Portfolio

Logo Design

Presentation Design

Visual Identity

Campaign Design

Senior Graphic Designer . Art Director

Branding

Print Design

Social Media Design

Packaging Design

Hassan LOUAH
Senior Graphic Designer - Art Director

Design with direction.

Senior Graphic Designer | Art Director



Hassan LOUAH

CREATIVE PRACTICE

01 Brand identity & guidelines

02 Campaigns & social design

03 Packaging & retail displays

04 Web & app visual design

05 Outdoor branding & print production

Hi there! My name is Hassan, I am a Senior Graphic Designer with hands-on Art Direction experience, combining creative vision with practical design execution. I bring an Art Director's mindset to every project, from research and concept development to defining the visual direction, while personally handling the design work from start to finish.

My expertise spans brand identity, advertising campaigns, digital design, packaging, and print production. I combine creative thinking, technical precision, and a strong understanding of production constraints to deliver cohesive, effective visual solutions.

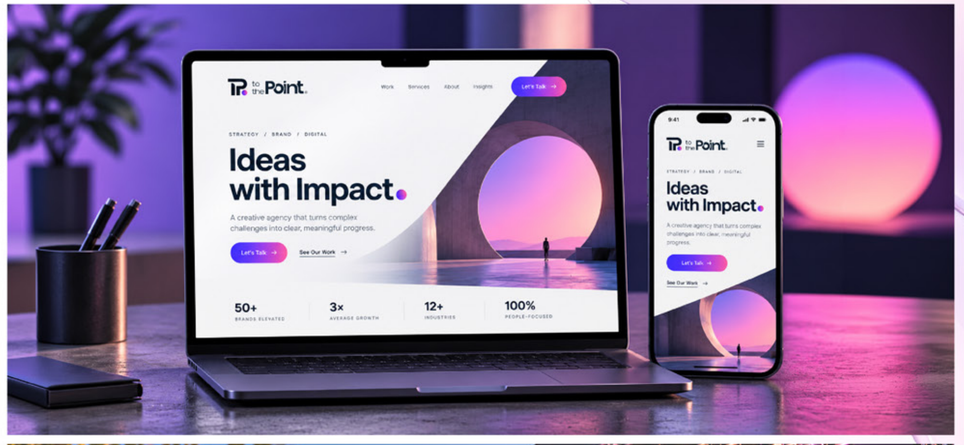
RESEARCH | CONCEPT | DESIGN | PRODUCTION

TANGIER, MOROCCO

To The Point.

Visual identity | Creative services | Brand experience







I created this brand from scratch, handling brainstorming, logo design and the complete visual identity from initial concept to final design. I designed the full set of brand applications, extending the identity across signage, printed materials and presentations with a consistent visual language.

Kazyon.

Weekly Catalogues | Seasonal Campaigns | Retail Design













I led graphic design for Kazyon, creating weekly product catalogues, digital and seasonal campaigns, social media content and in-store graphics. I also developed graphic assets for TV and motion advertising and contributed new campaign ideas.

Planet Sport.

Anniversary Campaign | Retail Branding | Digital Design



For the 25th-anniversary event, I handled design and contributed to brainstorming: branding, a new logo, the campaign message line and digital campaign visuals. I also contributed to the full campaign presentation, bringing advertising concepts and design applications together across digital and retail touchpoints.

Coca-Cola

Campaign Visuals | Retail Branding | Vehicle Wraps













Campaign visuals and branded applications for Coca-Cola, spanning retail signage, point-of-sale environments and vehicle wraps.

SANILUX.

Anniversary Identity | Event Branding | Print Design















I was responsible for the 50th-anniversary event branding: the key visual, anniversary mark and event applications, from design through print preparation.

LNFD

Sponsorship Presentations | Partnership Concepts | Venue Branding













I designed sponsorship presentations and partnership concepts for the LNFD, adapting the proposals for brands including Orange. The work brought together futsal venue branding, digital content, streaming visuals and institutional applications.

ORYX

Product Design | Packaging | Digital & OOH Campaigns













As Senior Graphic Designer, I worked across ORYX's smartwatches and electronic accessories, including audio products, chargers, cables and power banks. My work covered product design, packaging, digital campaigns, retail and outdoor graphics, motion assets and new creative concepts.

Cap Towers.

Brand Identity | Advertising Campaign | Website Design









For this new real-estate project, I created the brand from the ground up: logo, visual identity and a coordinated set of brand applications. Architectural imagery and a consistent headline treatment connect the campaign to its digital presentation.

STG Telecom

Smartphone Design | Packaging | Advertising Campaigns















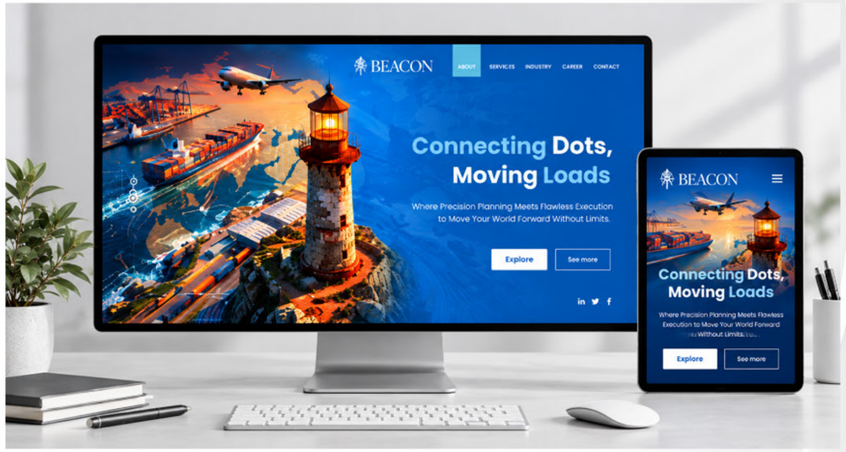
As Senior Graphic Designer, I worked across smartphone product design, packaging, digital campaigns and large-scale outdoor advertising. I also created motion graphics for TV, worked on brand ambassador photoshoots, and contributed new creative concepts.

BEACON.

Brand Redesign | Website Design | Digital Communication













Working from an outdated logo and brand identity, I designed a new logo and visual system, then updated the brand applications to create a cohesive presence. I extended the refreshed identity to the website design and digital brand applications, aligning them with the new visual system.

Derbghallef.com

Logo Design | Visual Identity | Launch Event Branding













I created the logo and visual identity for Derbghallef.com, establishing its colours, typography and brand applications. I then extended the identity to the launch event, designing printed materials, banners, signage and a branded photo frame.

FreeStone.

Logo Design | Visual Identity | Brand Applications











I built the brand from scratch, designing the logo and taking responsibility for the visual identity and its branded applications.

Golf Gardens

Digital Sales Campaign | Social Media | Motion Graphics Assets



I designed the digital sales campaign for Golf Gardens' remaining apartments, creating social media visuals and graphic elements for the promotional motion video used in advertising.

Electro Bousfiha

Digital Campaigns | Retail Graphics | Store Launch













I designed promotional campaigns for Electro Bousfiha across website banners, social media and in-store communications. The work covered seasonal offers, sales and Eid al-Adha campaigns, alongside the Rabat store launch and its outdoor and retail applications.

Seven Seas.

Logo Design | Visual Identity | Restaurant Branding













I created the logo and complete visual identity for Seven Seas, defining its colours, typography and brand applications. The identity was extended across restaurant signage, table materials, business cards, takeaway packaging and staff apparel.

Selected Logo Design

Brand Marks | Wordmarks | Visual Identity



To The Point.



Cap Towers



Freestone



Rosana Wellness



Seven Seas



Libghiti Design



Asilah 32 Appart-Hotel



Atelier Broderie-Deco D'interieur



STG TELECOM



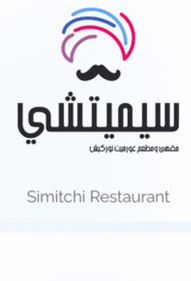
Watad



Vegan Tangier



Fleuritel - Fleuriste



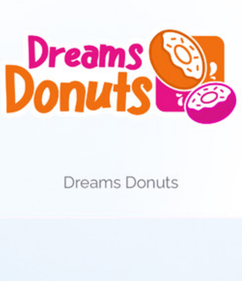
Simitchi Restaurant



Gilly Logistics



Antonio Gaudi Cafe & Restaurant



Dreams Donuts



Maktub restaurant



La Flor Del Blat Cafeteria



Ray's Cafe Restaurant



Otmane Koubaa- Clinical Psychologist



Adsphere Agency

Selected Presentation Design

Corporate Decks | Sales Presentations | Visual Storytelling



RMA Assistance
Project IoT Santé



LARC Morocco
Corporate Presentation



Rahatech | SupPlant
Sales Presentation



Unihold
Corporate & Investor Presentation

Selected Web Design

Website Design | Product Pages | Responsive Layouts



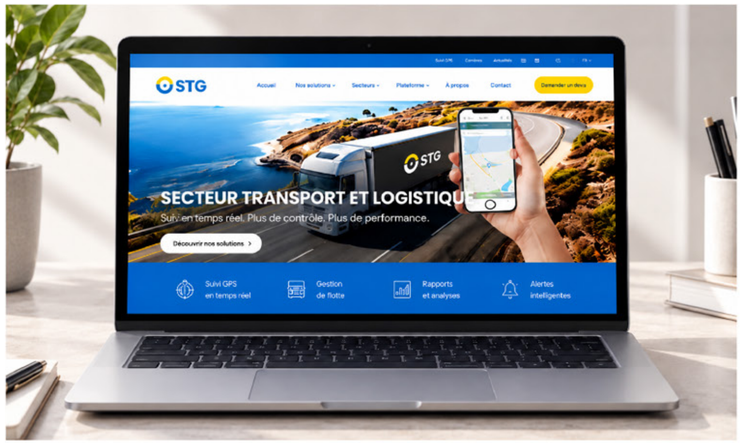
STG Telecom

Consumer Electronics | Website & Product Pages



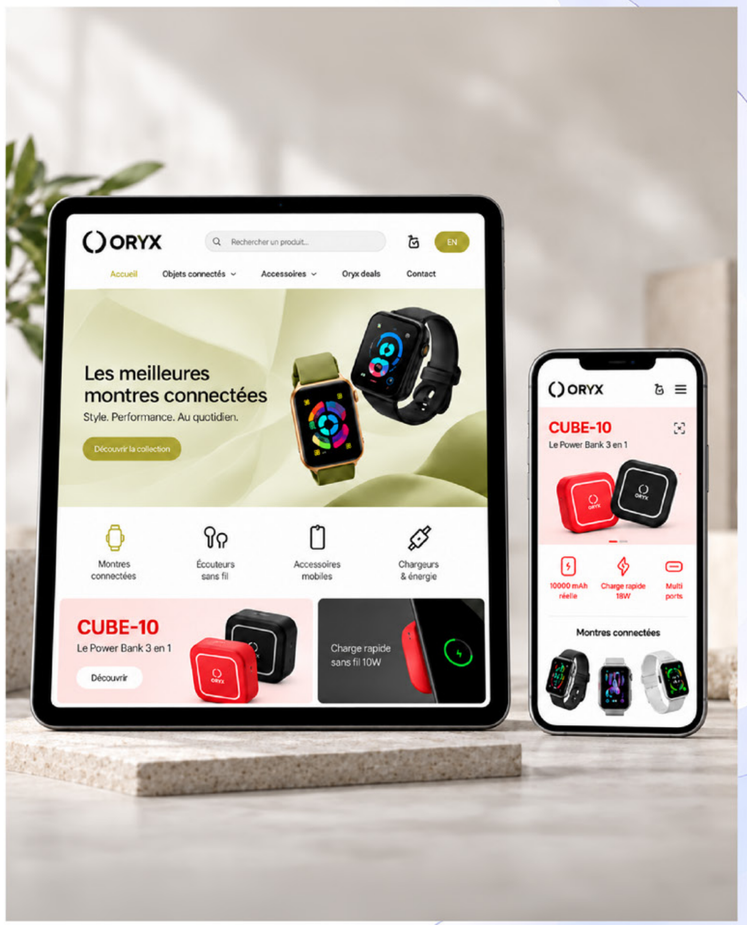
STG - Active Sound

Audio Products | Website & Product Pages



STG Maroc

Transport & Logistique | Corporate Website

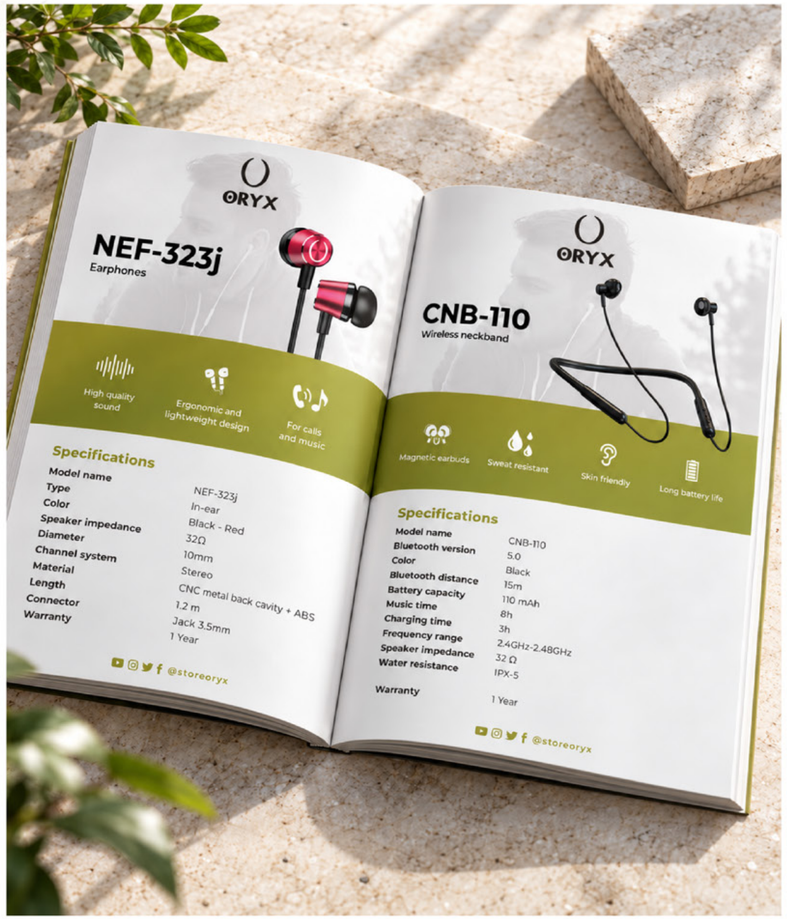


ORYX

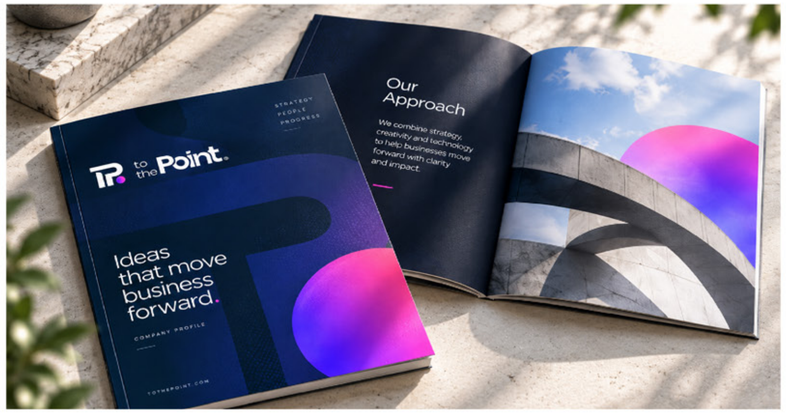
Accessories & Smart Devices | Website & Product Pages

Selected Print Design

Brochures | Catalogues | Packaging & Event Materials



ORYX
Product Catalogue



To The Point
Brbrand Brochure



Sanilux
Event Invitation & Stationery



SupPlant
Campaign Posters

Selected Social Media Design

Campaign Visuals | Social Content | Digital Art Direction



Adsphere
Agency content & Brand Campaign



maQam Résidence
Real Estate Social Campaign



Oasis Offices 2
Premium Offices Campaign

Clients I've Worked With

Branding | Campaigns | Digital & Print Design



LET'S CREATE SOMETHING DISTINCTIVE.

Let's work together.

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WHATSAPP

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