
Abdul Majid

Graphic Designer

Introduction

A passionate and innovative graphic designer, I specialize in crafting cohesive brand identities, digital experiences, and impactful marketing campaigns. Currently, as an Integrated Designer at Punch & Boom, I lead projects that align brand identity across digital, print, and motion platforms, enhancing overall brand visibility.

Before this, I was a Senior Graphic Designer at Maxmedia Advertising Agency in Riyadh, where I spearheaded advertising campaigns and directed design teams, significantly boosting client satisfaction and retention.

One of my notable achievements includes the "POP-UP Smart Seating" project showcased at Dubai Design Week 2020, which integrated social distancing measures with IoT technology for dynamic user engagement

I also collaborated with the Ministry of Culture on projects that highlight cultural heritage through modern design. After gaining substantial industry experience, I pursued a Master's degree in Graphic Design at Middlesex University, London, further developing my skills in conceptual thinking, creative problem-solving, and visual communication.

Committed to continuous learning and embracing new technologies, I ensure my designs meet and exceed client expectations.

Projects

POP-UP SMART SEATING

Innovative Seating for a Socially Distanced Future

Branding, Development, Creative Direction, UI Design

ROVE INTO THE UNKNOWN

Unlocking Imagination Through Immersive Experiences

Branding, Development, Creative Direction, Immersive Website

PUNCH & BOOM

Empowering Change Through Sustainable Design

Branding, Motion Graphics, 3D, Creative Direction, UI Design

STRATEGY REVEAL EVENT

Setting The Tempo For Saudi's Music Future

Branding, Development, Creative Direction, Motion Ads

SAMACO MARINE & POWER SPORTS

Accelerating Change: Samaco's Bold New Look

Branding, Development, Creative Direction, UI Design

MINISTRY OF HEALTH & AL-DAWAA

Healing Through Design: Crafting Al-Dawaa's Visual Story

Campaign, Development, Creative Direction

EVENT-TOUCH

vent-Touch Redefines Event Branding

Branding, Development, Motion Graphics, Website

POP-UP SMART SEATING, At Dubai Design Week

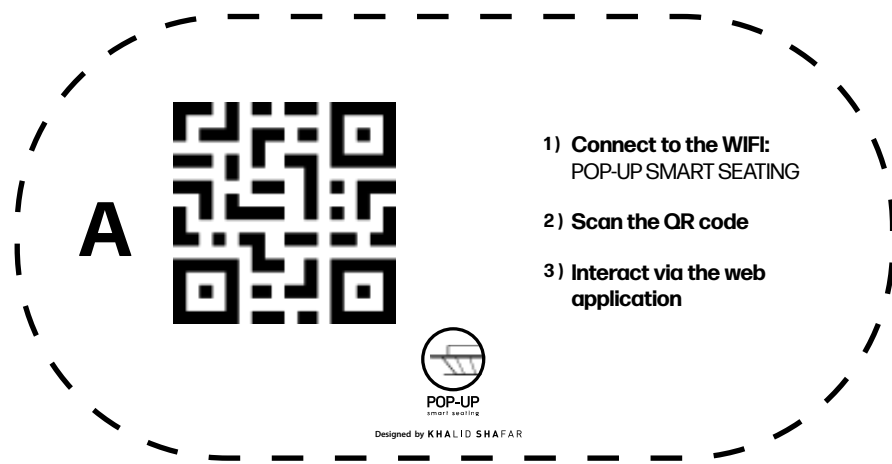
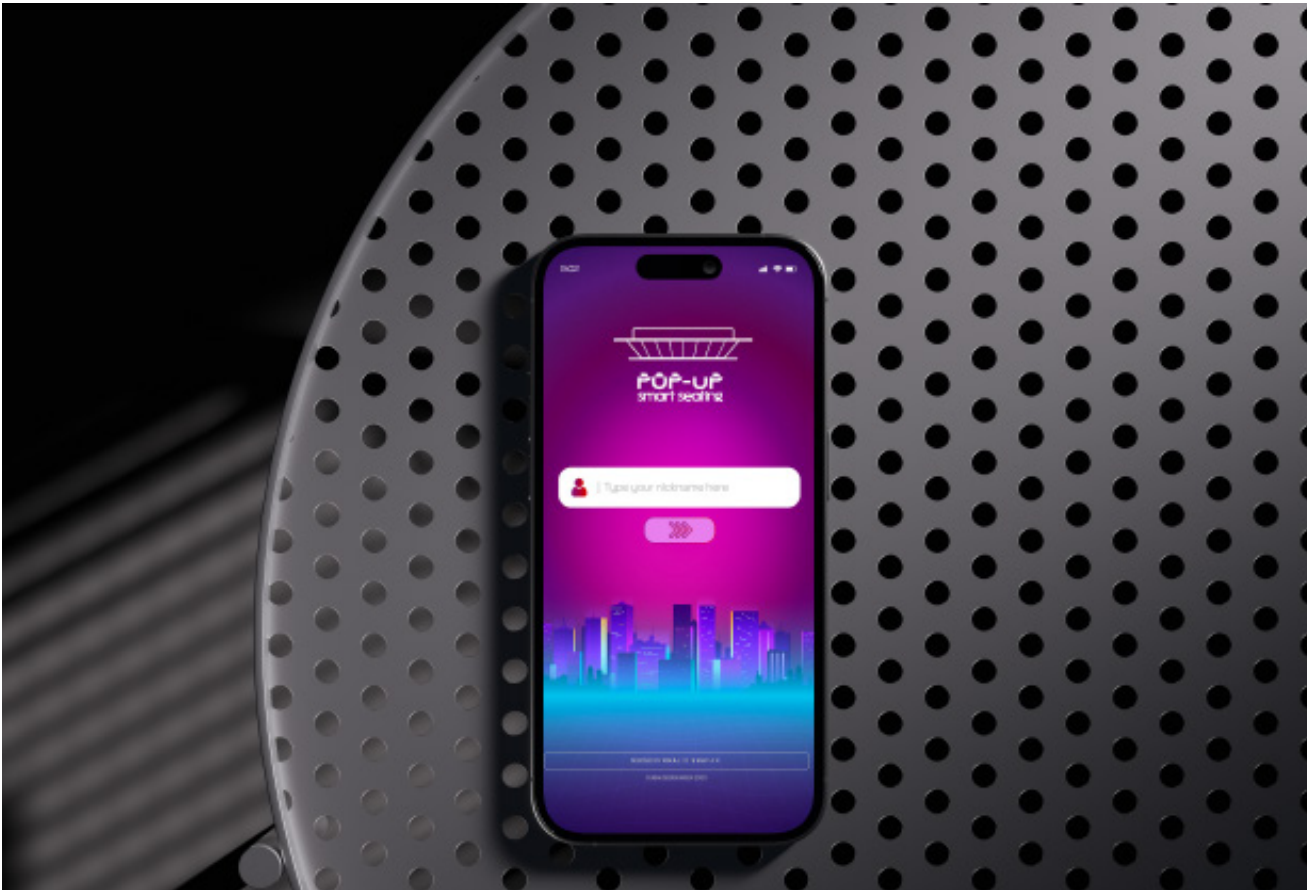
Innovative Seating for a
Socially Distanced Future
2021

↘ POP-UP Smart Seating was conceived in response to the challenges posed by the COVID-19 pandemic, designed to seamlessly integrate social distancing measures into public seating without the need for intrusive warnings. This project, showcased at Dubai Design Week, cleverly enforces the 2-meter distancing rule while providing flexibility for future relaxation. Incorporating IoT technology, the bench offers interactive user experiences through a web app, allowing users to personalize messages, control lighting presets, switch music playlists, engage in friendly ping pong games, and enjoy simple quizzes.

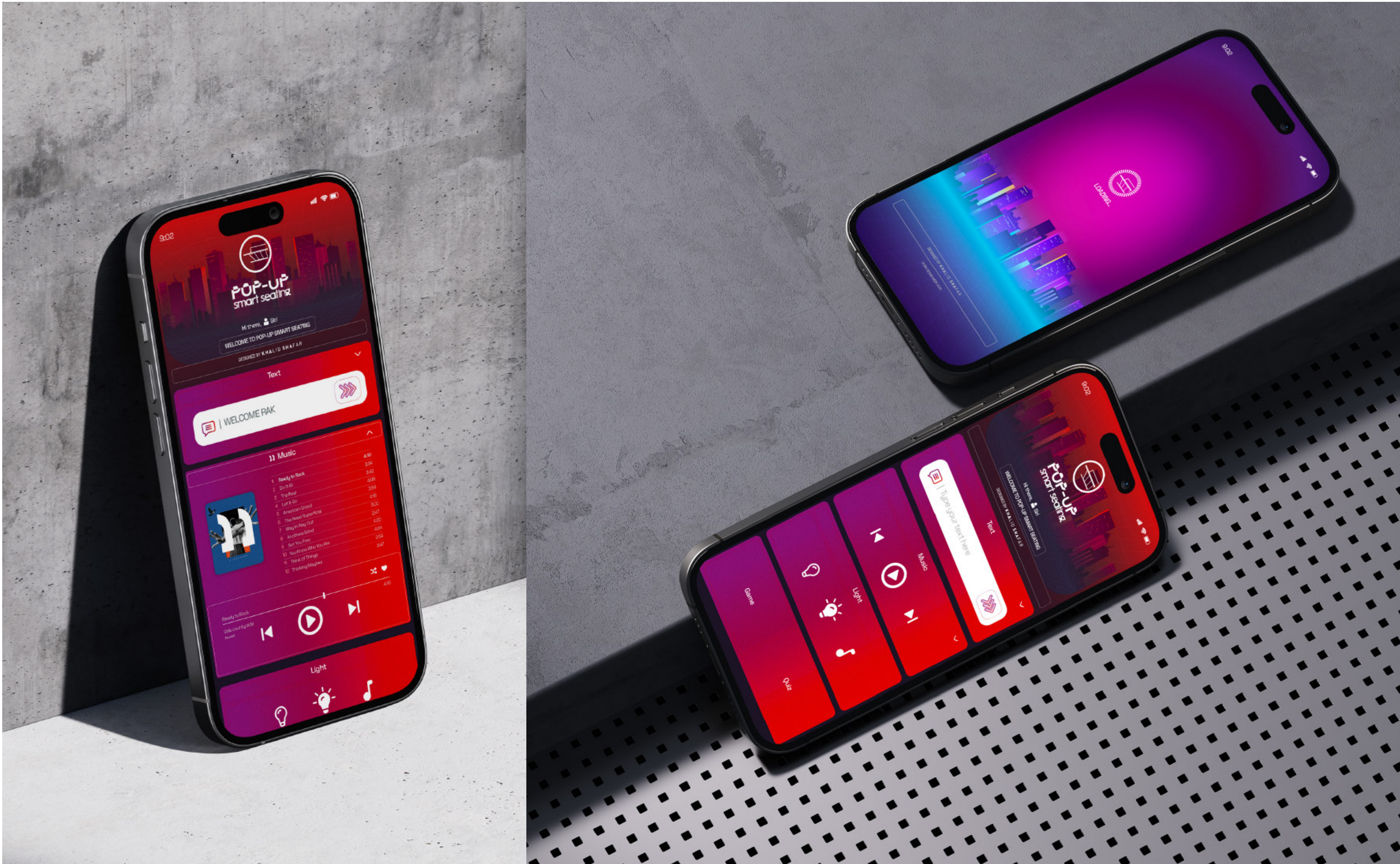


POP-UP SMART SEATING
Concept

↘ The design concept for POP-UP Smart Seating revolves around creating a harmonious blend of functionality and interactivity. By seamlessly blending digital and physical elements, this project provides a calming retreat from the stresses of everyday life, especially during the COVID-19 pandemic, inspiring users to rediscover their creativity and sense of wonder. The use of vibrant colors like Fandango and Cerise symbolizes creativity and engagement, while Engineering Orange and Raisin Black emphasize resilience and sophistication.



My design process began with extensive research into the needs of public spaces during the pandemic. I developed wireframes and prototypes, focusing on user interaction and the integration of IoT technology. The final design was refined through iterative feedback and testing, ensuring a seamless user experience.



▾ A modern font like Space Grotesk with futuristic features signals innovation and progress, aligning with the brand's forward-thinking approach and appealing to a tech-savvy audience. The use of custom bold 80's style typography and legible body text reflects the project's forward-thinking nature.



Custom Typography / inspired from 80's vibe

Space Grotesk

Light Regular **Medium**
Semibold Bold

A B C D E F G H | 0 1 2 3 4 5 6 7 8 9
a b c d e f g h

POP-UP SMART SEATING
Colors

↘ The color palette for POP-UP Smart Seating incorporates Fandango for creativity, Engineering Orange for resilience, Cerise for engagement, and Raisin Black for sophistication. These colors together create a visually appealing and meaningful design that resonates with the project's objectives..

Fandango

#B489C

Engineering Orange

#C1F12

Cerise

#ED164

Nero

#1A1423

NOVEMBER
09-14, 2020

DUBAI DESIGN WEEK

POP-UP
smart seating

REIMAGINING
PUBLIC
SPACES

FOR THE FUTURE

POP-UP SMART SEATING:
ADAPTING TO EVOLVING
SOCIAL DYNAMICS

EXPLORE THE FUTURE OF PUBLIC SEATING AT
DDW DURING DUBAI DESIGN WEEK

DESIGNED BY
KHALID
SHAFAR

SPONSORED BY

DXB






POP-UP
smart seating

POP-UP
smart seating



Minimalist icons were selected to enhance the user interface, providing clear and intuitive navigation through the app's various features. Each icon is designed to integrate seamlessly into the overall aesthetic of the project.

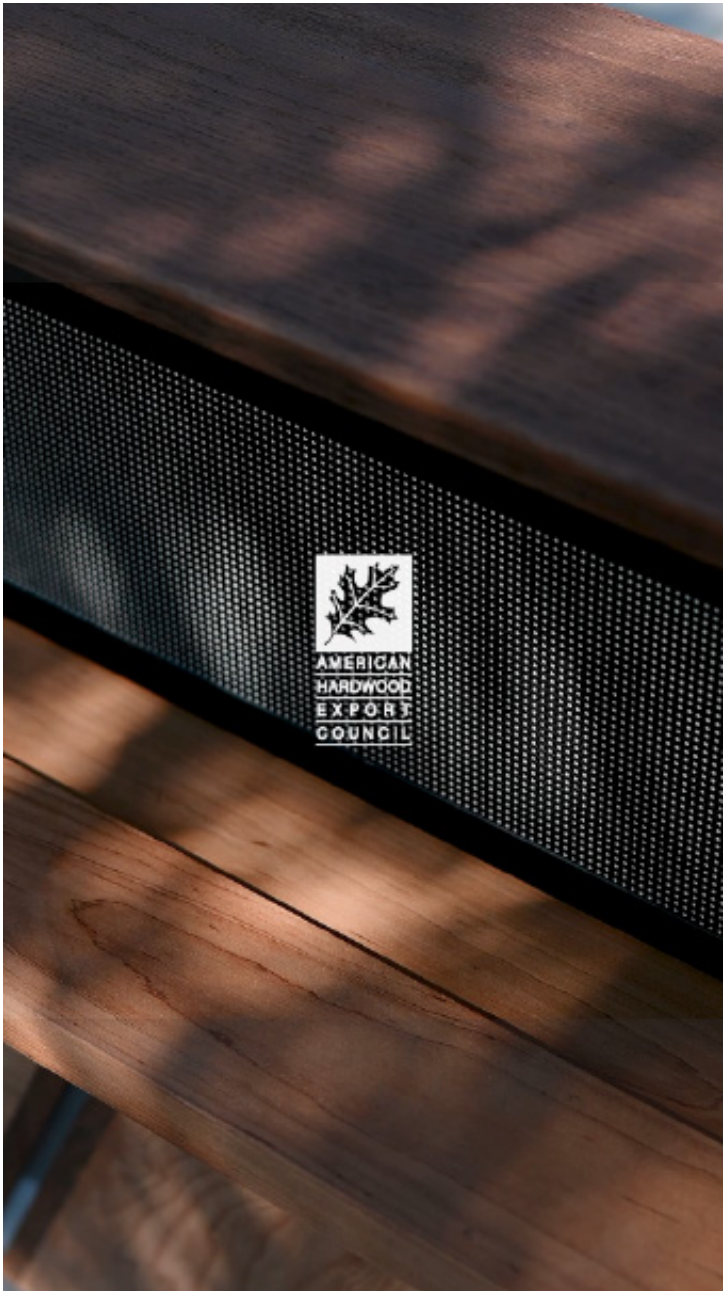


- 
MUSIC PLAYLISTS
- 
MESSAGES
- 
CONTROL LIGHTING
- 
PING PONG GAME
- 
SIMPLE QUIZ

1.6

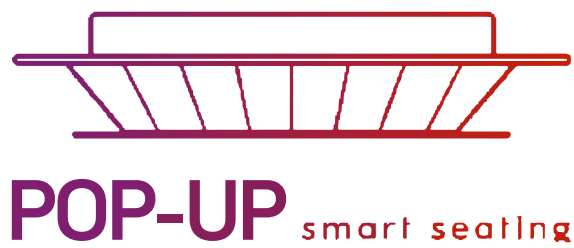
POP-UP SMART SEATING
Design System

▾ The design system is meticulously crafted to ensure consistency in font, color, padding, spacing, and the usability of reusable components. This approach guarantees a cohesive visual experience across all elements of the POP-UP smart seating project for Dubai Design Week 2020.



Scan the QR code to access a world of interactive fun on the web-app. Play a 90s-style ping-pong game, choose your music, enjoy kid-friendly quizzes, and customize lighting presets. Elevate your bench experience—seamless, immersive, and all at your fingertips!

POP-UP smart seating which is the part of 'Please Sit Here' initiative which turned into key of attraction at Dubai Design Week 2020



Her Excellency **Noura bint Mohammed Al Kaabi** with **Khalid Shafar** at Dubai.
Minister of Culture and Knowledge Development for the *United Arab Emirates*.

Rove Into The Unknown

Unlocking Imagination Through
Immersive Experiences

2023

↘ Rove into the Unknown is a pioneering project designed to harness the potential of immersive technology to inspire exploration, creativity, and emotional resilience. Users explore rove immersive website on a journey of self-discovery and imagination, exploring realms such as Space, the Human Mind, Deep Sea, and Unseen Earth through immersive visuals and soundscapes. This experience offers a respite from modern life's pressures, encouraging users to reconnect with their inner creativity and sense of wonder.

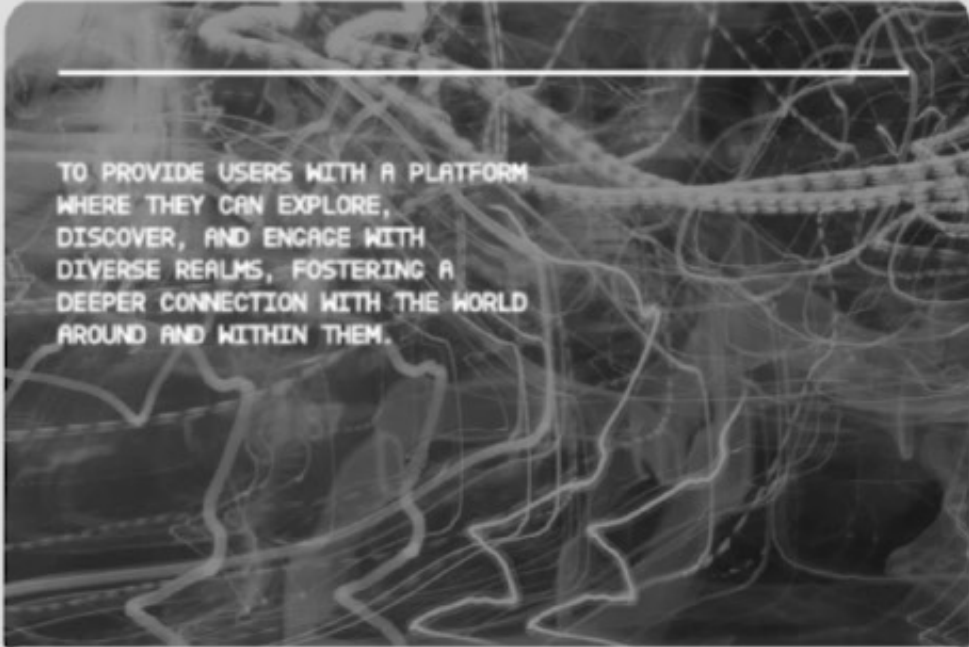
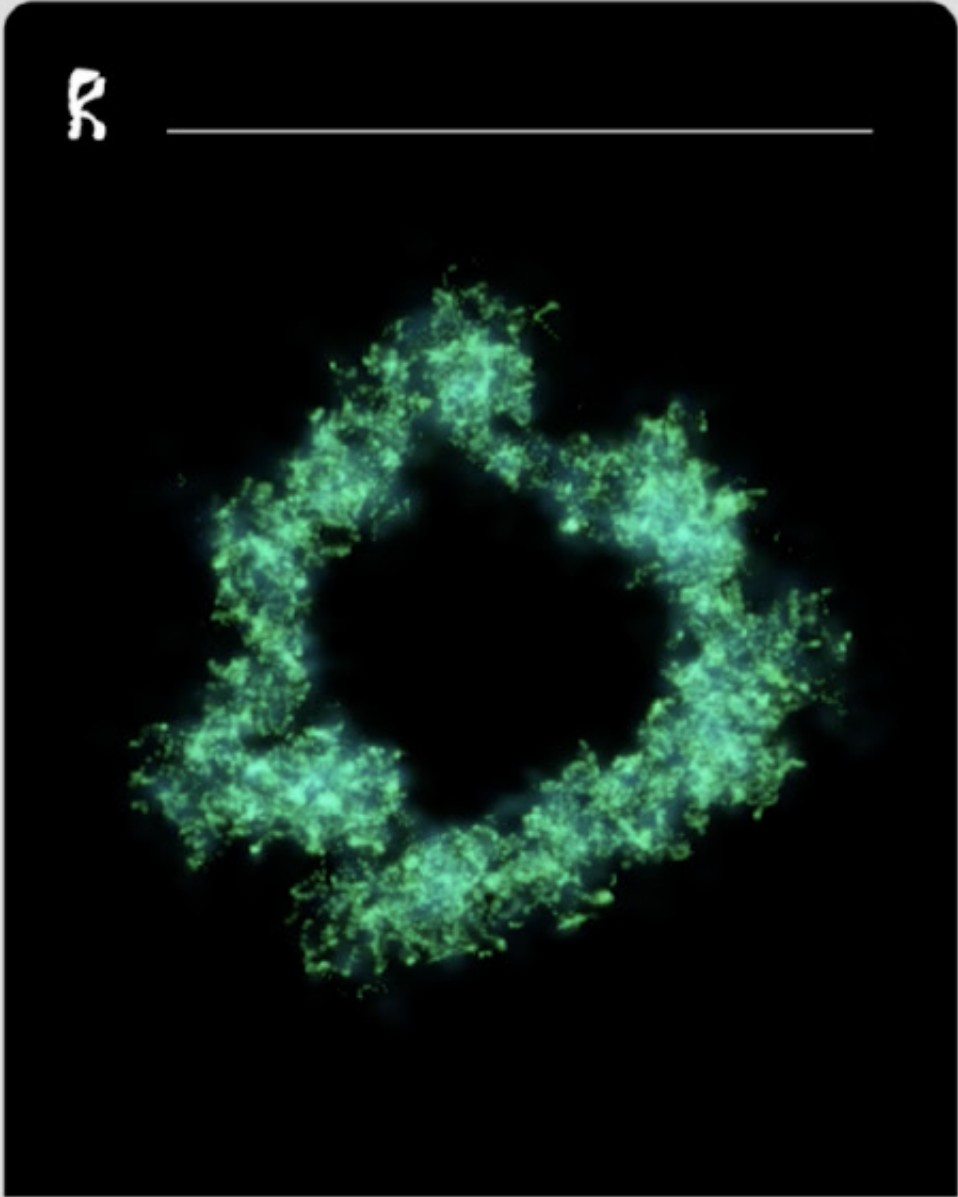
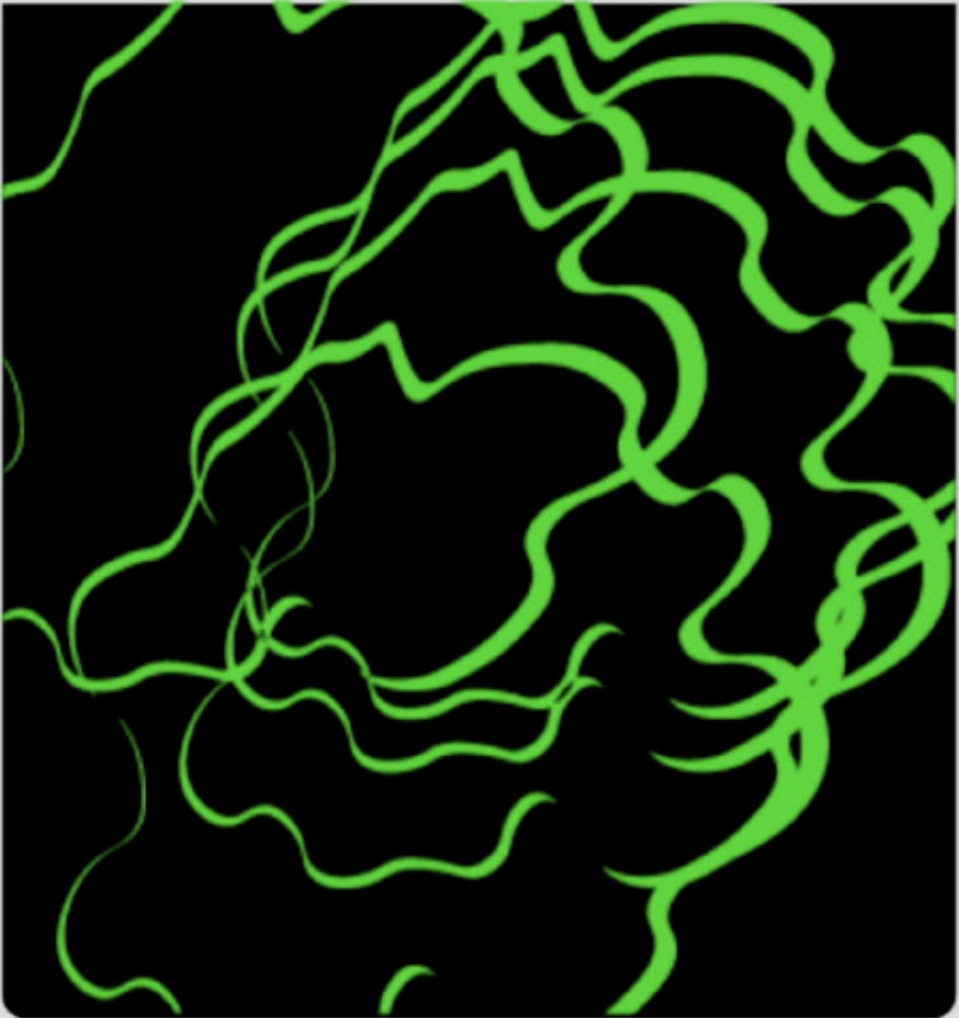


Rove Into
The Unknown

▾ The concept revolves around creating immersive environments that captivate users' senses and stimulate their imagination. By seamlessly integrating digital and physical realms, Rove into the Unknown provides an escape into fantastical worlds that foster relaxation and creativity.



▾ Starting with user research and idea generation, I developed immersive visual and soundscape prototypes. These elements were iteratively tested and refined to create an engaging and intuitive user experience.



TO PROVIDE USERS WITH A PLATFORM
WHERE THEY CAN EXPLORE,
DISCOVER, AND ENGAGE WITH
DIVERSE REALMS, FOSTERING A
DEEPER CONNECTION WITH THE WORLD
AROUND AND WITHIN THEM.

▢ Rove Custom Typeface:
Crafted with surprising and exciting curves and paths, this custom typeface encourages users to dive deeper into the unknown, reflecting the adventurous spirit of the project.

Boulder Mono:
Chosen for its ability to demand attention, Boulder Mono combines modernity with style, ensuring a visually striking and engaging design.



▾ The color palette includes deep blues and greens to evoke the mystery of the deep sea, bright colors for the vibrancy of space, and earthy tones for the unseen parts of Earth. These colors enhance the thematic elements of the project.



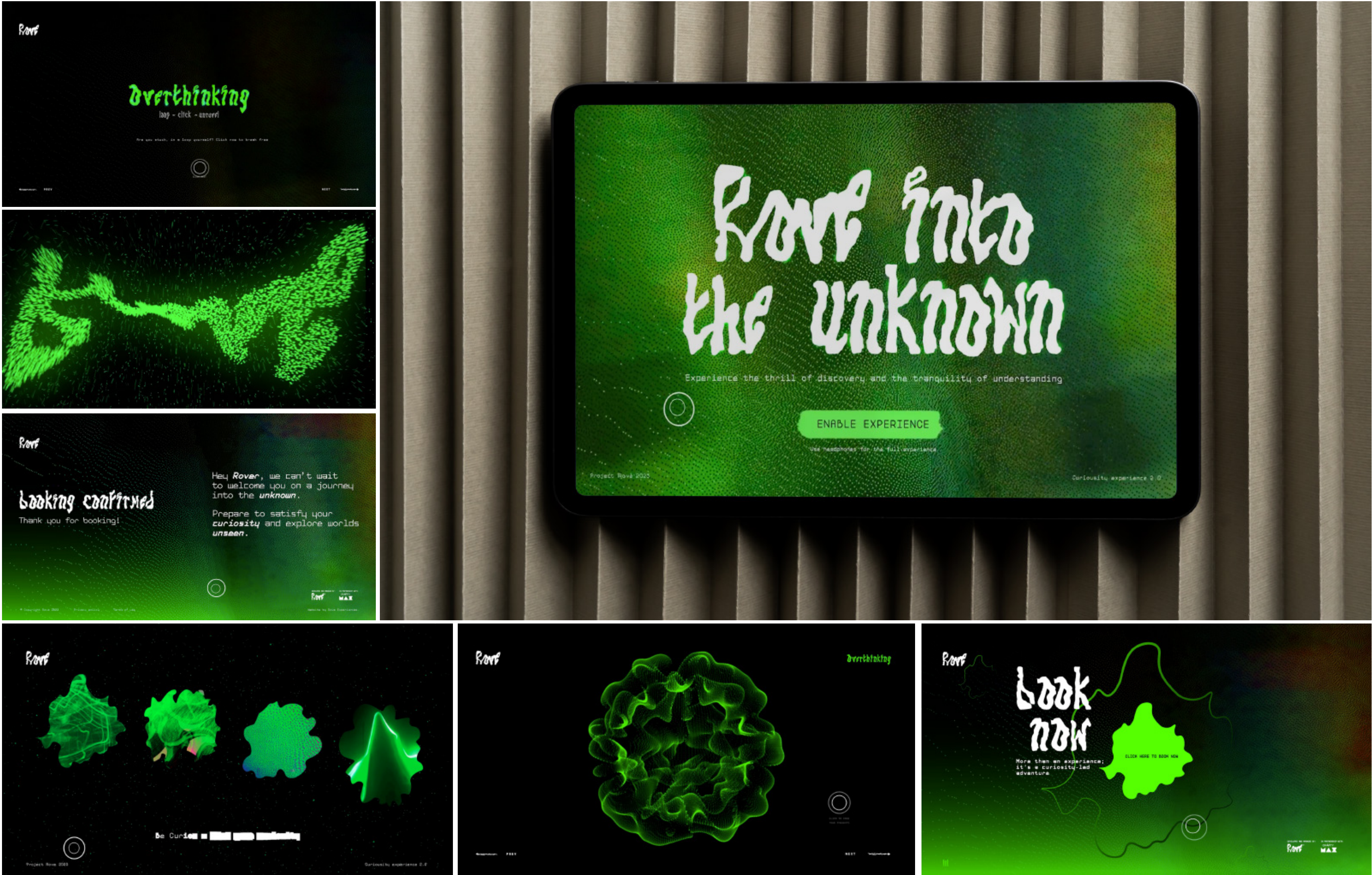
Custom icons represent different realms and features, guiding users through the immersive experience with clarity and creativity.



↘ A comprehensive design system ensures consistency in visual elements, creating a seamless user journey through the various immersive experiences offered by Rove into the Unknown.

Link to Experience the Journey →

https://youtu.be/mG4u7Z9_NV4?si=qtKt6oDp0MDG4RU1



➤ This project captivates audiences with its core theme of curiosity and excitement, perfectly aligning with the brand's values. Centered around the intriguing "Rove has something" and "Go with the Rove" idea, the campaign entices users to explore, offering a journey of discovery that fosters a deep sense of wonder and engagement.

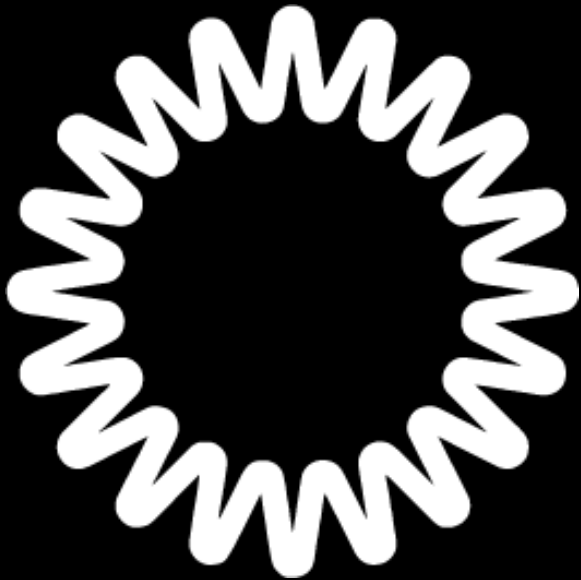


Punch and Boom

Empowering Change Through
Sustainable Design

2023

↘ Punch&Boom is a London-based purpose-driven agency dedicated to tackling the climate crisis through design, strategy, and green technology. As a brand transformation partner, Punch&Boom empowers companies to embrace a new era with purpose, driving meaningful change. I created a series of static and motion visuals to support their mission.



↘ The design concept centers around storytelling, leveraging typography, interaction, and micro-animation to bring Punch&Boom's narrative to life. Through a beautifully crafted series of visuals, these elements seamlessly support their storytelling, captivating users and conveying their mission with clarity and impact.

Visit Website →

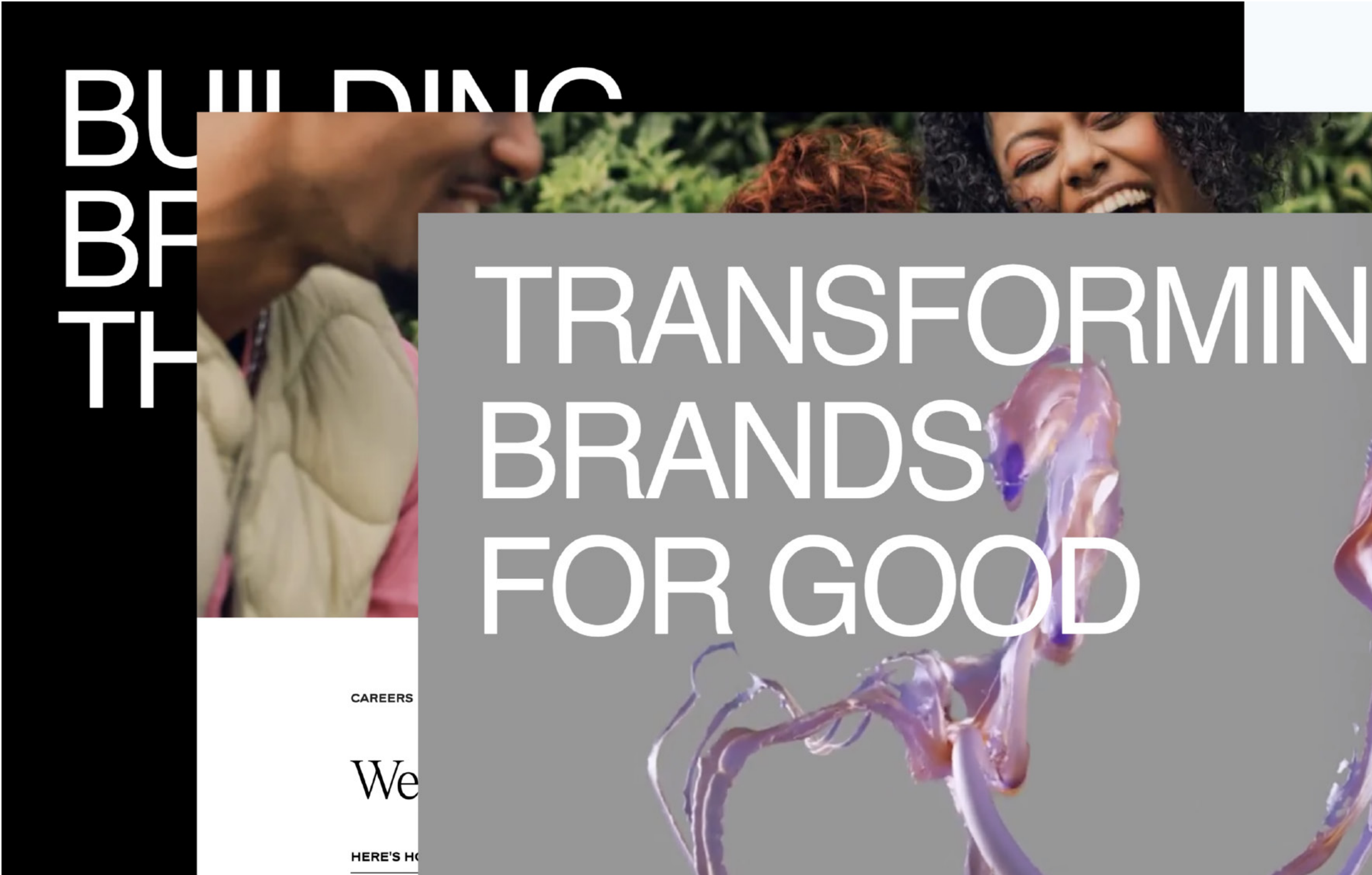
<https://www.punchandboom.com>



↘ The process involved researching environmental themes and client needs, followed by creating storyboards and prototypes for static and motion visuals. These were refined through client feedback to ensure they aligned with Punch&Boom's mission.



➤ The resulting motion designs have been instrumental in Punch & Boom’s campaigns, driving engagement and reinforcing their commitment to sustainable design. These animations serve as powerful tools to educate and inspire, showcasing the agency's dedication to making a positive impact on the environment.



Strategy Reveal Event, For Ministry of Culture, Saudi Arabia

Setting The Tempo For Saudi's Music Future

2021

↘ The Strategy Reveal Event by the Music Commission of the Ministry of Culture, Saudi Arabia, aimed to unveil a comprehensive strategy for transforming the music industry in the Kingdom. This event highlighted innovative plans to foster talent, promote creativity, and enhance the cultural fabric through music.



➤ The design concept focused on creating a sophisticated and engaging visual identity that reflected the strategic vision and cultural significance of the event. Through elegant typography, impactful visuals, and interactive elements, the event's narrative was brought to life.



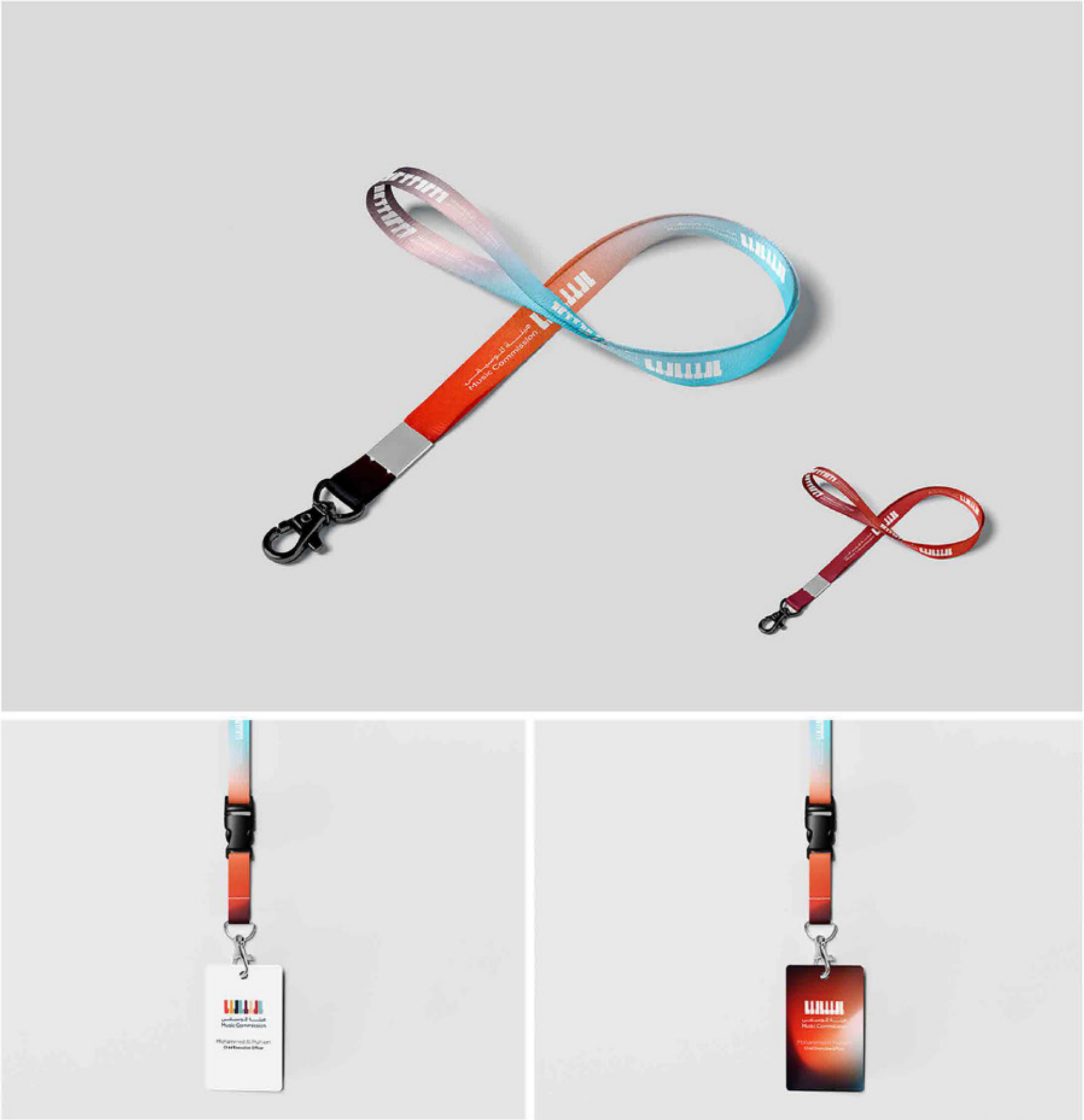
➤ Starting with an understanding of the strategic goals and cultural context, I developed wireframes and prototypes for the event's branding and digital assets. These were refined through iterative feedback and testing.



▾ Elegant and readable typefaces were chosen to convey sophistication and clarity, aligning with the event's high-profile nature.



➤ The creative concept behind the color selection for the Strategy Reveal Event was inspired by the parent organization, the Music Commission of the Ministry of Culture. We closely examined the colors of the Music Commission's logo and chose to incorporate those hues into our visual designs. This approach ensured a cohesive and recognizable visual identity that aligns with the cultural and artistic values of the Commission.



ID Card Design

↘ The campaign for the Strategy Reveal Event was designed to highlight the transformative vision and innovative strategies shaping the future of music in Saudi Arabia. Using sophisticated visuals, interactive digital elements, and engaging storytelling, the campaign effectively conveyed the strategic vision. By leveraging multimedia platforms and immersive experiences, it generated excitement and anticipation among attendees and stakeholders.



2021

↘ The Samaco Rebranding project aimed to redefine the visual identity and brand presence of Samaco Marine & Power Sports, a leading automotive company. The rebranding initiative focused on creating a modern, dynamic, and cohesive brand image.



↘ The concept revolved around modernity and dynamism, reflecting Samaco's commitment to innovation and excellence. A new logo, color palette, and typography were developed to represent these values.



SAMACO
سماكو
MARINE & POWER SPORTS
البحرية والمحركات الرياضية

Logo

↘ The process included extensive market research, client workshops, and iterative design development. Wireframes, prototypes, and final designs were created and refined to ensure alignment with the brand's vision.



Modern, bold typefaces were chosen to convey a sense of innovation and reliability. The primary typeface used is clean and striking, ensuring that it grabs attention while maintaining readability. This choice of typography reflects Samaco's cutting-edge approach and its commitment to providing high-quality products.



▾ The color palette selected for Samaco's rebranding includes bold and dynamic colors that symbolize energy and innovation. Key colors include:

Electric Blue: Representing innovation and modernity. Deep Navy: Conveying reliability and professionalism.

These colors were used consistently across all branding materials to create a cohesive and memorable visual identity.



▾ Clean and modern icons were designed to enhance the brand's visual identity. These icons are used across various touchpoints, including the website, marketing materials, and product packaging, to ensure a consistent and engaging user experience.



➤ The Samaco Rebranding project successfully revitalized the company's image, positioning it as a forward-thinking leader in the marine and power sports industry. The new brand identity has enhanced brand visibility, strengthened customer loyalty, and attracted a broader audience. This rebranding effort has paved the way for Samaco's continued growth and success, reinforcing its reputation as a dynamic and innovative company.



Campaign, For Ministry of Health
and Al-Dawaa Pharmacies

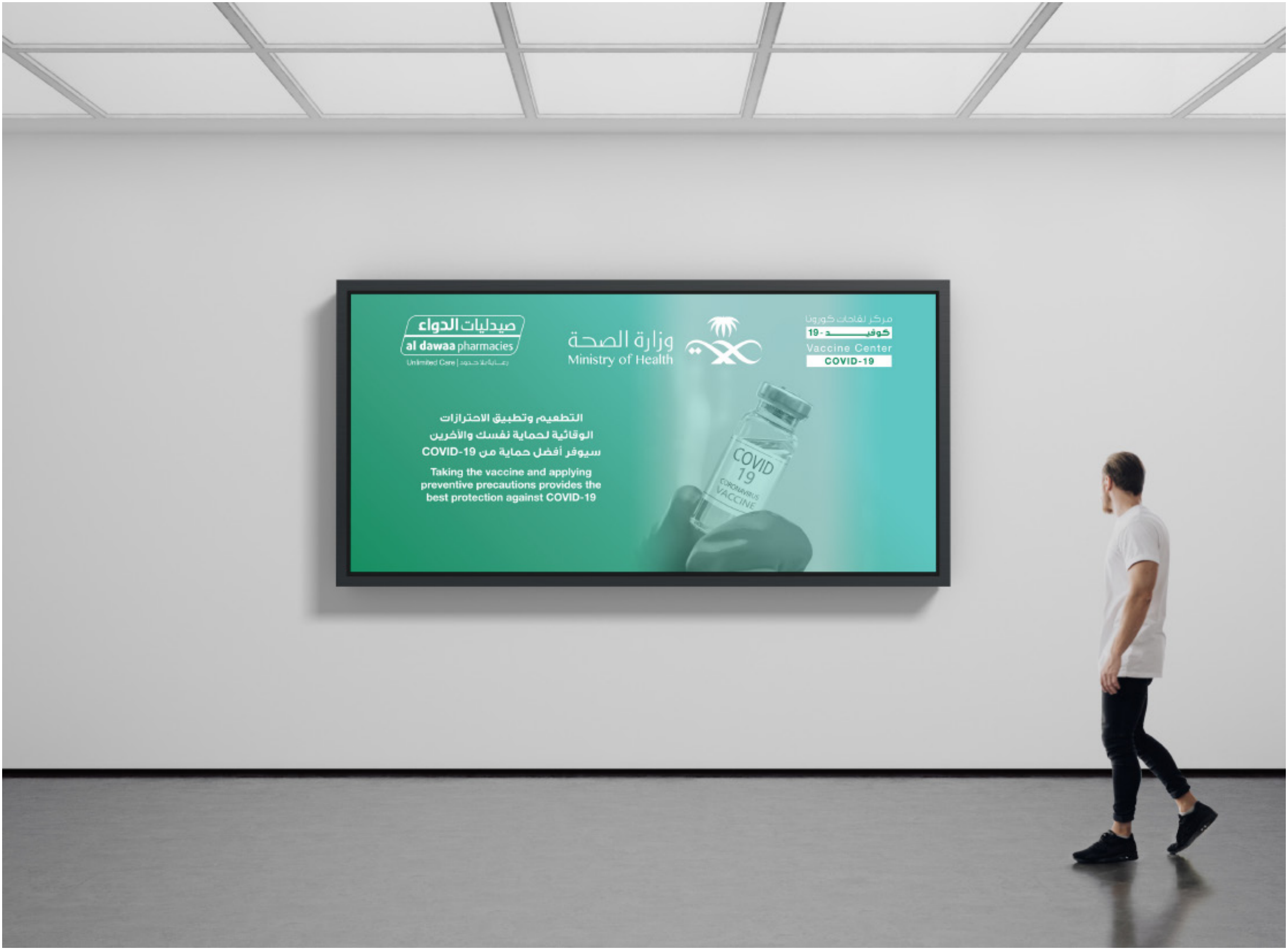
Healing Through Design: Crafting Al-Dawaa's Visual Story

2019-2022

↘ In collaboration with the Ministry of Health and Al-Dawaa Pharmacies, this project aimed to design and produce impactful in-store branding and marketing campaigns across multiple pharmacies. Established in 1993 in Al-Khobar, Saudi Arabia, Al-Dawaa Pharmacies have emerged as a cornerstone in the Kingdom's health sector, with a network of over 900 high-quality pharmacies. The campaign's goal was to promote health and safety during the COVID-19 pandemic, support new pharmacy launches, and enhance the overall brand presence of Al-Dawaa.



➤ In collaboration with the Ministry of Health, designed and produced impactful in-store branding and marketing materials to promote COVID-19 vaccination.



➤ The campaign featured clear, engaging visuals to encourage public participation and communicate health and safety measures effectively.



➤ Developed and executed seasonal campaigns for Al-Dawaa Pharmacies, including eye-catching posters, banners, and digital displays. These campaigns aimed to promote various healthcare products and services, tailored to meet the specific needs of each season.



➤ Created in-store branding designs for a range of healthcare products from the world's top companies, tailored specifically for the Saudi market. The designs focused on enhancing product visibility, improving customer engagement, and promoting health and wellness. This included the creation of shelf talkers, end-cap displays, and promotional stands that highlighted the benefits and unique selling points of each product.



// "The sole purpose of marketing is to sell more to more people, more often and at higher prices.

➤ These campaigns and branding initiatives significantly enhanced Al-Dawaa's brand presence, reinforced its reputation as a trusted healthcare provider, and effectively communicated important health messages to the public. The visually engaging and culturally relevant designs played a crucial role in fostering customer trust and loyalty, contributing to the overall success of Al-Dawaa Pharmacies.



TRICOVEL®



Natural Formula
NUTRIGROW®
For Enhanced Anchorage Of The Hair



Event-Touch Identity Design

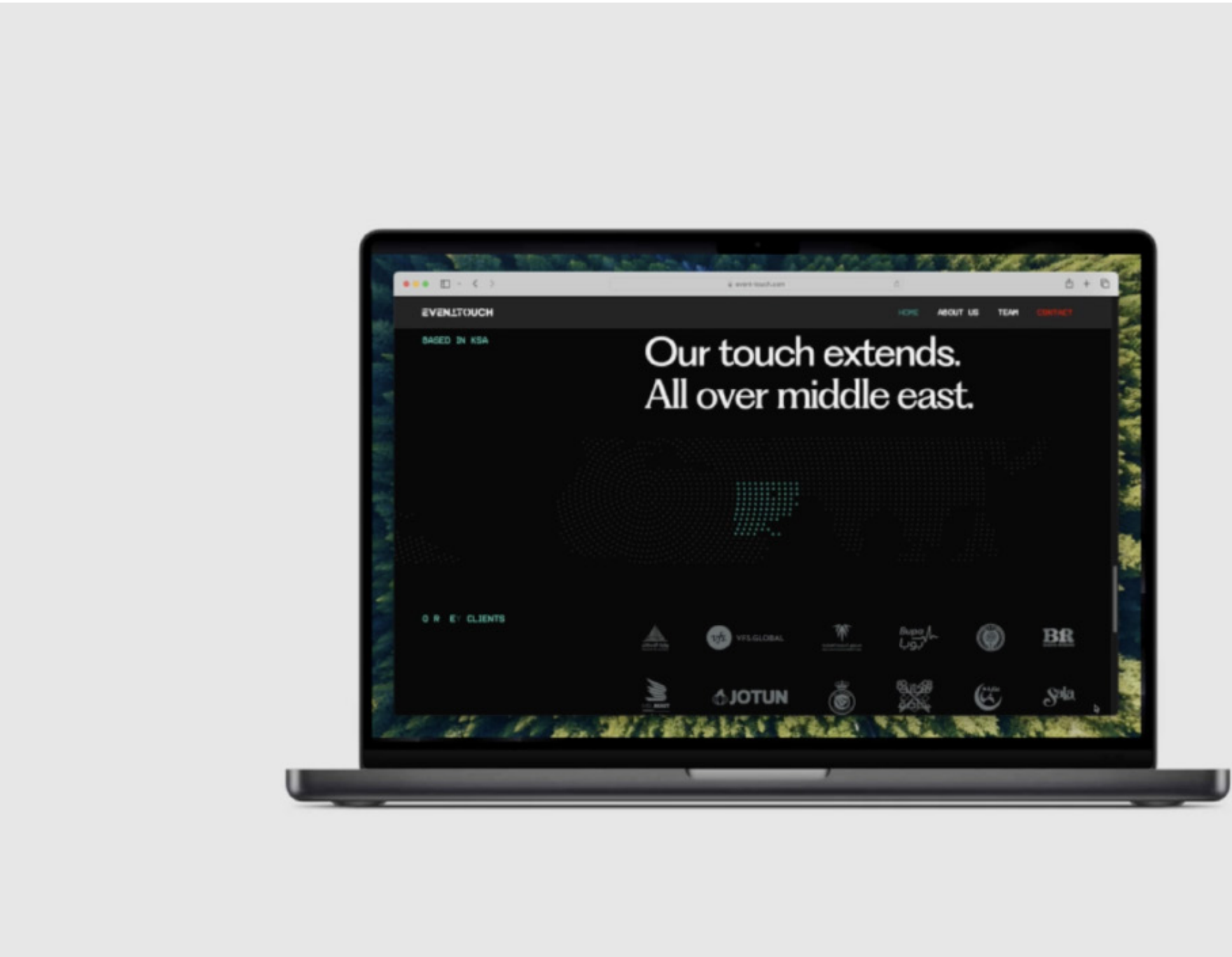
Event-Touch Redefines Event Branding

2023

➤ Developed impactful branding visuals and an engaging website design for Event-Touch, a full-service event management company. The branding visuals captured the essence of creativity and innovation, featuring a modern logo, vibrant color palette, and cohesive typography. The website design offered an intuitive user experience, showcasing Event-Touch's services, portfolio, and client testimonials.



↘ The branding materials included business cards, letterheads, and social media graphics, all designed to create a consistent and professional image. The website's responsive design ensured optimal performance on all devices, while interactive elements and smooth navigation enhanced user engagement. These efforts collectively transformed Event-Touch's online presence and reinforced their position as leaders in the event management industry, attracting new clients and strengthening their brand identity.



↘ The campaign featured clear, engaging visuals to encourage public participation and communicate health and safety measures effectively.





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