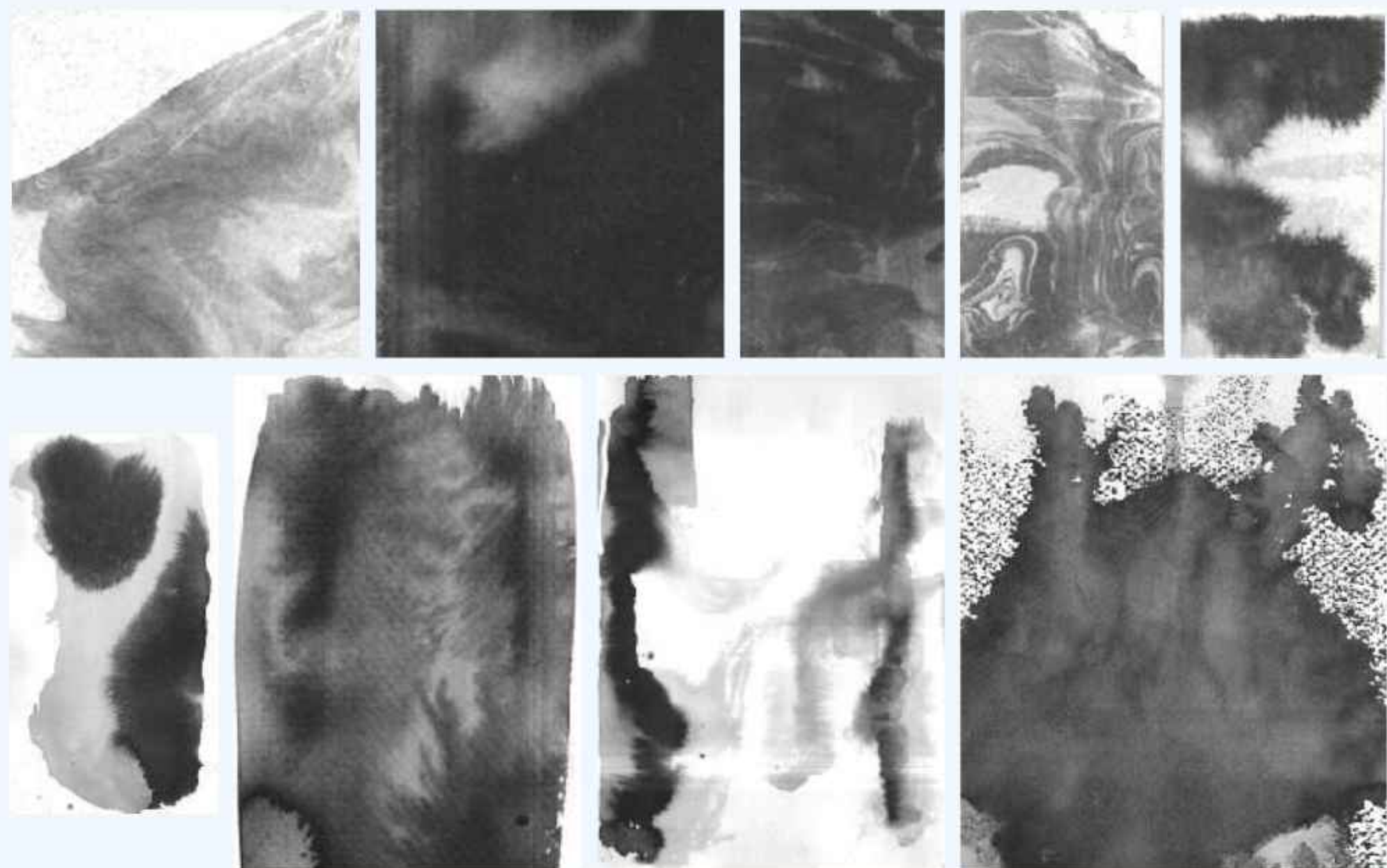
## **UAE National Flag**

This project was a gift for VIP visitors at a government event. My role was to research content, write up and visualize the booklet.

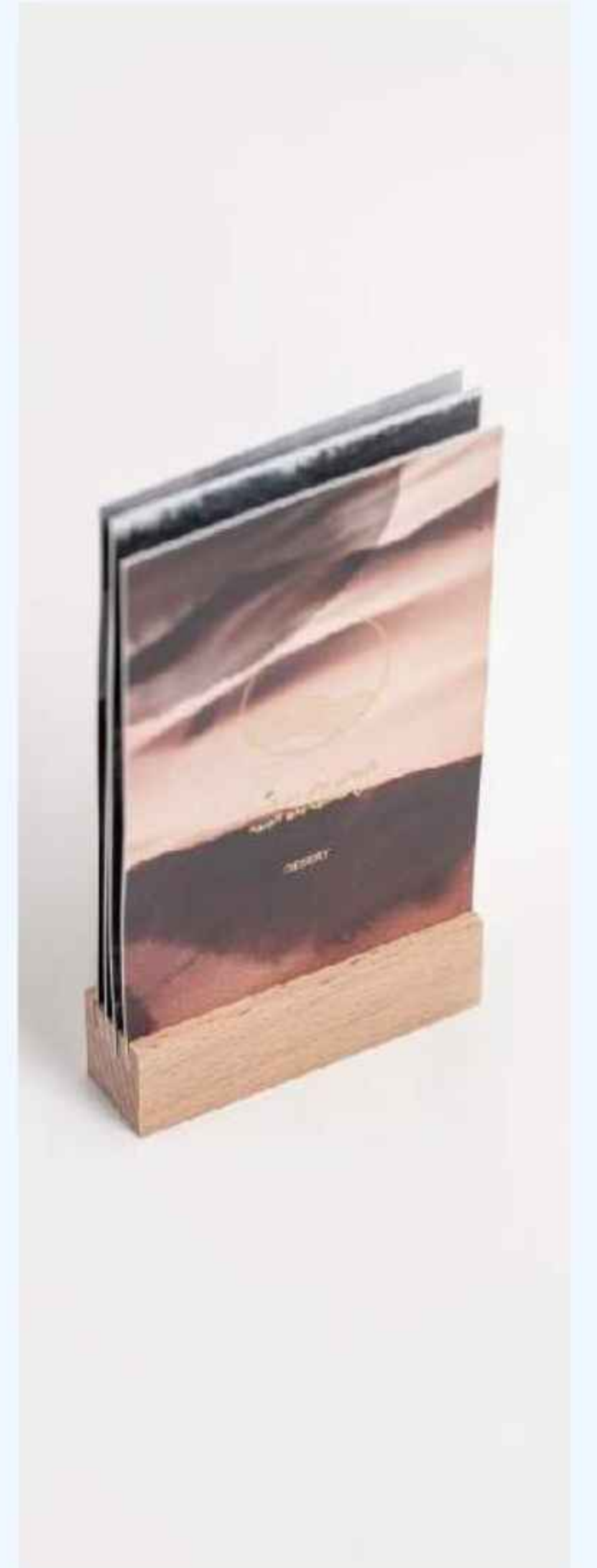
## **Zayed Race**

My roles was to design a booklet that best highlights the achievements and the graphics of the race.

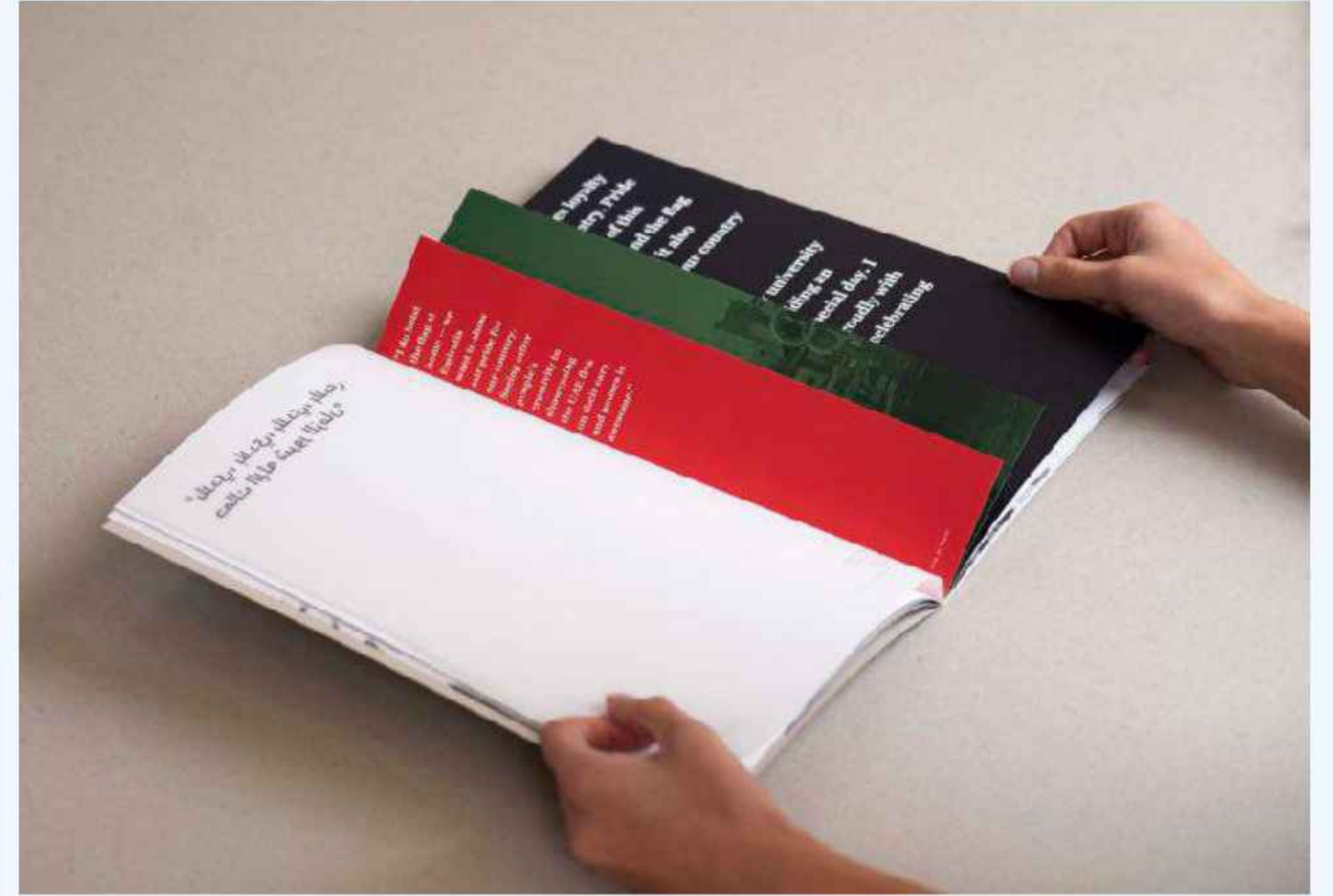
## NATIONAL ARCHIVES



# NATIONAL ARCHIVES



# UAE NATIONAL FLAG



# ZAYED RACE



03

# *Branding*

Ajman Vision 2030

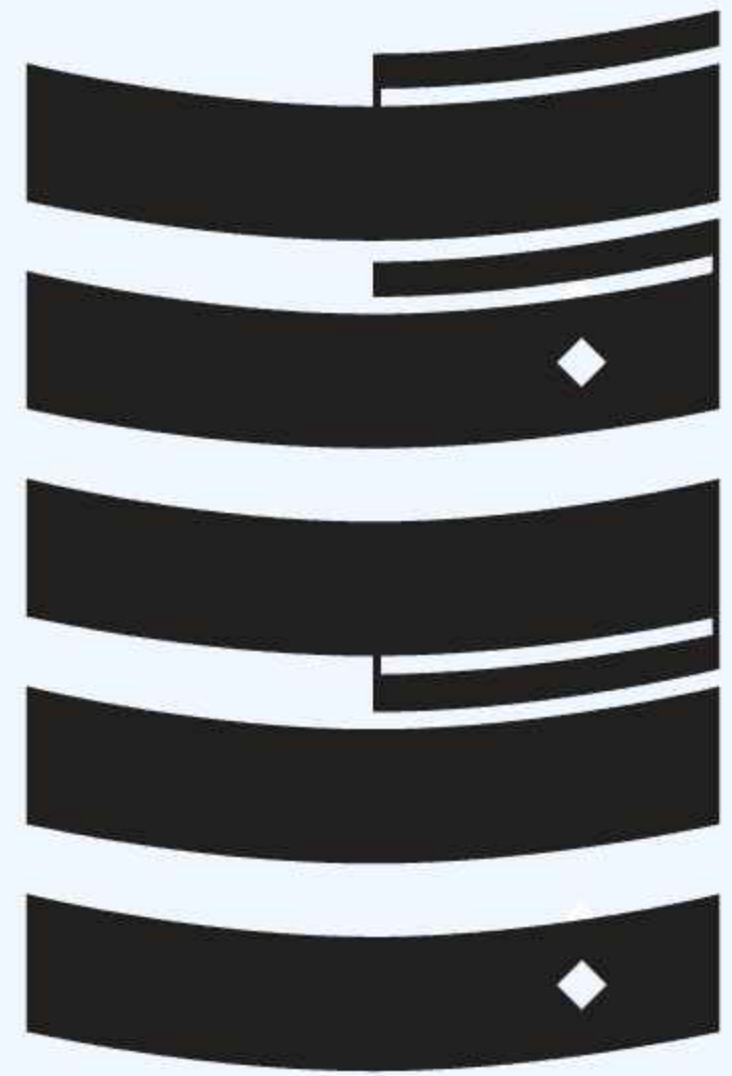
Brew

Nestt Cafe

Meshwar

Adiga Express





**AJMAN | 2030**

# Ajman 2030

Brand identity

This project was done in collaboration with Mohammed Alkayyali as lead visual designer, Atolye as the project manager and Ministry of Ajman as the client

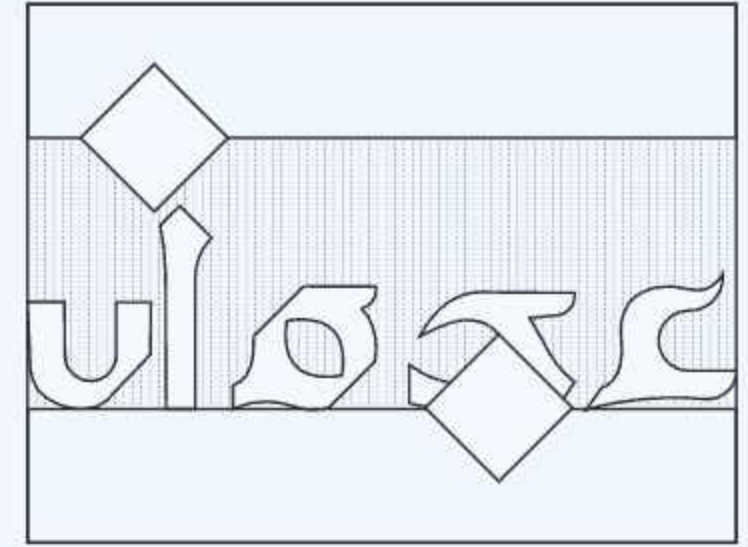
## **My role:**

For Ajman Vision 2030, I co-created the brand identity with Mohammed AlKayyali. This included designing the logo, layout, website, and various deliverables.

EARLY SKETCHES

عجمان  
AJMAN 2030

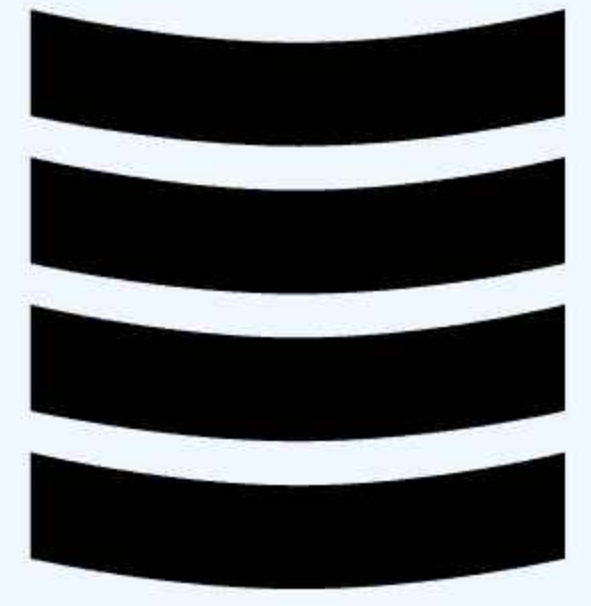
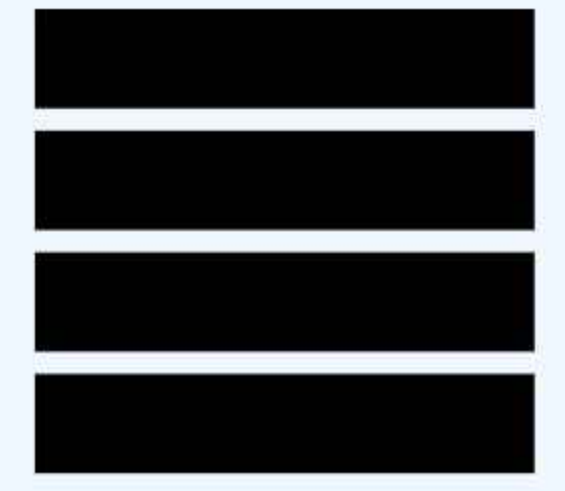
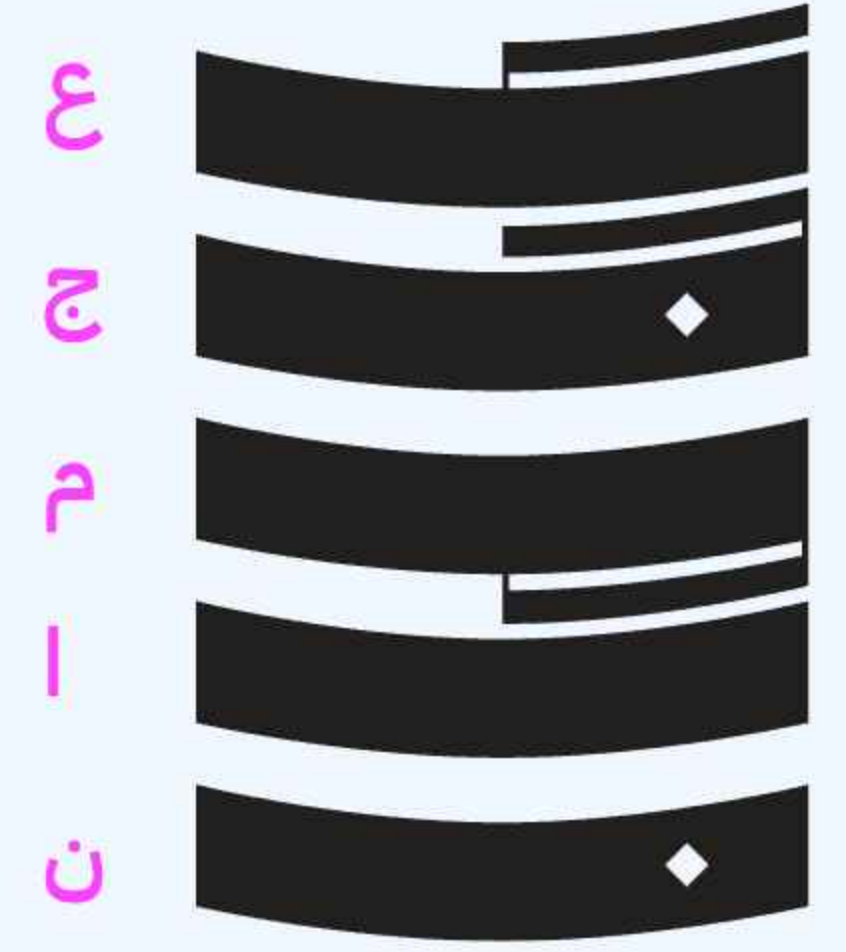
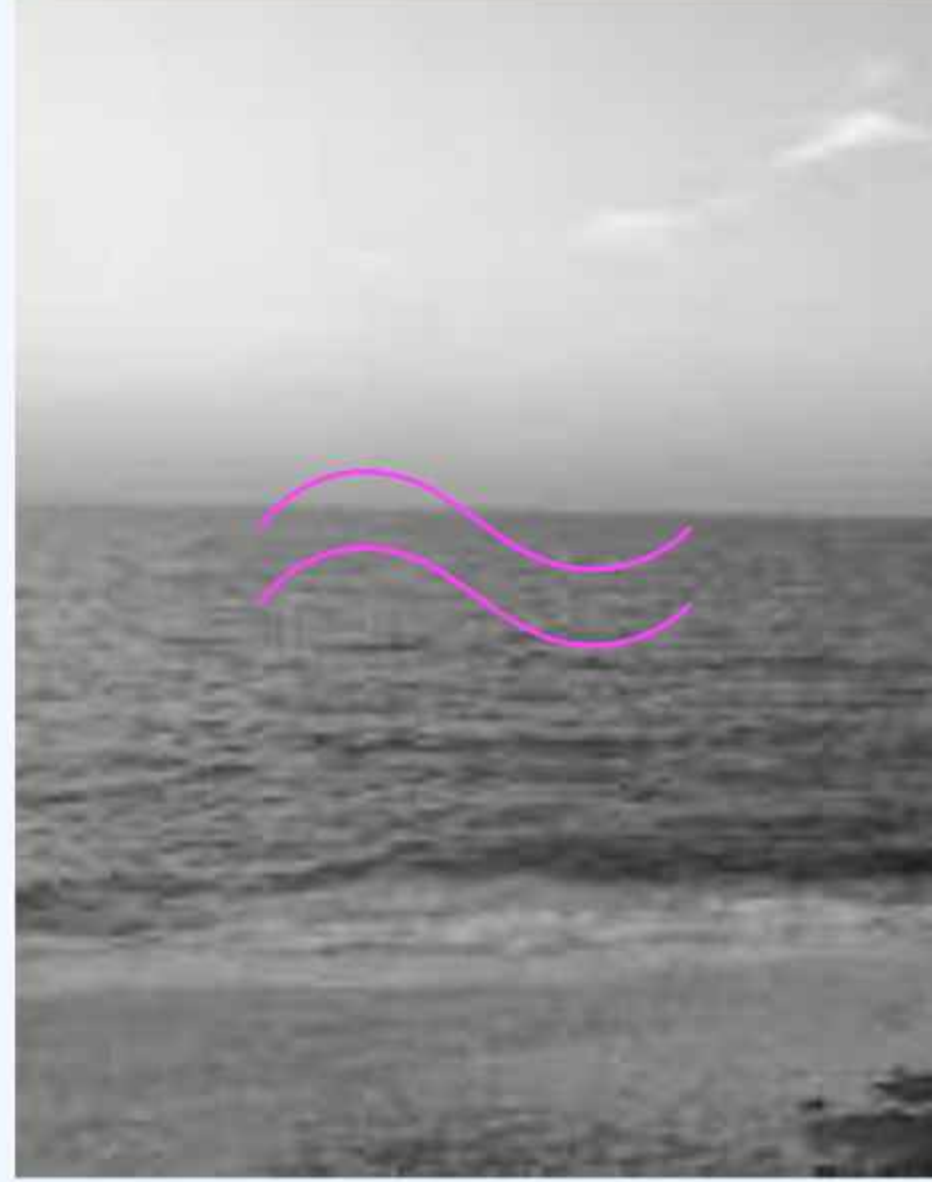
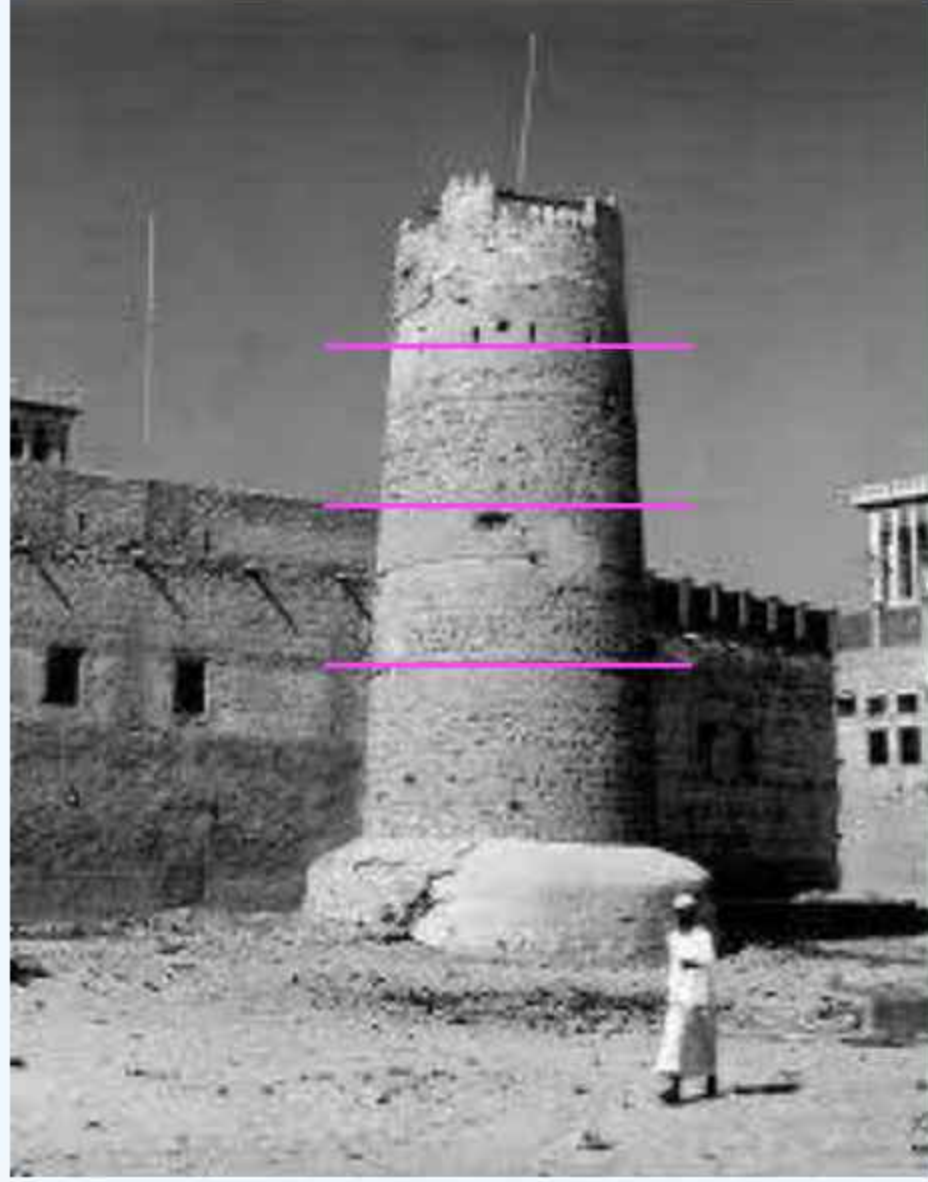
عجمان



عجمان  
AJMAN • 2030

عجمان





## ICONOGRAPHY



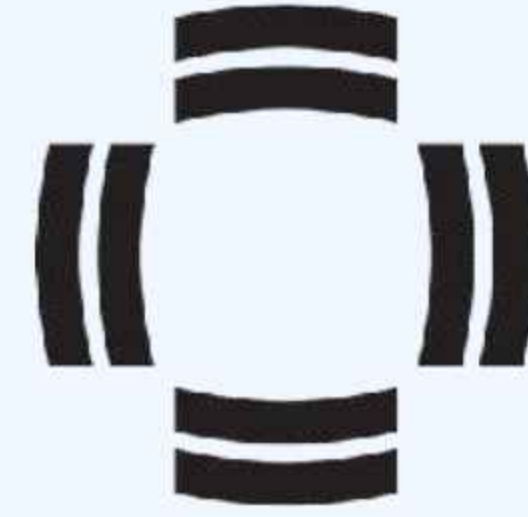
الجاهزية للمستقبل  
FUTURE READINESS



الإستدامة  
SUSTAINABILITY



الرشاقة  
AGILITY



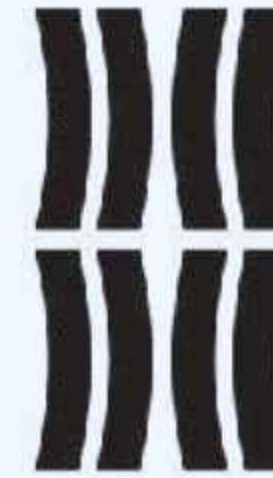
التعاون  
COLLABORATION



الشمولية  
INCLUSION



روح الاتحاد  
SPIRIT OF THE UNION



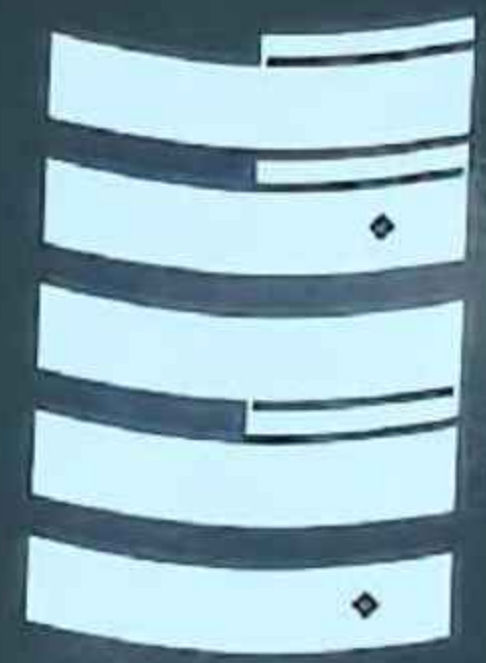
المساءلة  
PEOPLE CENTRICITY



المحورية المجتمعية  
ACCOUNTABILITY

AJMAN  
2030

FOR THE PEOPLE



AJMAN | 2030



عجم

2030  
FOR THE P

اس

AJMAN



جهوزية الغد  
FUTURE-READY

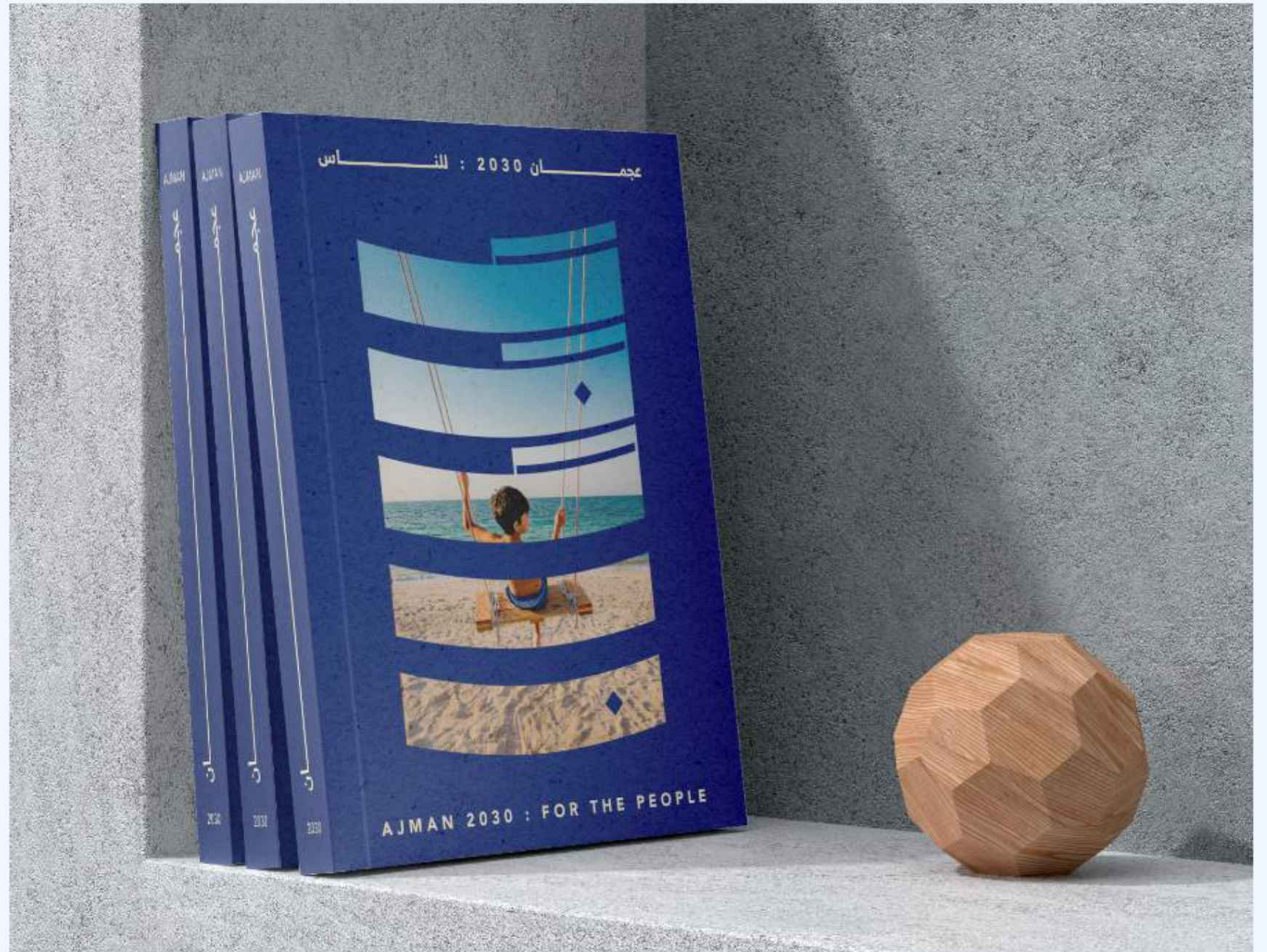


AJMAN | 2030

Milano BRUSHED SERIES

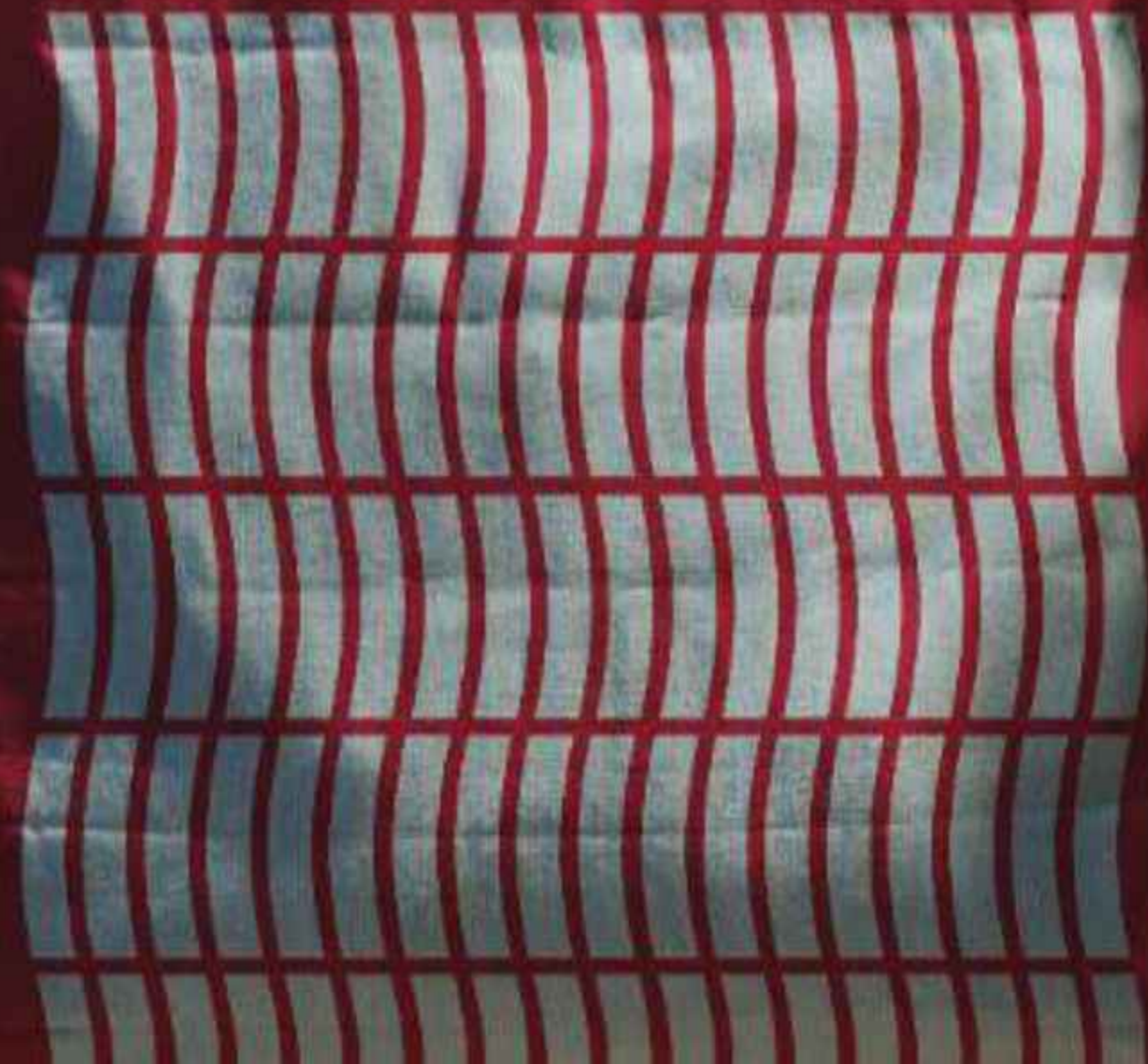
15 انطلقت  
11 تم التسليم  
نحن نطلق، نحن نسلم

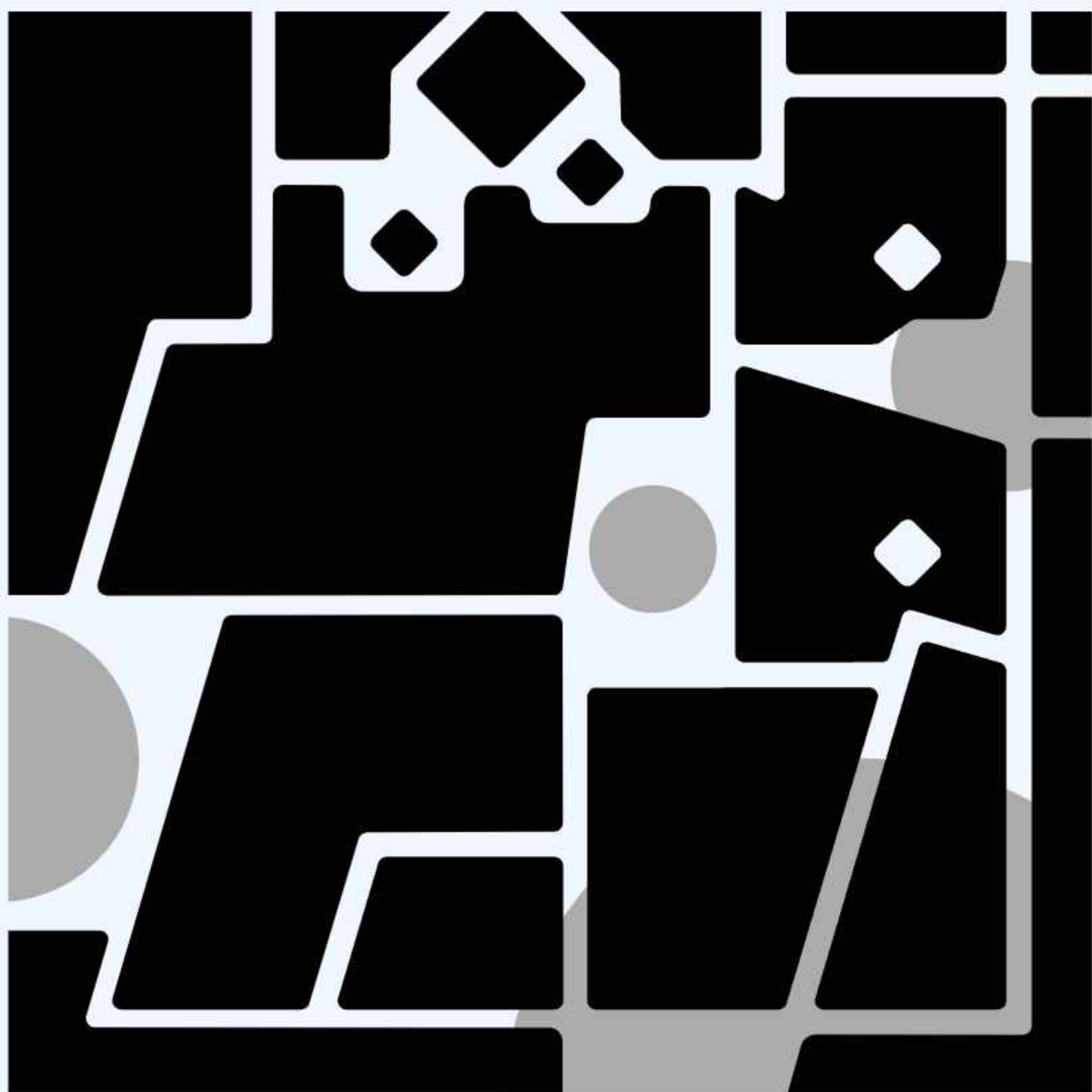
600 5757





عجمان 2030 : للناس  
AJMAN 2030 : FOR THE PEOPLE





# Meshwar

Brand identity

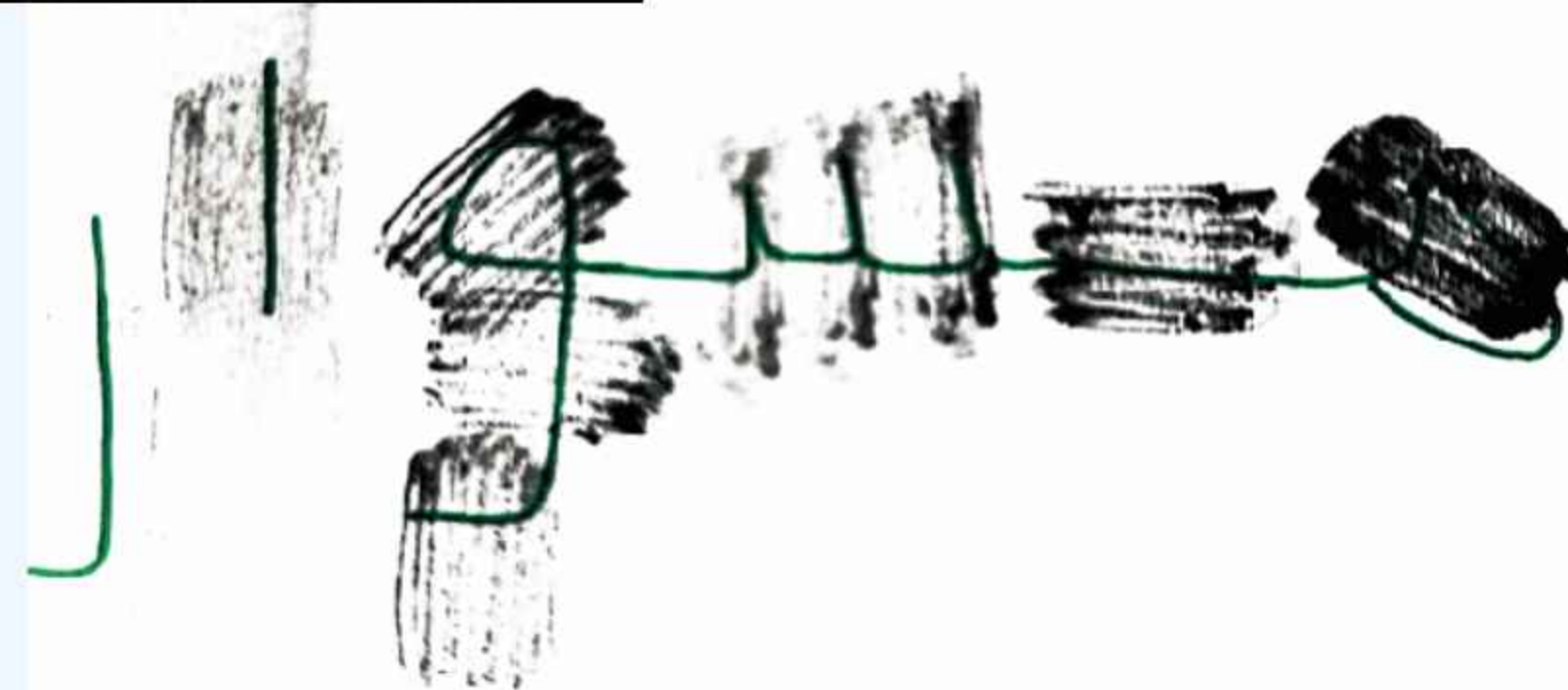
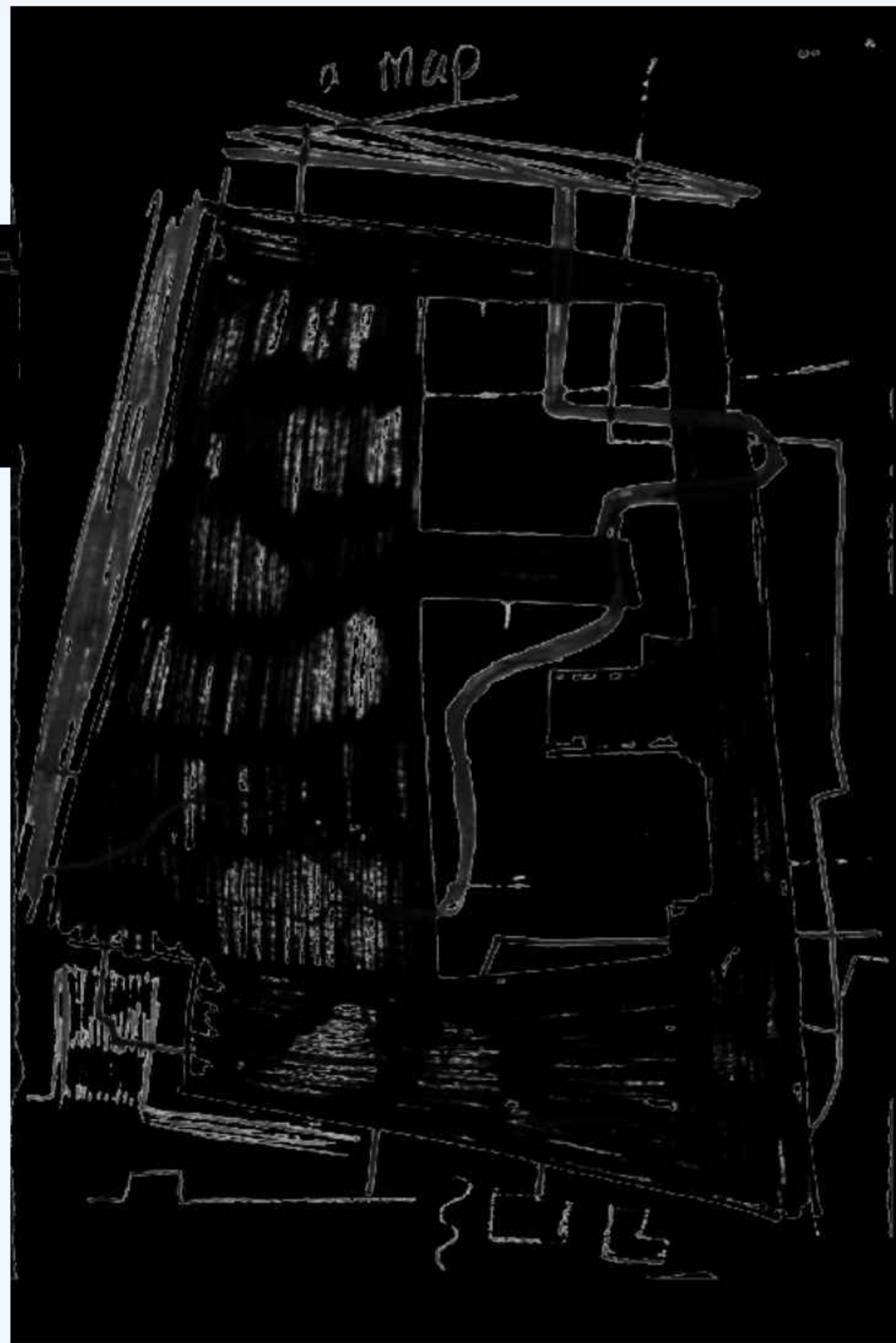
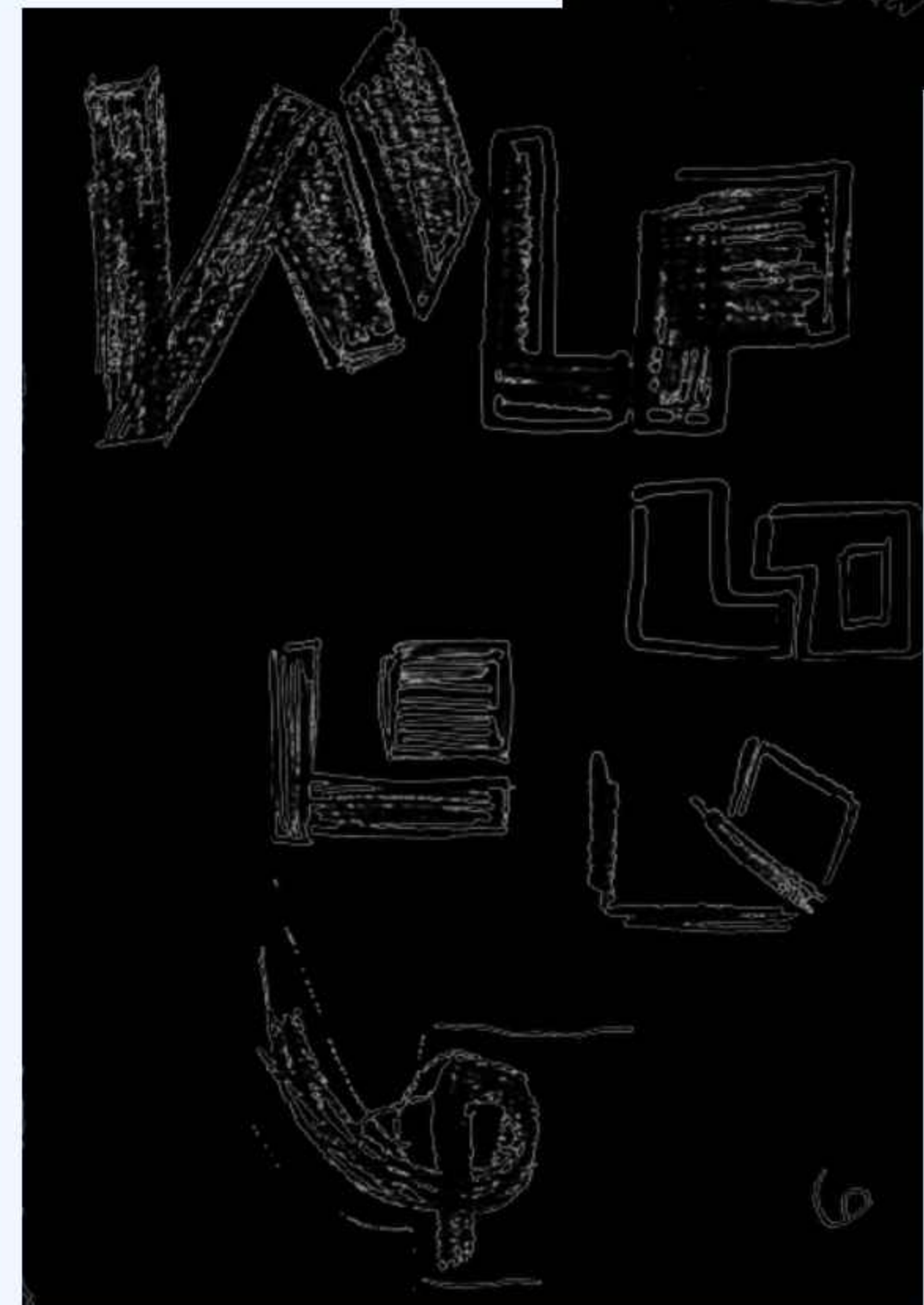
Stories of Meshwar is a personal project and experimental venture that I initiated to explore different forms of storytelling.

## **The concept:**

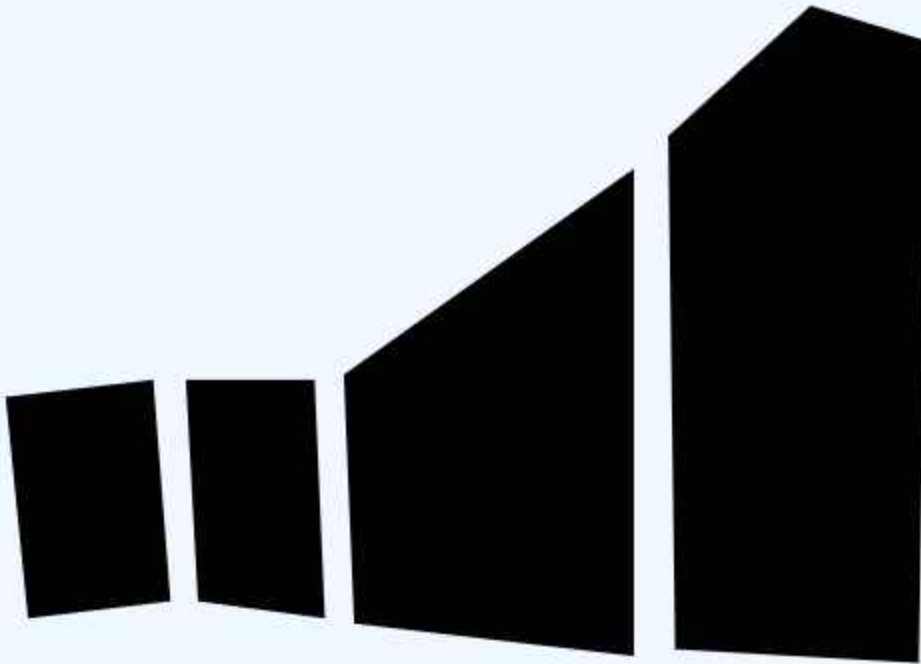
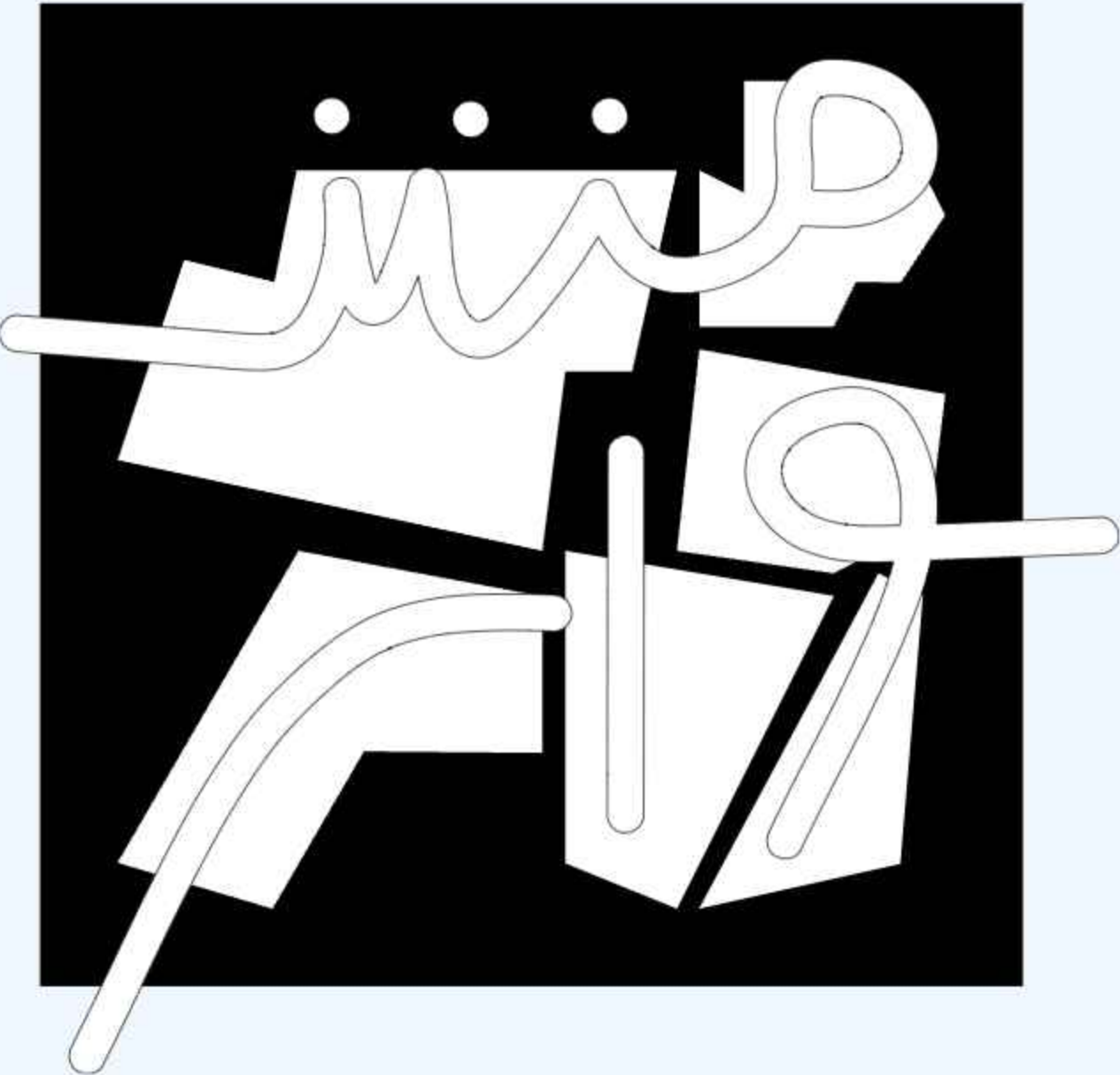
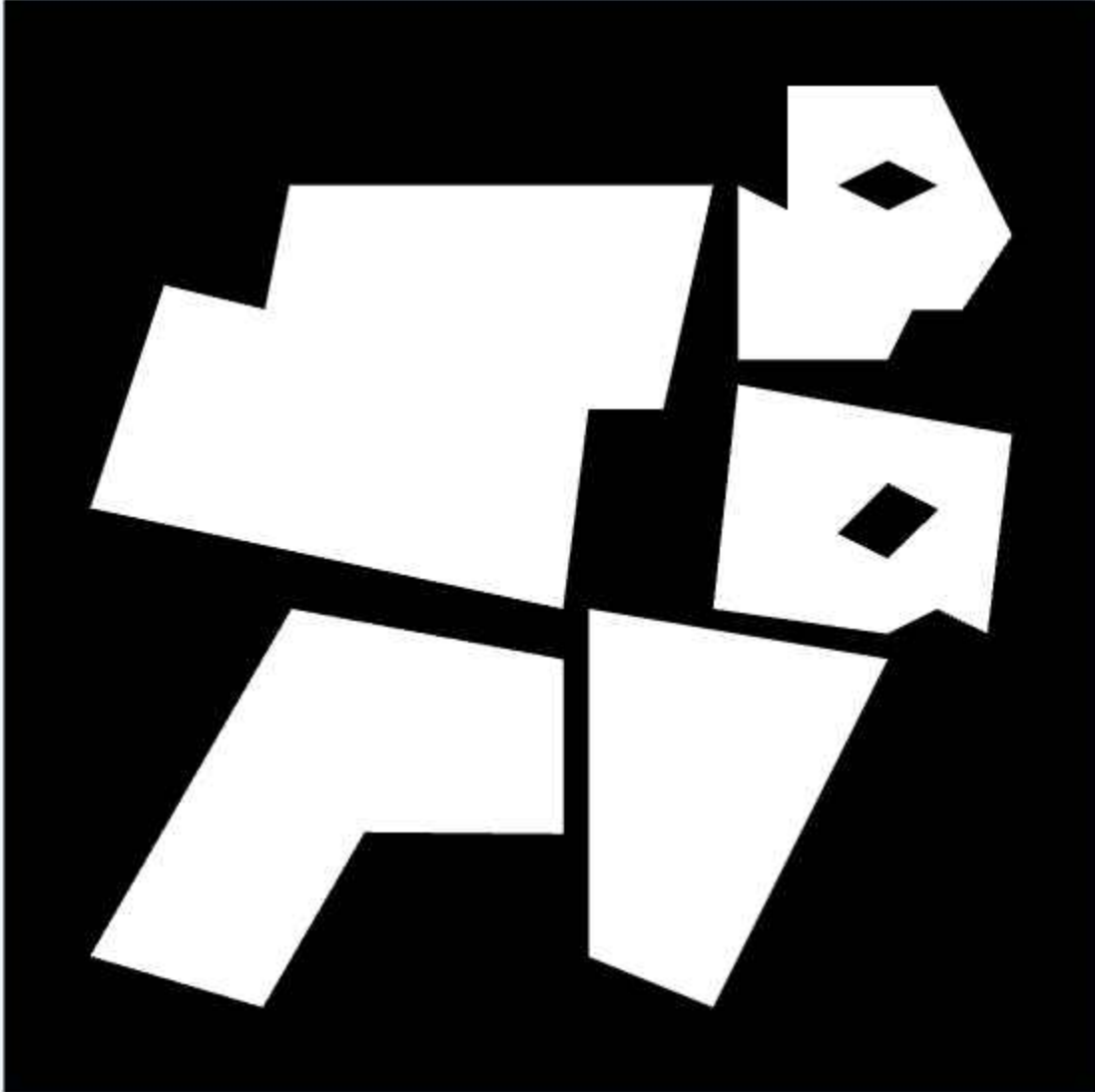
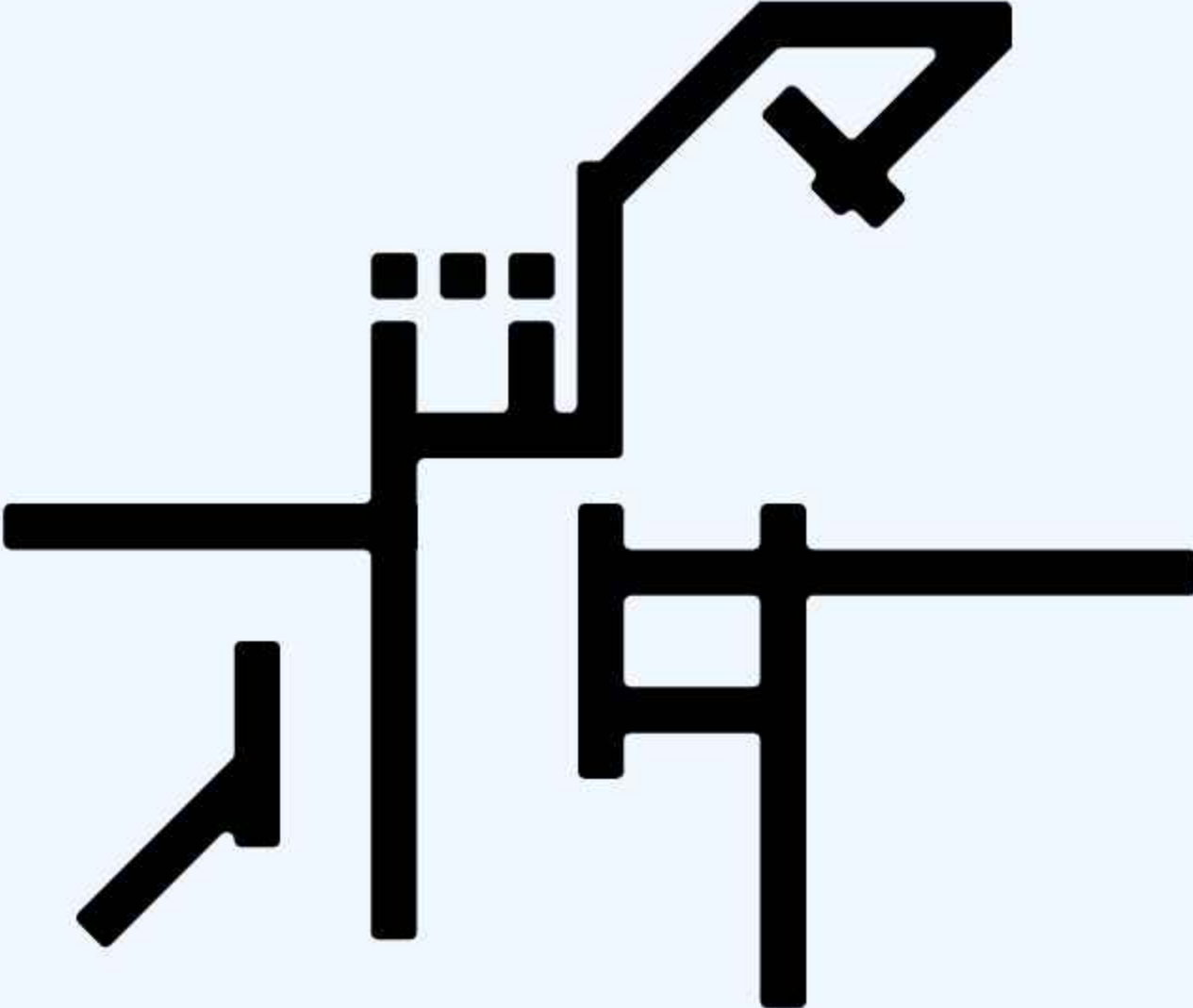
The visual identity is designed to represent a journey through a map, incorporating playful and dynamic typography to capture the essence of movement and exploration.

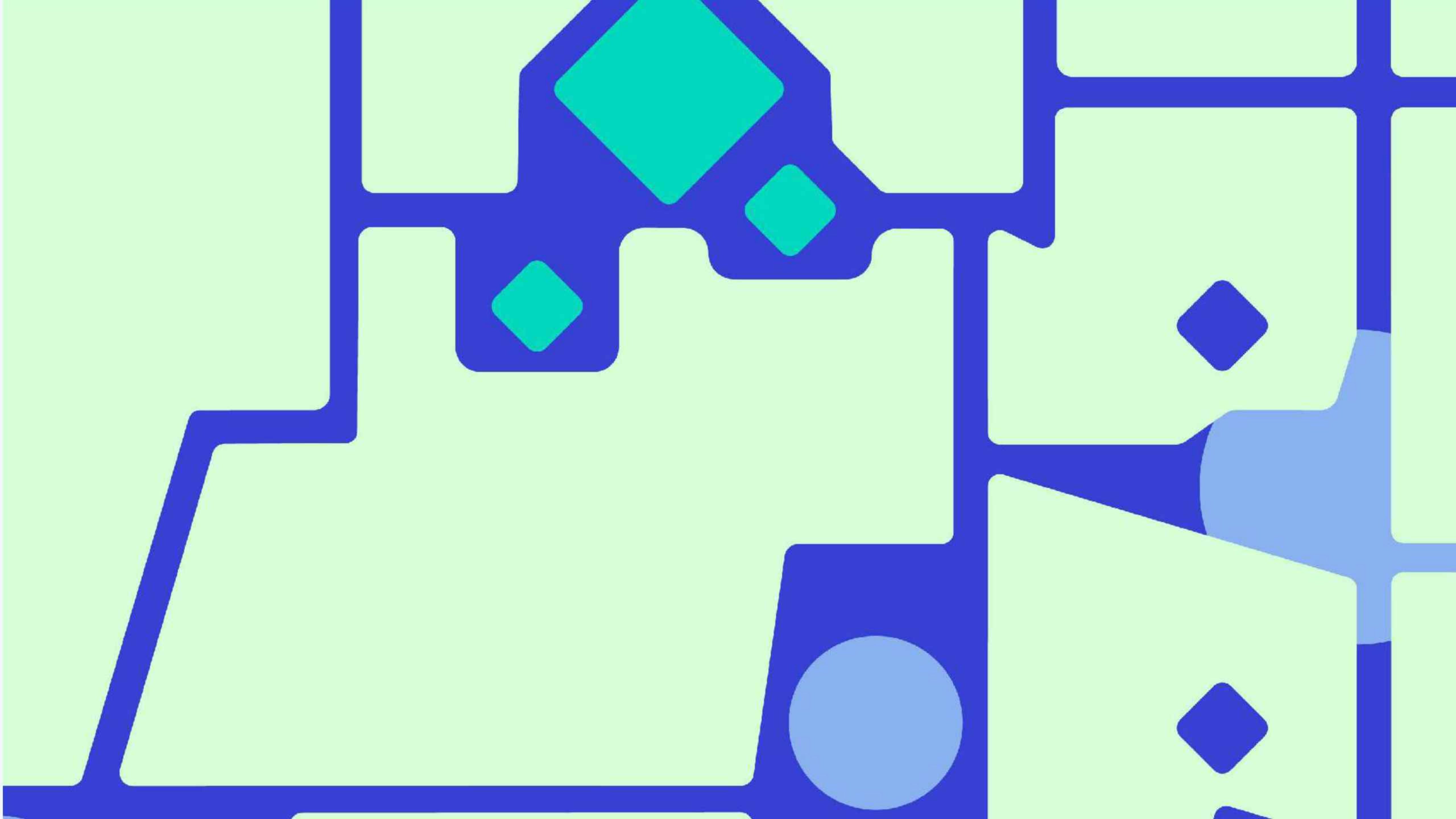
This project allowed me to creatively experiment with how type and visual elements can convey the experience of navigating a landscape.

EARLY SKETCHES



EARLY SKETCHES





## WEBSITE




## WEBSITE

مشوار  
MESHWAR

HOME ABOUT SHORT STORIES EPISODES CONTACT

# EPISODES

Podcasts



Meshwar | مشوار  
Heba Daghtani

Meshwar, Arabic for "journey" or a "trip", is an audio storytelling platfor...

▶ Latest Episode

FEB 7 - SUBSCRIPTION  
Frosty Bonnet: Embracing the Unconventional Path of Adulthood

JAN 24 - SUBSCRIPTION  
introduction to Meshwar

See More Episodes ↗

See how your data is managed...





# Nestt

## Brand identity

Nestt was a brand created for H2r Design as part of a partnership to open a café catering to a wide audience, including singles, parents, and kids.

The café's main attraction was its nostalgic theme, designed to evoke fond memories and create a warm, welcoming atmosphere for all visitors.

### **My role:**

To manage the brand from start to finish. This included conducting market research and competitor analysis, coordinating with the interior team, and creating the visual identity, tone of voice, and overall personality of the brand.

The concept involved developing a memorable character to serve as a common ground for the diverse audience. To achieve this, I analyzed various TV shows to capture the essence of what makes characters memorable and distinctive.



**A SEA OF ENDLESS OPTIMISM?**

EXPRESSIVE

**LET'S BRING BACK OUR**

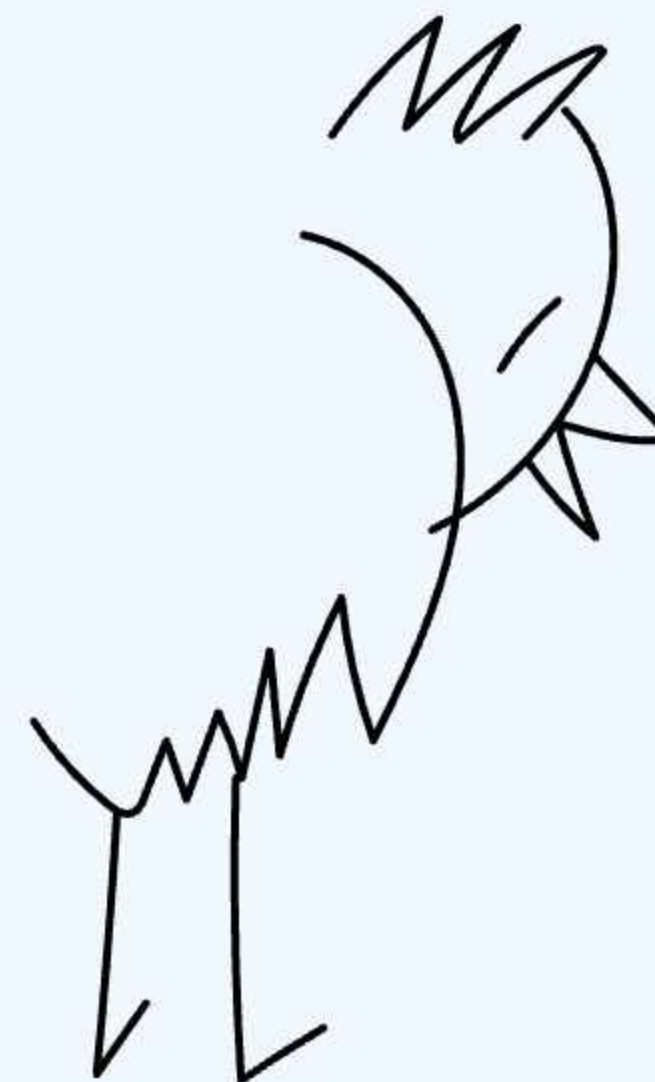
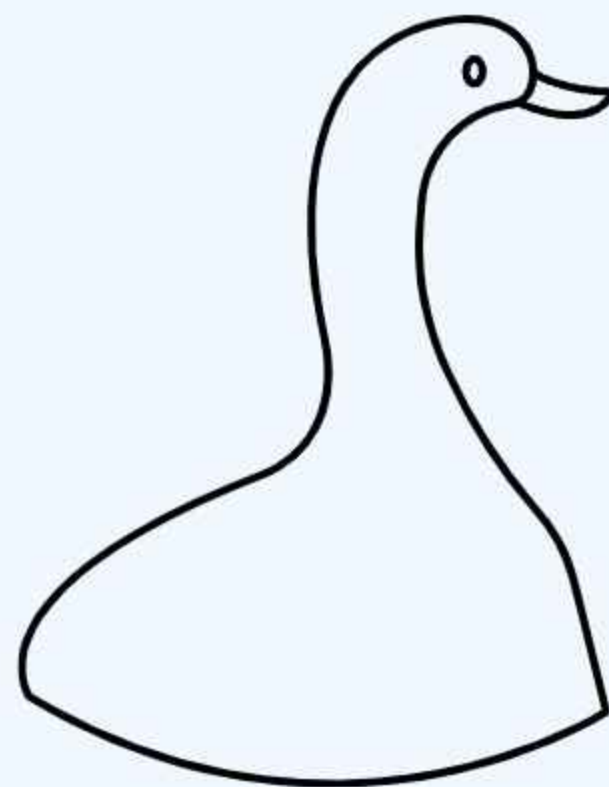
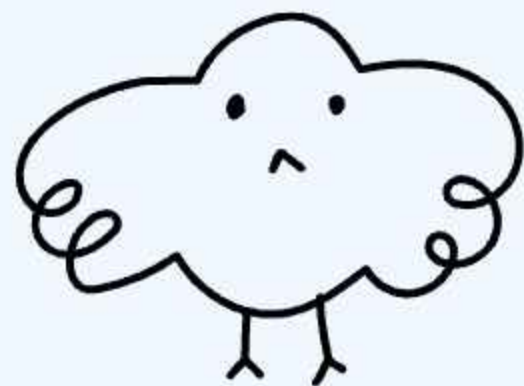
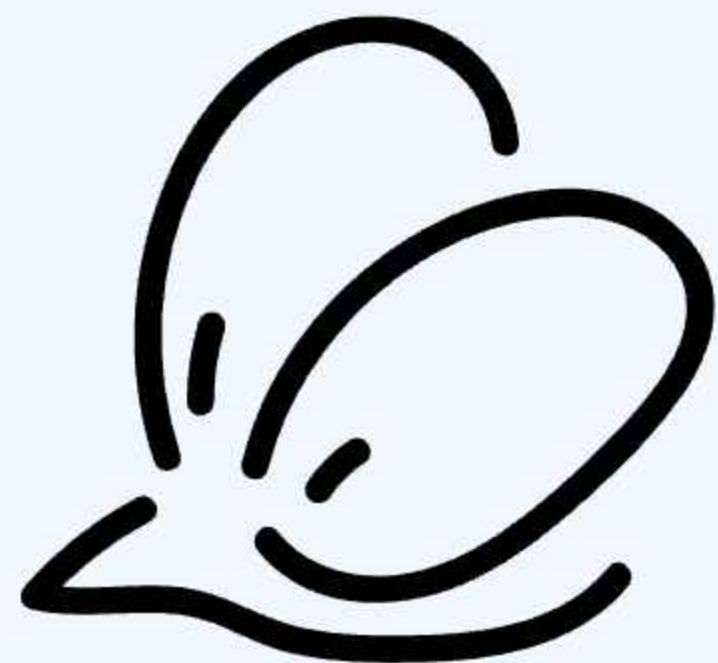
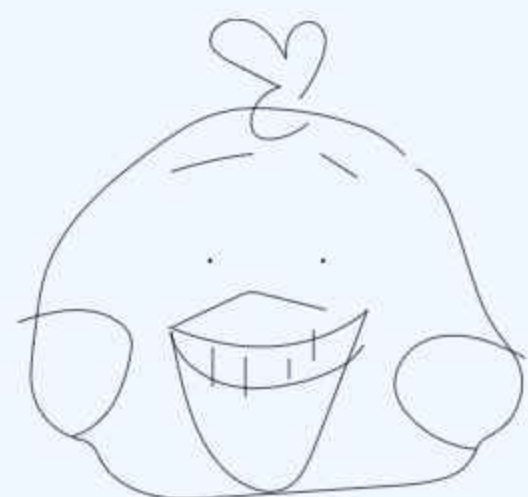
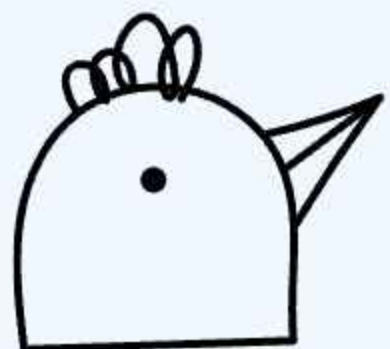
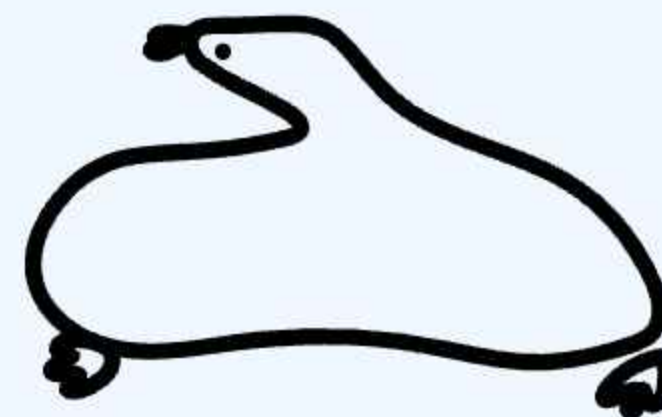
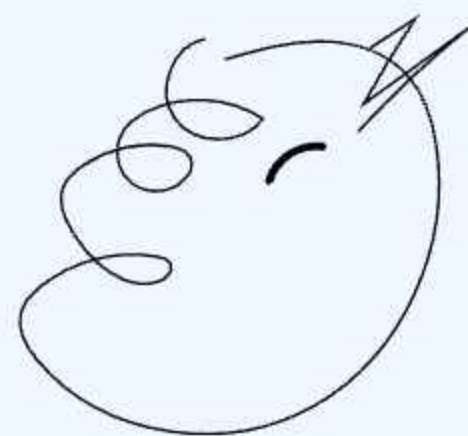
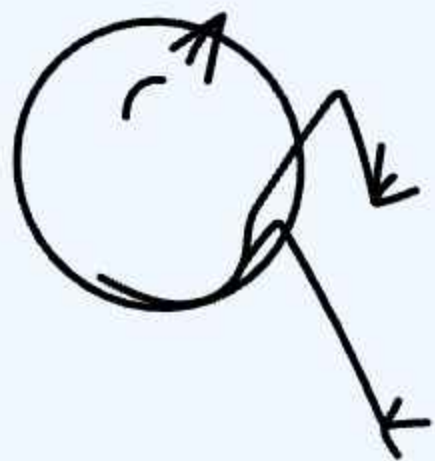
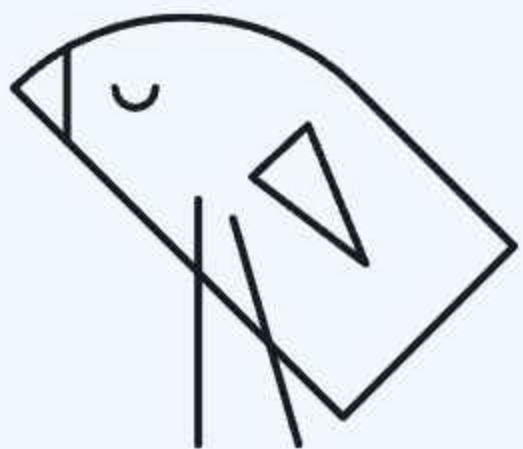
ICONIC

*Nostalgic Souls*

**AND A TWIST OF MODERNISM TO IT**

QUIRKY

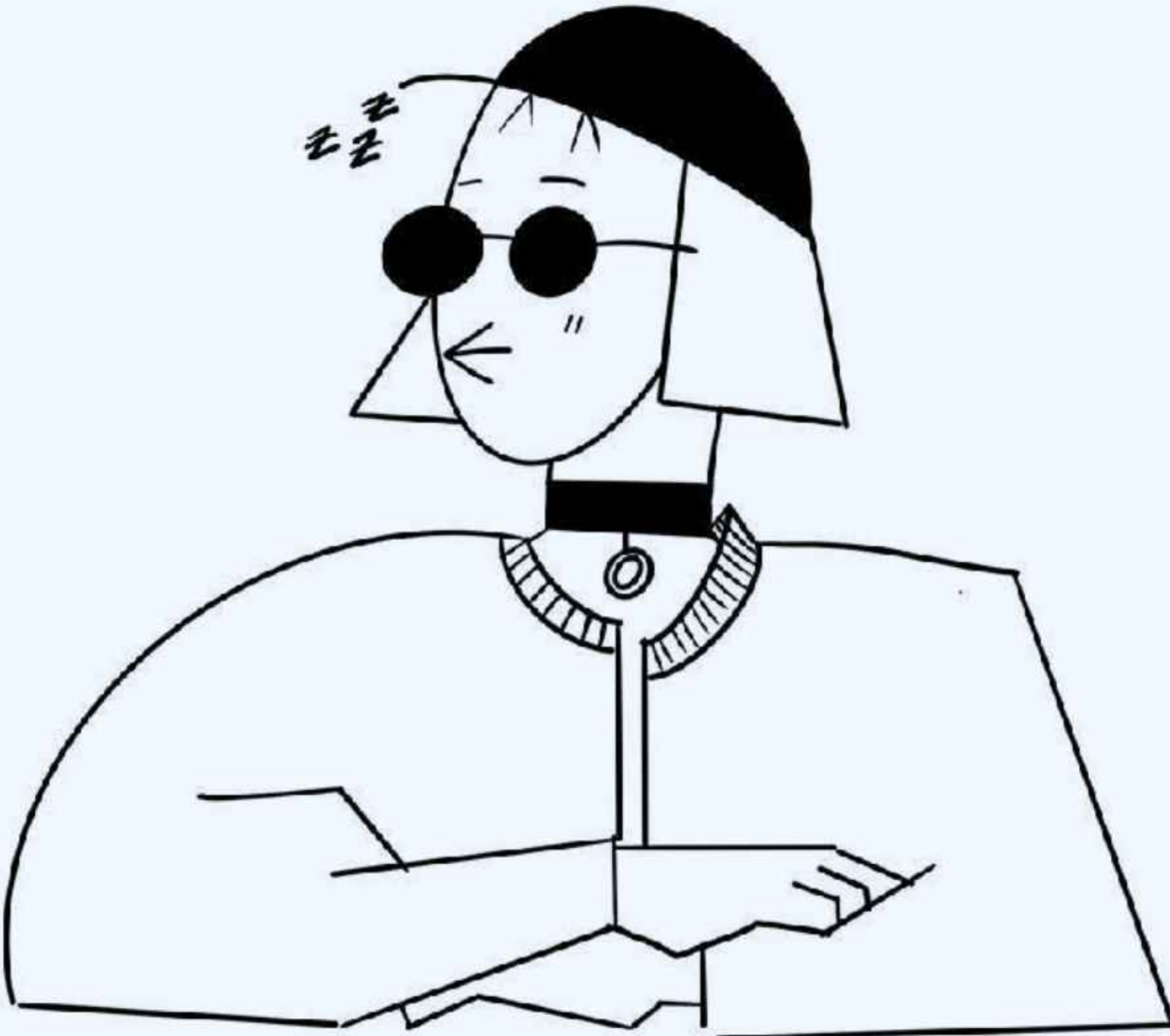
EARLY SKETCHES



EARLY SKETCHES



EARLY SKETCHES



LOGO OPTIONS PRESENTED



نستت NESTT

*Creating a Nestt for Memories*





MAIN BRAND LOGO



CHIKK'S FRIENDS

LAZY CHIKK



CLEVER CHIKK



NAUGHTY CHIKK



DIRECTIONS CHIKK



WHO RUNS THE WORLD?

**CHIKKS!**

*Duhh!*



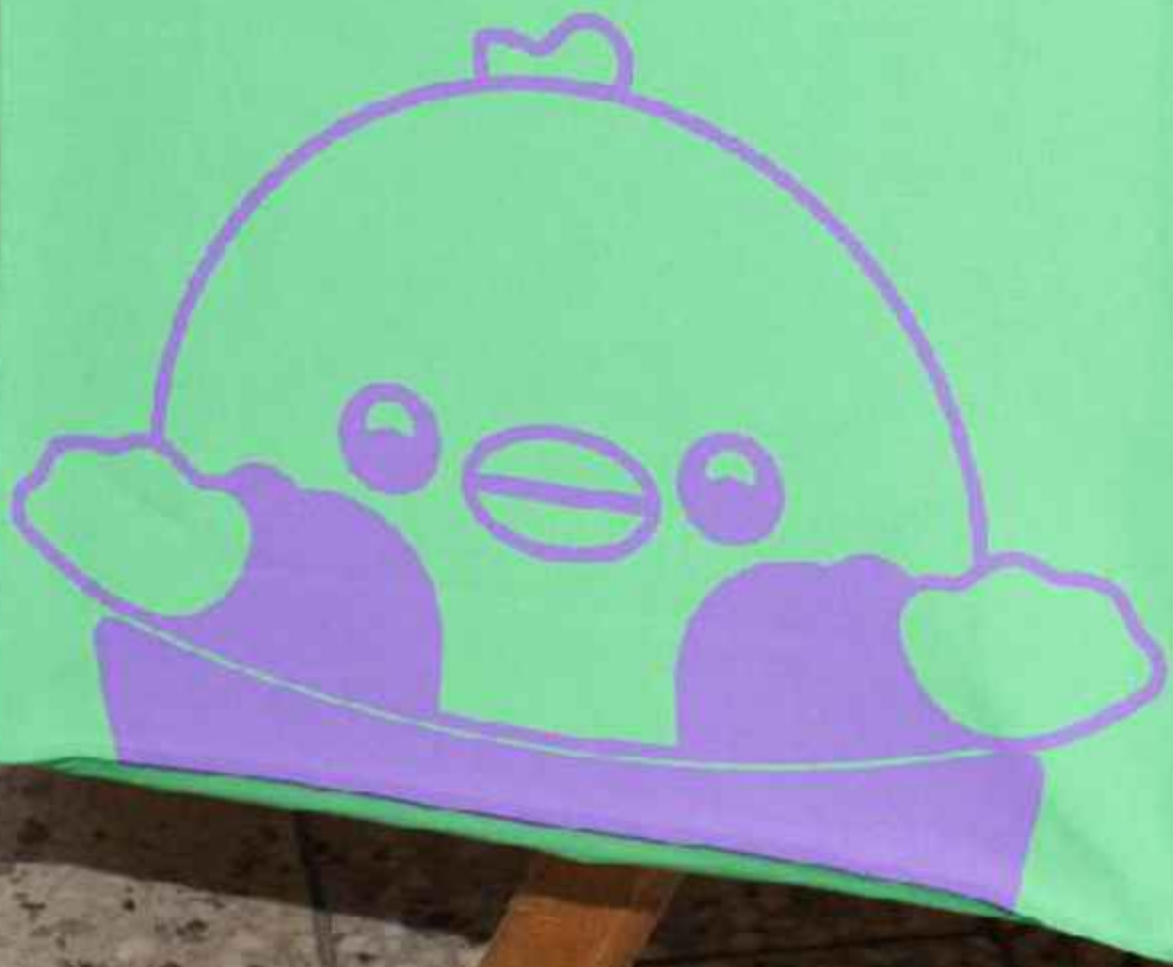


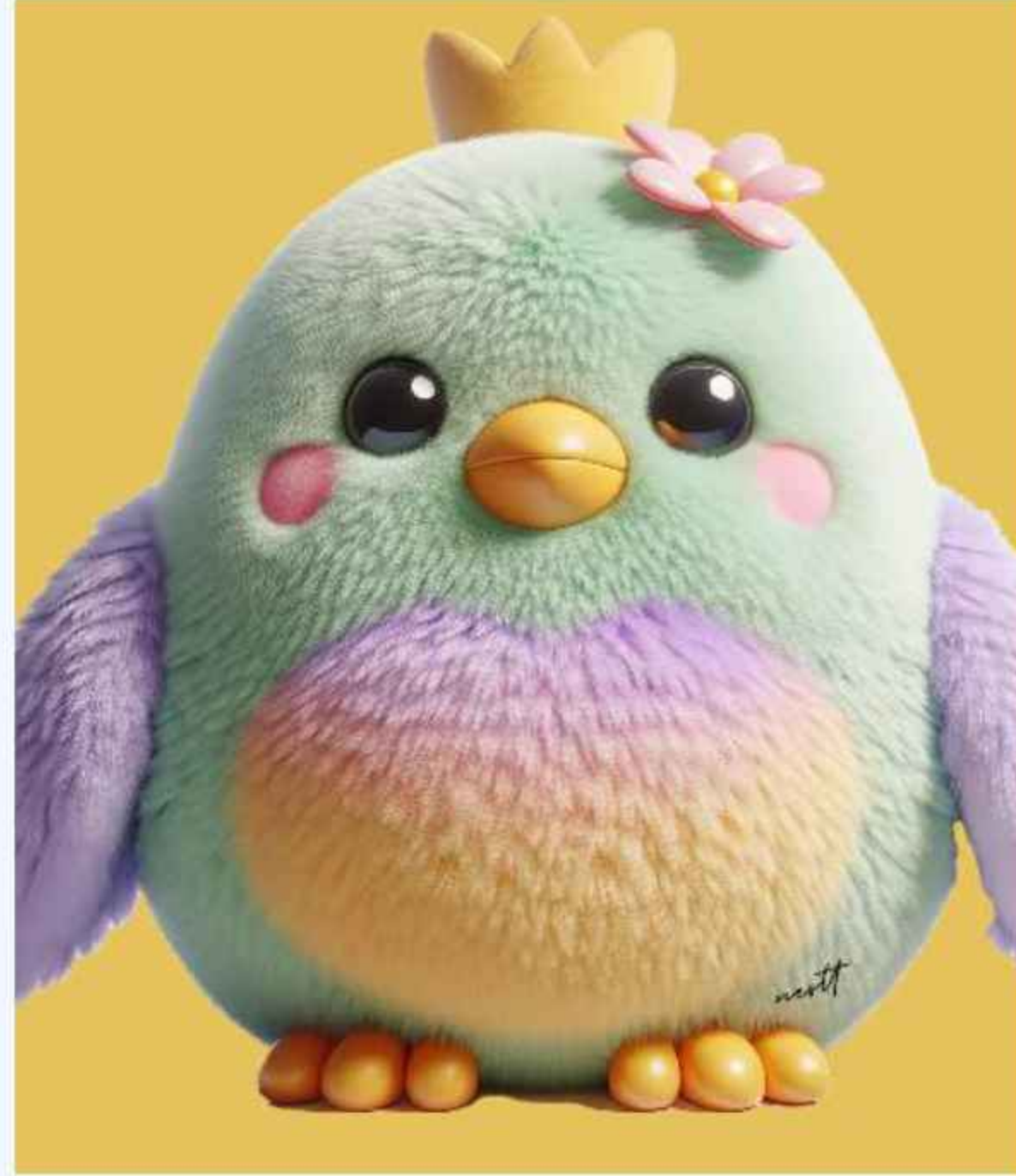


WHAT DID THE HUNGRY CHICK SAY  
WHEN THE GAME WAS OVER?

"CHEEP CHEEP, TIME TO EAT!"

*nestt*





**BRW**



# Brew

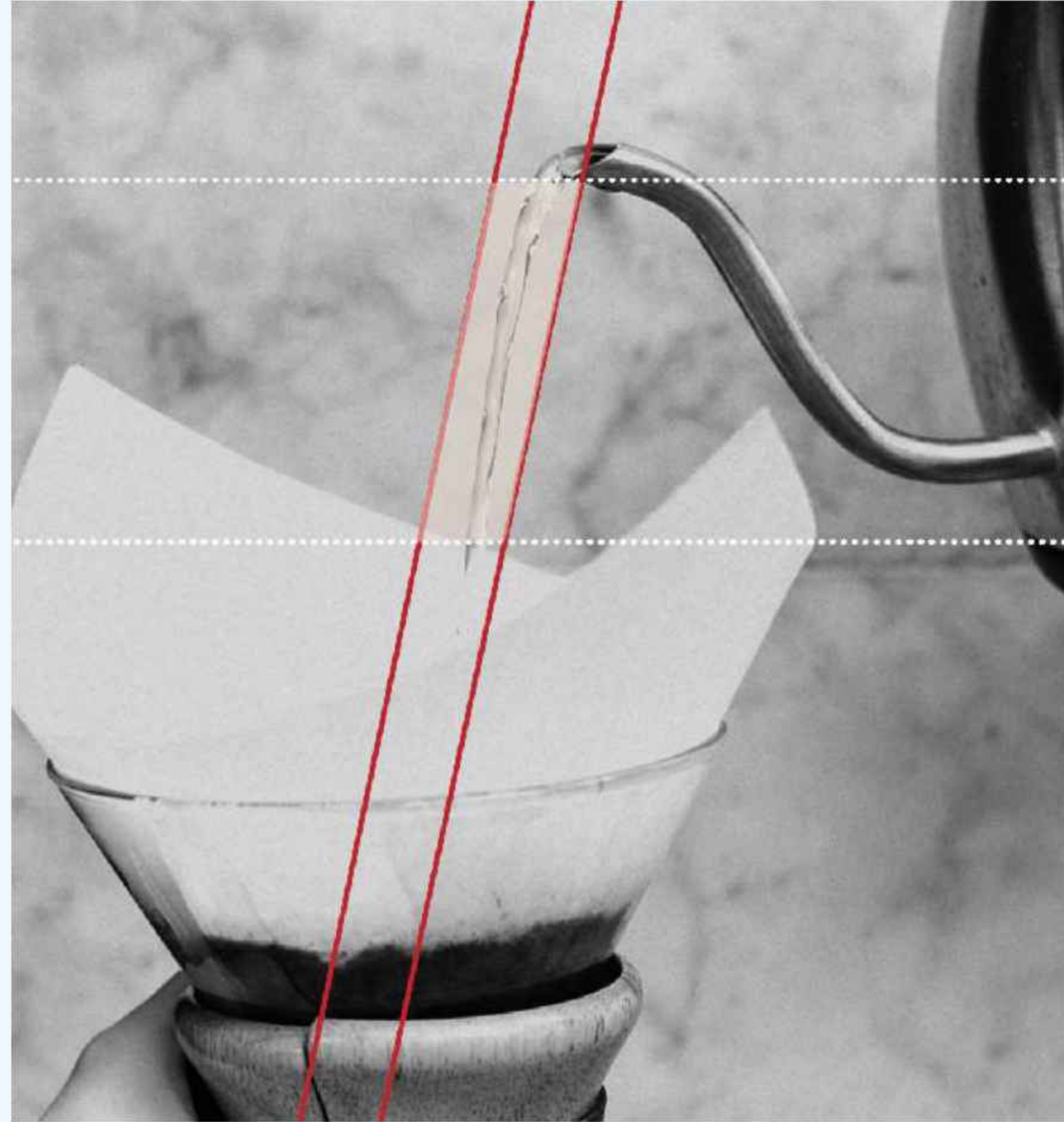
## Rebranding

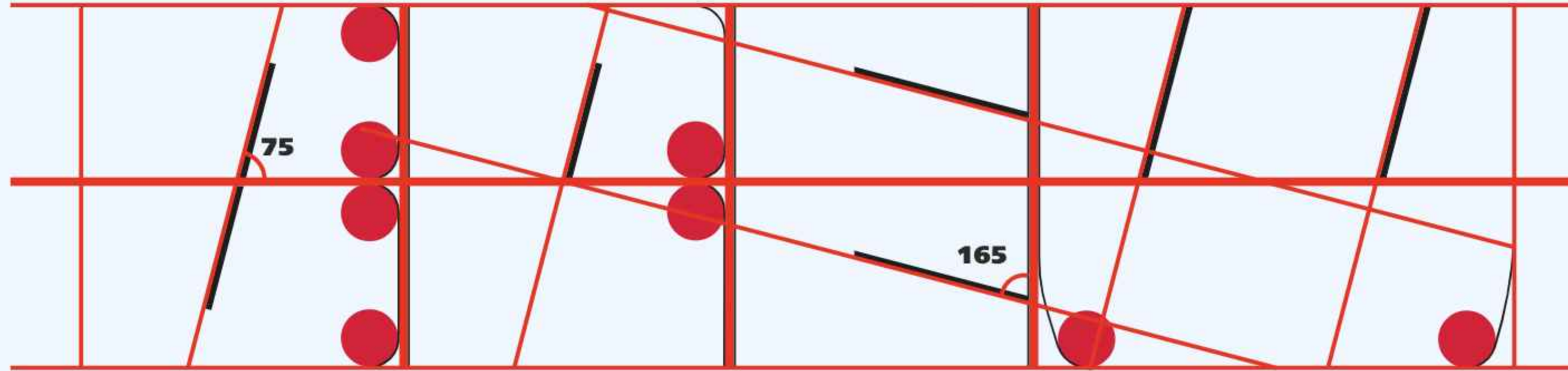
A brand created for one of h2r design existing clients.

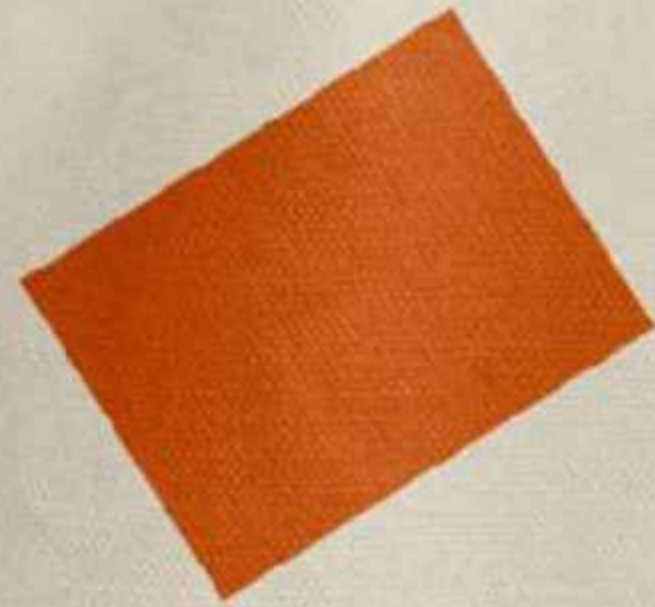
### **My role:**

To propose a rebrand to an existing cafe shop in Jumeirah

As part of a rebranding proposal, Brew, a coffee company known for its unique brewing methods, caught my attention. During my research, I was captivated by the motion and angle of pouring water into dense coffee grounds. This motion served as the inspiration behind the new logo for the brand.







**BRU**

**Something  
great is brewing**





BARISTA



# Adygea Express

Mail and parcel collection

This logo was created informally to help two friends.

## **My role:**

Just an existed friend :)

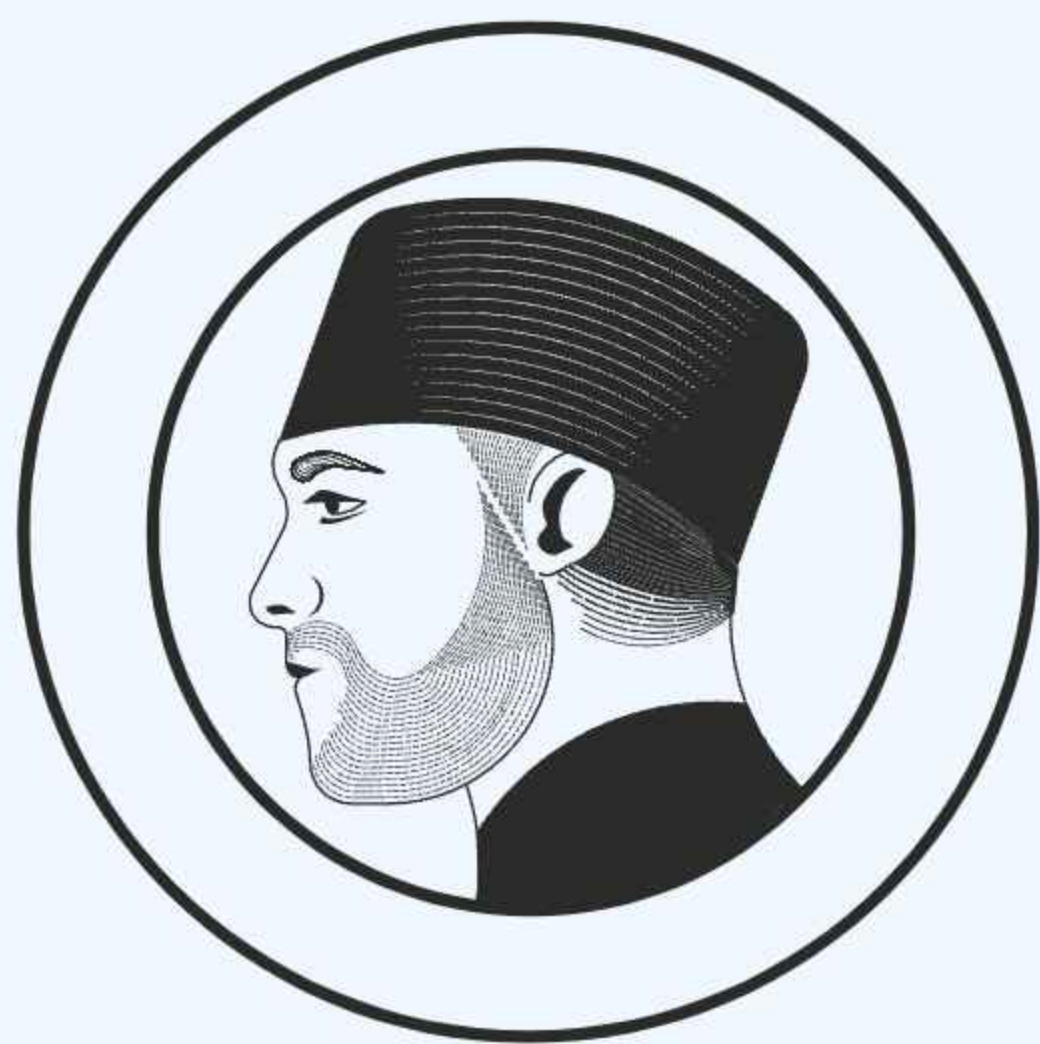
The inspiration for the logo mark comes from Circassian culture, making it personal to them. Adygea is the name of the republic that both of my friends are descended from, and it is usually represented by a green flag, twelve stars, and three arrows.

Therefore, I wanted to explore alternative ways of reflecting the essence of the culture. Additionally, I wanted to challenge the typical visual approach of parcel delivery companies.













**Adigea Express**  
Mail and parcel collection  
and delivery services.

ion

---

---

---

---



04

# Illustrations



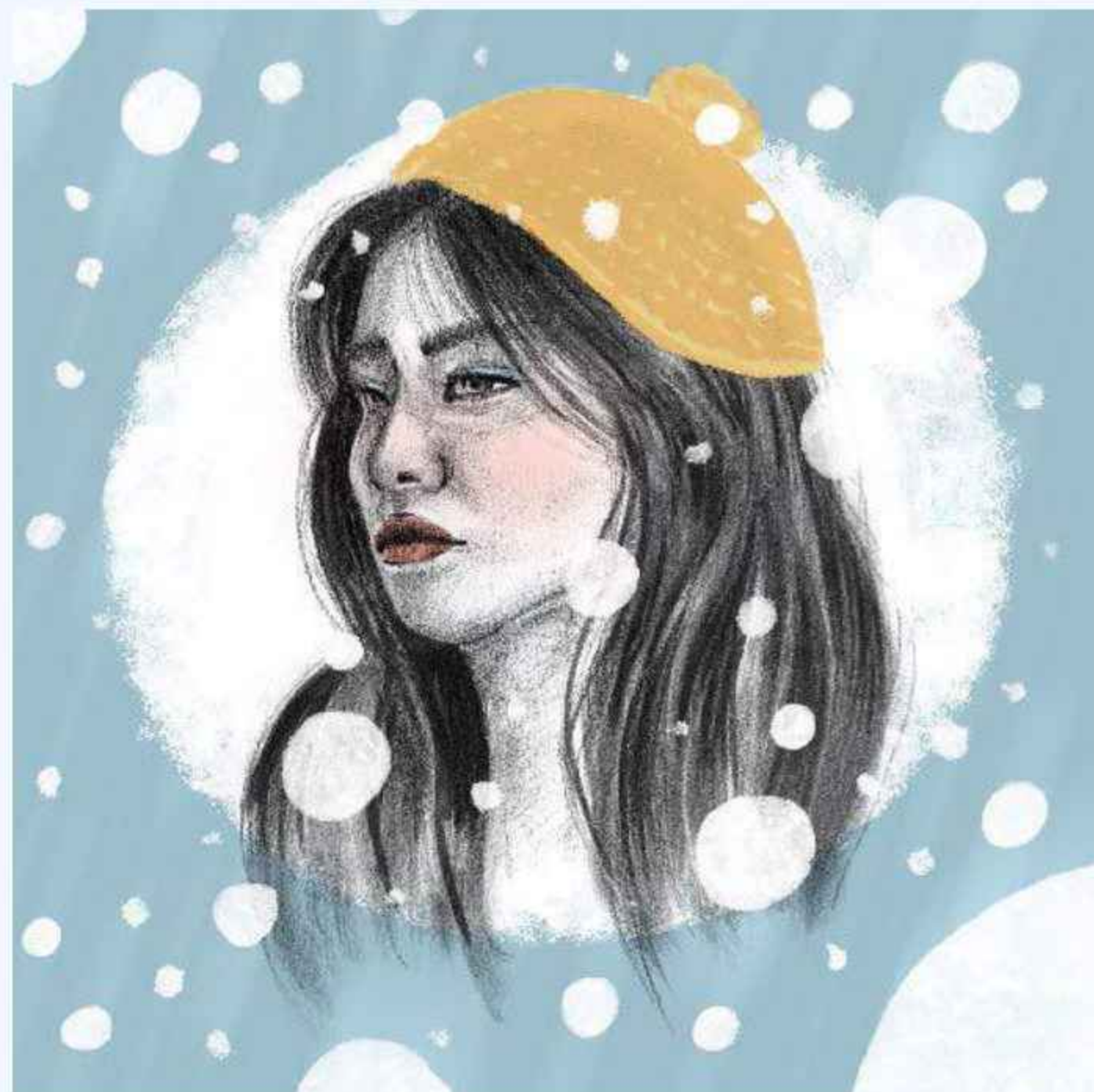
## Illustrations

Examples of few selected explorations

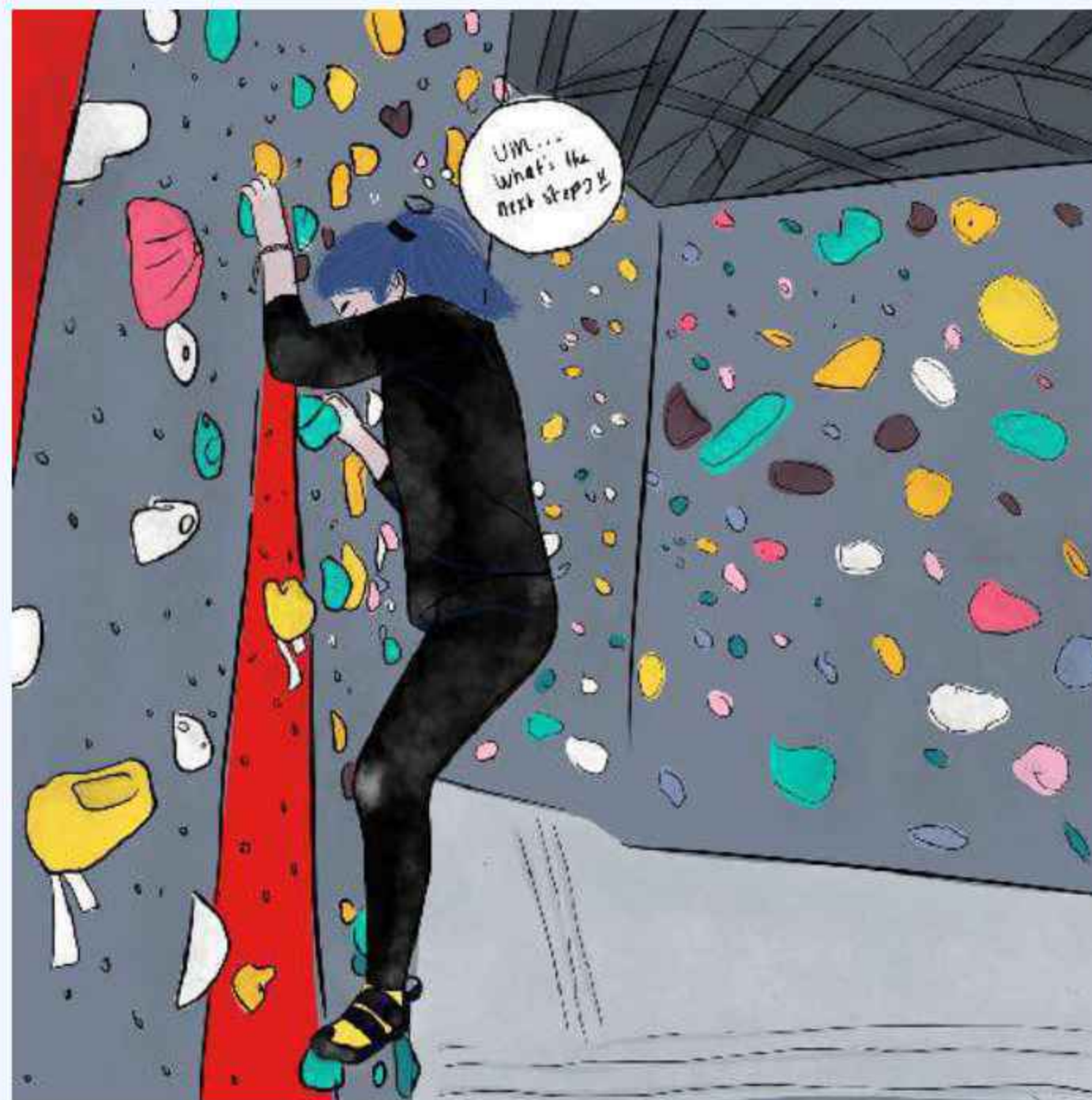
I created this collection of illustrations to capture thoughts or moments. Over the years, I've freely experimented with different approaches.

To view more illustrations visit: [Meshwar](#)

# MOMENTS



First snow



First bouldering



First bridge



## MOMENTS



My dad baking



My close friend's engagement party



Cooking talent show

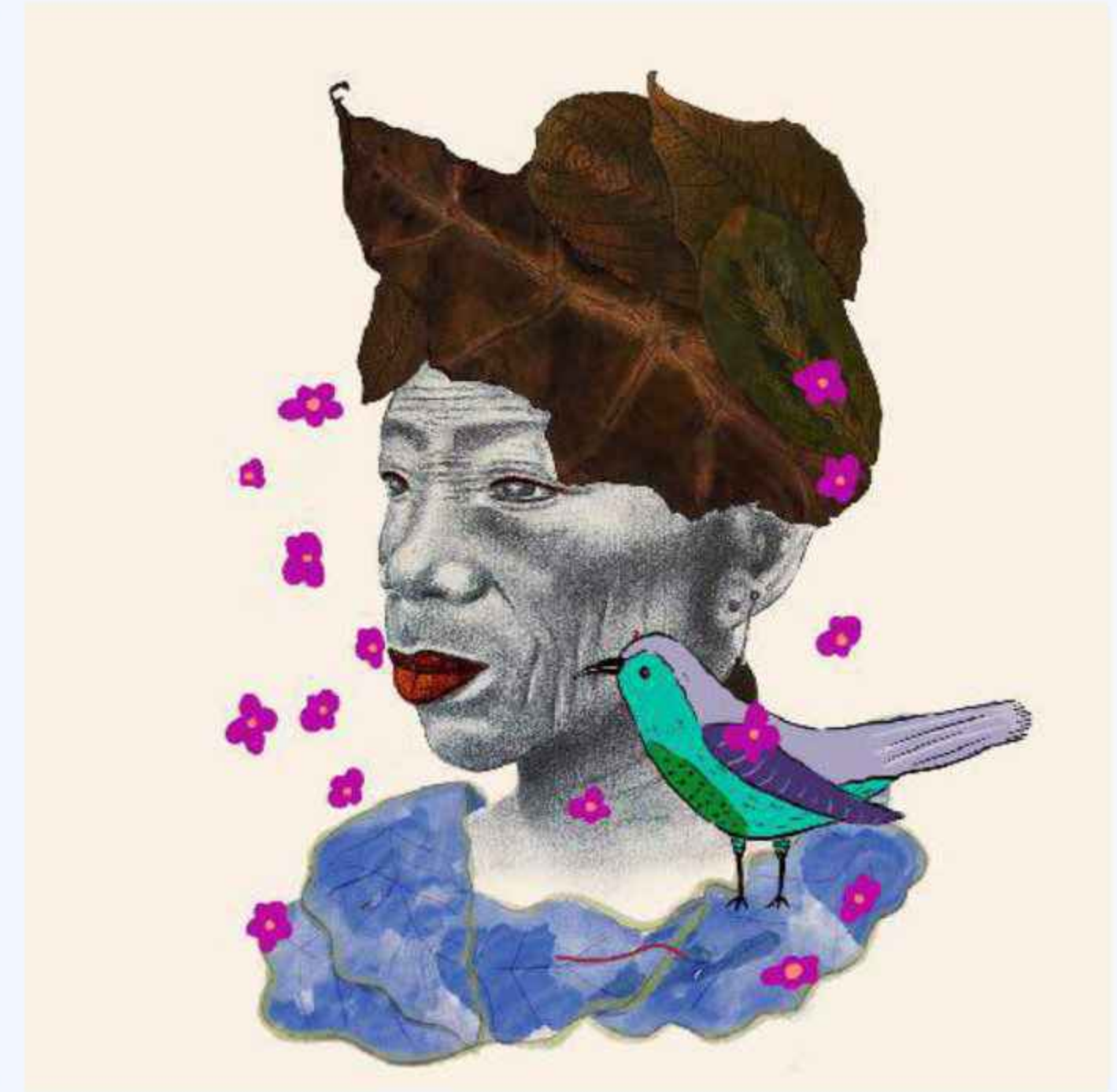
MY BALCONY



Prayer plant recovering



Spider plant thriving



Alocasia

**Researcher**

**Storyteller**

**Designer**

