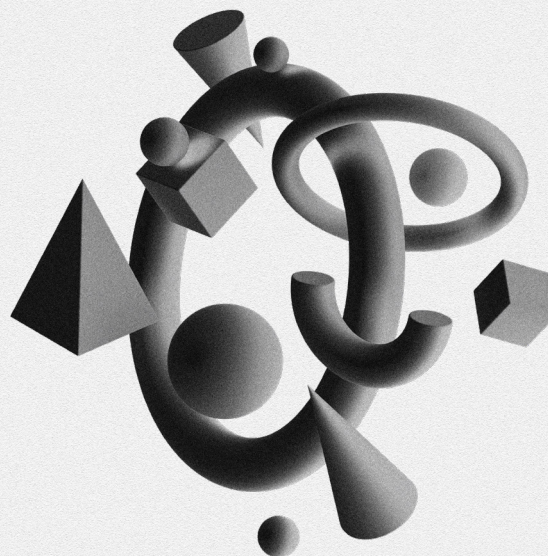


MAJD OTHMAN
PORTFOLIO

TABLE OF CONTENT

Profile _____	3
Identities _____	4
Celia Jewelry _____	5
Reem Zaiti _____	8
Green square _____	11
Exhibitions _____	14
DIHAD _____	15
GPHS _____	18
HFS _____	21
DUPHAT _____	24
Social Media _____	27
Scrubs plus _____	28
CH Clinic _____	31
Index Choice _____	34
AEEDC Dubai _____	36
Logofolio _____	38





With a decade of experience in training and design, I create impactful learning experiences and visually compelling solutions for startups and corporates.

In architecture and design, I provide creative and functional solutions, from concept development to execution. Whether through professional training, architectural innovation, or graphic storytelling, I transform ideas into meaningful, effective, and visually striking outcomes for different industries.

✉ info@majdothman.com

🌐 majdothman.com

☎ +971 56 829 3935



PROFILE

Design&Training Expert Freelancer Dubai, UAE

Develop and implement training strategies aligned with organizational goals, and provide different graphic and architectural design services for different companies.

Present
Jan. 2025

Design Vocational Trainer Techno Home Centre Latakia, SYR

Feb. 2023
Mar. 2021

Designed and conducted training programs for Adobe Illustrator, Photoshop, and InDesign, enhancing learners' technical skills and creative capabilities.

Graphic Designer Index Media Dubai, UAE

Designed promotional materials, including brochures, banners, social media assets, and event branding. Create different visuals for conferences and Exhibitions.

Jan. 2025
Jan. 2024

Training Specialist SHABAB Centre Latakia, SYR

Feb. 2021
Jan. 2020

Developed and delivered training materials focused on soft skills, professional development, career skilld, business & strategic skills programs, and Microsoft Office proficiency.

Architect DAT & Partners Dubai, UAE

Collaborated closely with clients to produce intricate architectural solutions, plans, and schematics utilizing industry-standard tools, in Landscape and concept design.

Jan. 2024
Mar. 2023

Business skills trainer SHABAB Centre Latakia, SYR

Oct. 2018
Aug. 2017

Developed and delivered training materials focused on Administrative skills, Leadership, design career, and technical skills in Adobe different design tools.

SERVICES

GRAPHIC DESIGN SERVICES

TRAINING SERVICES

ARCHITECTURAL SERVICES

EDUCATION

BA Architectural Engineering Tishreen University Latakia, SYR

SKILLS

Graphic & Architectural Design Technical Skills



Business&Adminstrative Technical Skills



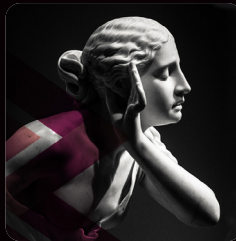
01.00

IDENTITIES

Working on visual Identities is one of the most fields I enjoy working on, as it can reflect my creative mindset, and it requires a high level of effective communication with the clients, especially when it varies from industry to another, I mention only three of these visual Identities which are:



Celia Jewelry
2023, UK, Nottingham



Reem Zaiti
2021, Dubai, UAE



Green Square
2020, Latakia, SYR

01.01

CELIA JEWELRY

In Roman mythology, Caelus, the god of the sky, was often associated with the concept of heaven. As a result, the name Celia was coined to reflect celestial beauty and divine grace. Throughout history, the name Celia has maintained its significance and allure, here came the concept of naming the Brand "CELIA" a customized jewelry Shop based in the UK.

PROJECT HIGHLIGHTS

- Logo design
- Brand Visualization
- Social Media
- Website Interface
- Packaging
- Mobile app
- Company Profile
- Iconography
- Style Guide

PROJECT TOOLS



OVERVIEW

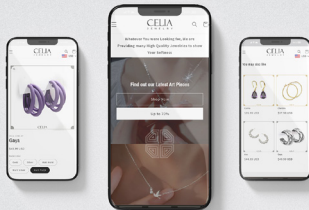
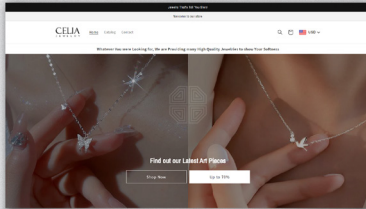
When it comes to a luxurious brand, picking the color combination with the typography style is something that should be predictable - as per clients -, so creating a unique form and visual elements is challenging, what helps creating uniqueness is diving into the details of the brand elements rather than the logo itself or the general style.



ONLY ICON



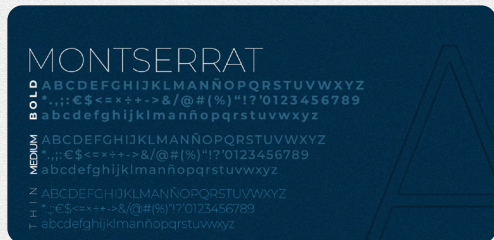
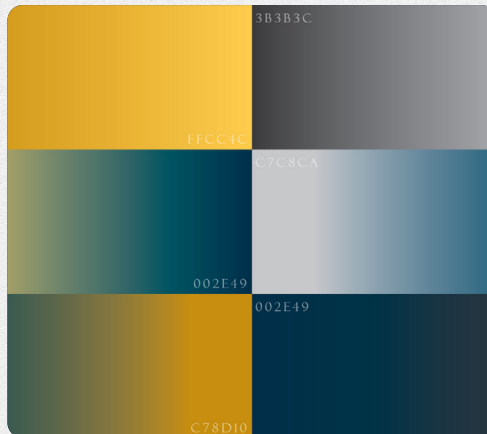
HORIZONTAL



CONCEPT

The simple logo icon uses symmetry to create diamonds in a pattern, and creating a geometric shape, with a serif font for the title, a more modern for the subtitle, all of these creates a combination that reflects the brand essence and tone.







01.02

REEM ZAITI

For a man, working with pink, and cute female colors is a bit challenging, but these challenges goes away when it's something about your partner, and best supporter, Arch Reem Zaiti, my beautiful wife and great partner, as she works as an interior designer, she required a real visual Identity that reflects her personality to her clients, so we worked together on reflecting her values, goals, and way of work into this.

PROJECT HIGHLIGHTS

Logo design

Brand Visualization

Brand Strategy

Advertising Management

Documentation style

PROJECT TOOLS

Ps

Ai

Id

OVERVIEW

Always the general feeling should reflect brand owner, and as she adores the rosy, pinky colors, I've tried to use these colors in a formal way, that helps a designer to visualise her products, and avoid putting it into the category of fashion, beauty, or cosmetics, the visual Identity mainly used modern shapes, with strict straight shapes' style.





TYPOGRAPHY

Century Gothic Regular
Aabcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789'?!"(%)#@/&.-++x=>\$€:;.,*

Century Gothic Bold
Aabcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789'?!"(%)#@/&.-++x=>\$€:;.,*

Abتثجحخدذرزسسشصضطظعكلمنويه
Abتثجحخدذرزسسشصضطظعكلمنويه
Abتثجحخدذرزسسشصضطظعكلمنويه

Helvetica



01.03

GREEN SQUARE

A project that combines between graphic and architectural design, business and academic work, this project was the Graduation project in my College which I worked on with Arch. Reem Zaiti, after getting BA in architecture, and because we came from a family of engineers, we started preparing for converting the project to reality with a big developing project, Unfortunately, the current situation in our country Syria isn't good to launch a project in that level, so it's postponed, Hopefully we will continue it soon.

PROJECT HIGHLIGHTS

- Logo design
- Brand Visualization
- Project book
- Architectural Plans
- 3D Renders
- Financial studies
- Engineering reports
- Documentation

PROJECT TOOLS



**GREEN
SQUARE**
RESIDENTIAL COMPLEX

OVERVIEW

As the project reflects sustainability in it's main goals, I've picked the green colors that gives a fresh feeling, with shapes that build the project urban design plan, created the "S" letter that came from "square", also because the project proposed the concept of the community role in neighborhoods and how planning can help communities to grow better.





02.00

EXHIBITONS

This part is so exciting, for me atleast, during my work with Index Media -a subsidiary of Index Holding- in the UAE, I had the opportunity to work on a group of the biggest events and exhibitions in the region, and sometimes in the world, in some of these projects I took the role of the lead designer, some of them I've only proposed themes, or different visual proposals, from these projects I can mention the following:



DIHAD
2024, Dubai, UAE



GPHS
2023, New York, USA



HFS
2024, Dubai, UAE



DUPHAT
2024, Dubai, UAE

02.01

DIHAD

The Leading Event in Humanity that holds yearly in Dubai, and hosts different humanitarian entities from the world, I worked on proposing a theme design that reflects humanity in it's elements and the tagline of that edition, Logo design, or color picking wasn't a part of my role, as it's something that we don't change from year to another.

PROJECT HIGHLIGHTS

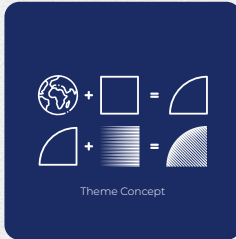
- Concept Creation
- Edition theme design
- Social Media
- Website Interface
- Packaging
- Billboards & Banners
- Style Guide
- Mobile app graphics
- Gift Items

PROJECT TOOLS



OVERVIEW

Having the blure color in the brand visual identity reflects the humanity and peace, so using shaps that reflects the same tone wasn't a challenge, simply a combination of the golbe and the square - a part of the logo- created the first shape then adding the striped lines that symbolises the sun, shine, and hope creates the main element of the theme.





02.02

GPHS

An international event that focuses on population matters and related health topics globally, every year a country hosts this event, I've had the opportunity to create the visual theme for the recent edition, which was officially used on social media, event hosting country, and different printables.

PROJECT HIGHLIGHTS

[Theme Design](#)
[Stationary](#)
[Social Media](#)
[Billboards](#)
[Business Cards](#)
[Presentation](#)
[Flags](#)
[Printables](#)

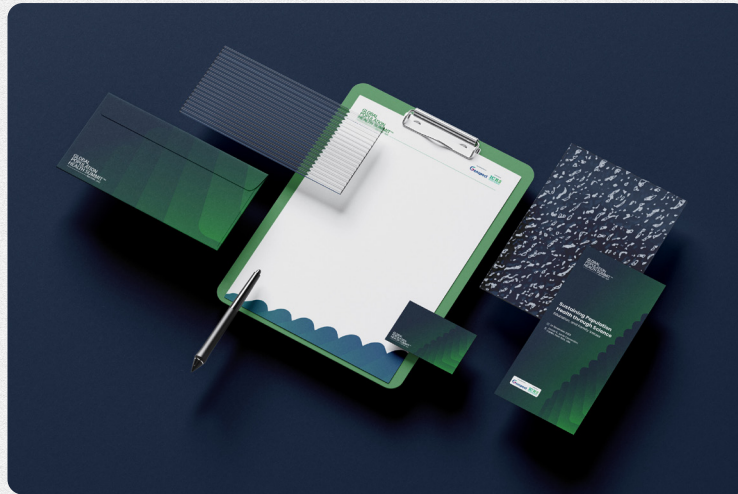
PROJECT TOOLS

[Ps](#)
[Ai](#)
[Id](#)

GLOBAL
POPULATION
HEALTH SUMMIT™
NEW YORK - 2023

OVERVIEW

I've tried to create a feeling for the event edition theme, with modern revealing shapes, gradient smooth colors, it can reflect the topic and give the concept of sustainability, population, and health combined in one visual system.





02.03

HFS

The summit is held under the patronage of his Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, as the first Vaccination and infectious disease in the world, I had the opportunity to be the lead designer of this event, and being responsible about creating all visual elements, collaborating with marketing, Pr, and project managers to create different designs, before, during and after the summit.

PROJECT HIGHLIGHTS

- Theme Design
- Theme Style Guide
- Social Media
- Website Interface
- Packaging
- Billboards
- Event Slides
- Banners
- Forms and Documents
- Reports and invitations
- Announcements

PROJECT TOOLS

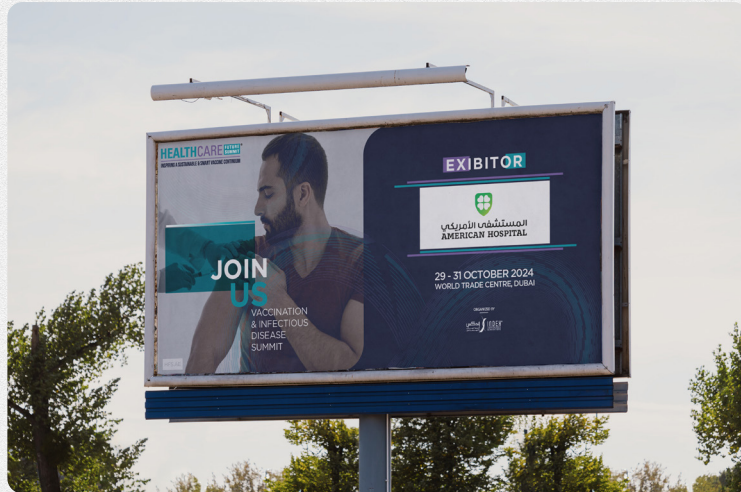
Ps Ai Id Ae Pr

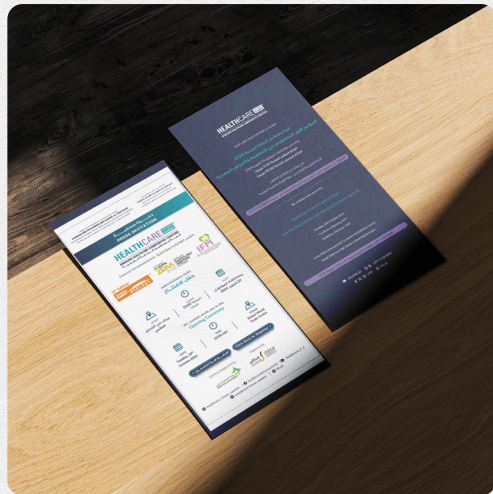
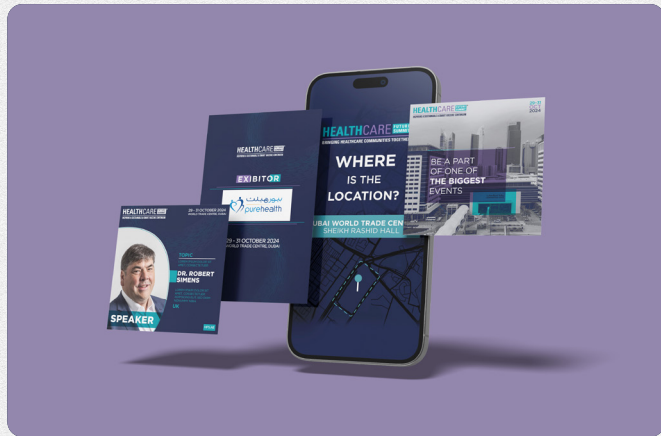
HEALTHCARE FUTURE SUMMIT[®]

BRINGING HEALTHCARE COMMUNITIES TOGETHER

OVERVIEW

The concept of the theme is to use the infinity icon, which also symbolises the DNA form, and illustrate a fusion of that icon, this shape was used in most of the visuals in all of the deliverables, creating a consistent visual theme for the event on all digital and physical platforms.





02.04

DUPHAT

Dubai International Pharmaceuticals and Technologies Conference and Exhibition, In the last 30 years, DUPHAT plays an important role in the pharmaceutical industry of the MENA region, I've had the opportunity to create a full visual theme for the event to be used in the upcoming editions of the event -maybe not- the project included creating the theme only without modifying logo or identity.

PROJECT HIGHLIGHTS

- Concept Creation
- Edition theme design
- Social Media
- Website Interface
- Packaging
- Billboards & Banners
- Style Guide
- Mobile app graphics
- Gift Items

PROJECT TOOLS

Ps Ai Id Ae Pr



OVERVIEW

The Accent brand colors creates a big challenge for any designer to be able to use it in a modern proper way, at the same time, a brand lived with these visual assets for over 30 years can't be changed easily, so I've tried to use the same assets from different perspective.



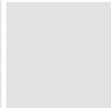
PANTONE 1795 C
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RGB 191,38,45 CMYK 11,18,91,2



PANTONE 347 C
#009A4A
RGB 0,154,74 CMYK 85,13,100,3

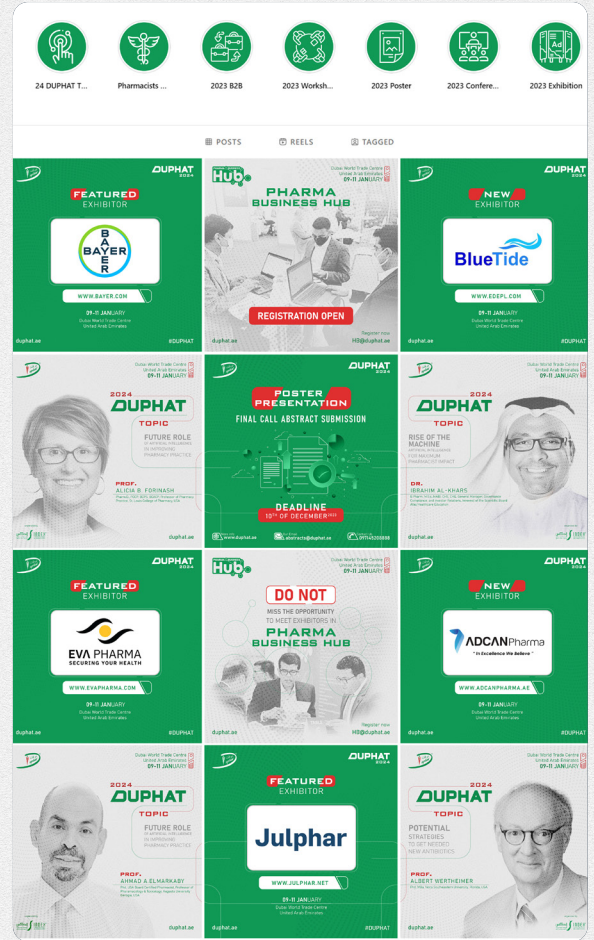


PANTONE 19-0205
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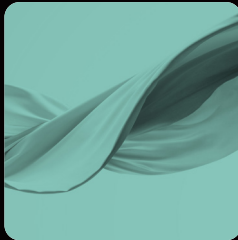




03.00

SOCIAL MEDIA

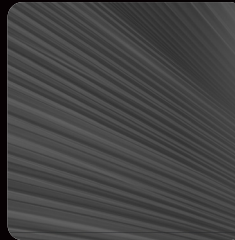
I've never imagined that creating social media designs will be one of my professions, but here we are! the following projects are selected ones that I've worked on during my work with Index Media as a part of media team (Graphic Designer), creating SM themes is such an artistic work, and I can share with you the following projects:



Scrubs plus
2024, Dubai, UAE



CH Clinic
2025, Dubai, UAE



Index Choice
2024, Dubai, UAE



AEEDC Dubai
2024, Dubai, UAE

03.01

SCRUBS PLUS

A brand that manufacture and sell medical healthcare attires, Additional to social media designs, I was the lead designer for this brand responsible about all the visuals created under it's name, and I've participated in the branding process, without creating the Logo.

PROJECT HIGHLIGHTS

- Style Guide
- Theme Style Guide
- Social Media
- Packaging
- Brochures
- Video animation
- Gift Items
- Printables

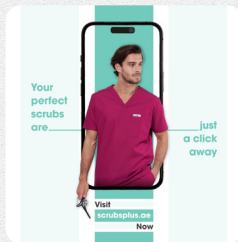
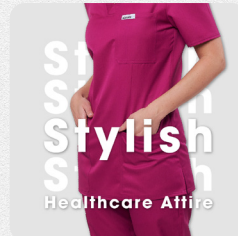
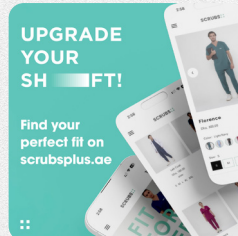
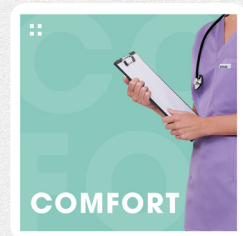
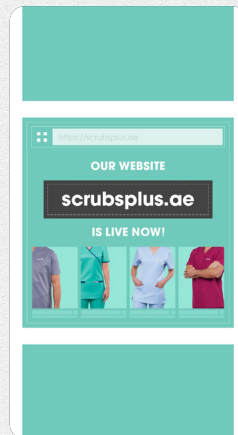
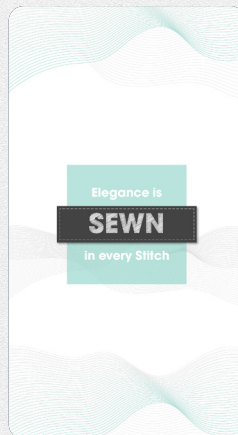
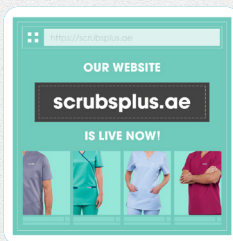
PROJECT TOOLS

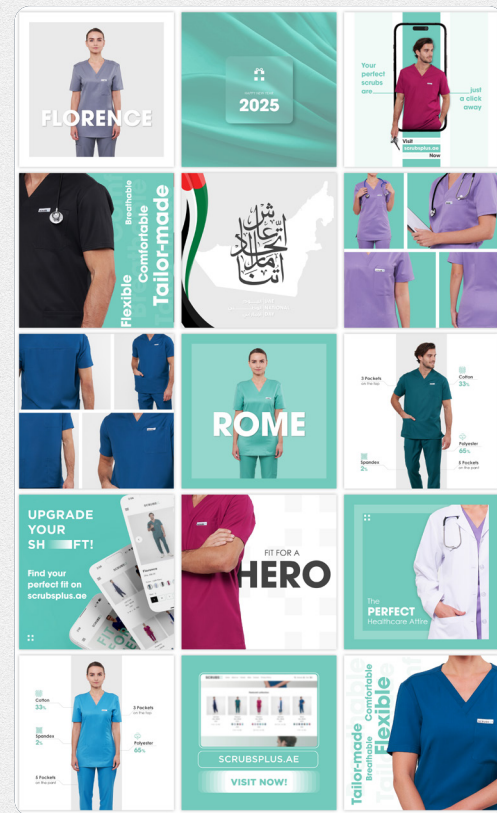
- Ps
- Ai
- Id
- Ae
- Pr

SCRUBS::®

OVERVIEW

The challenge was in this project, to build an unboring digital system that promote the same limited products, without being boring, and trying to tell stories for the brand instead of just advertising, ofcourse in collaboration with the social media and marketing teams in different departments.





03.02

CH CLINIC

The clinic is a newly launched dental and esthetic center in dubai, the brand tone tried to reflect the ideas of frsh and natural looks, so the social media and advertisements had the responsibility to reflect the same tone to create a consistent brand voice on all digital platforms.

PROJECT HIGHLIGHTS

Social Media

Motion Graphic

PROJECT TOOLS

Ps

Ai

Id

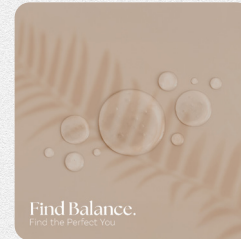
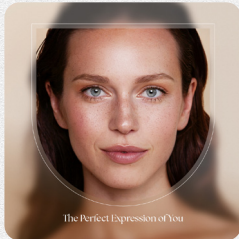
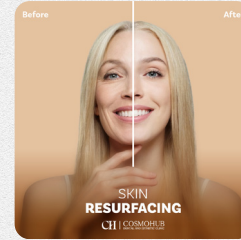
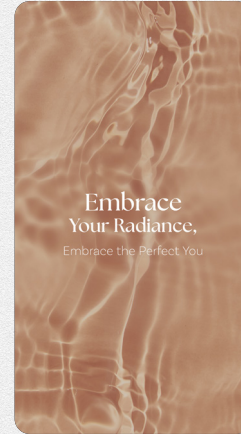
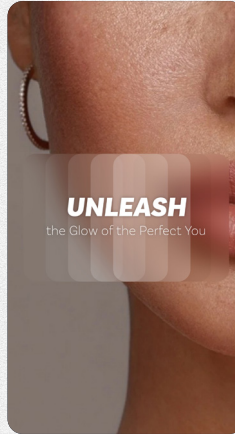
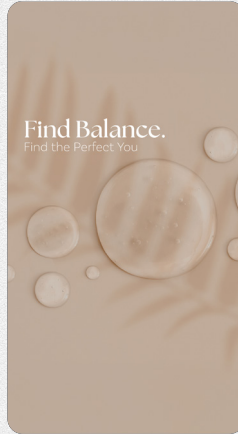
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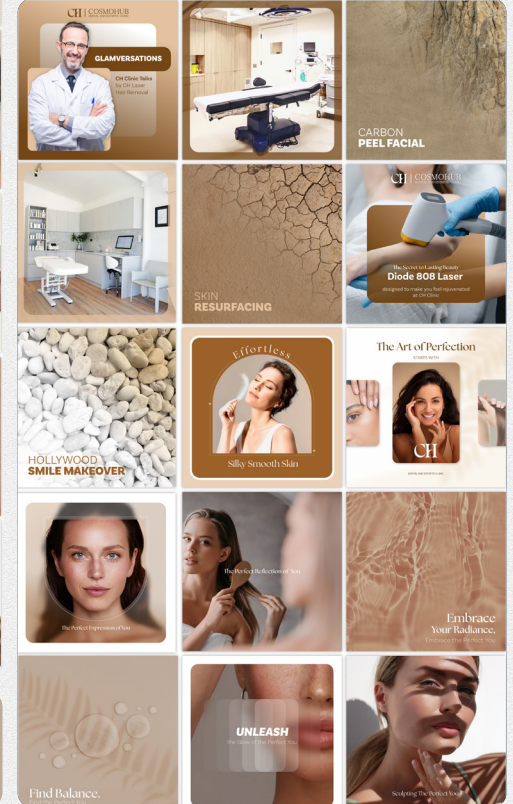
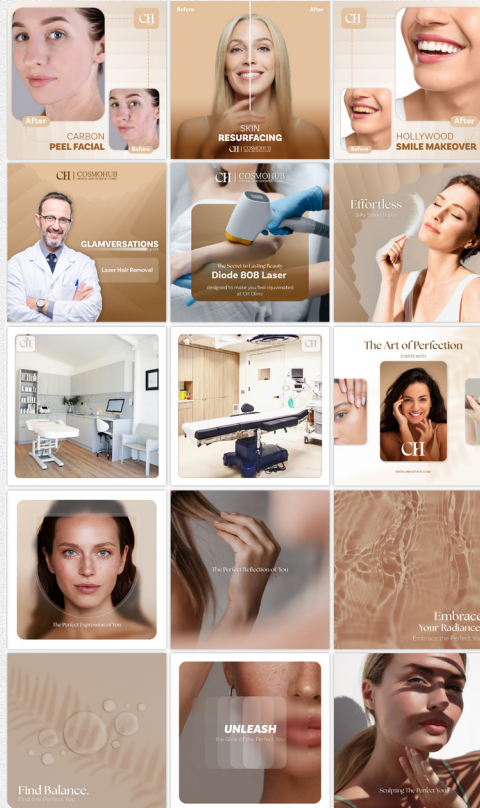
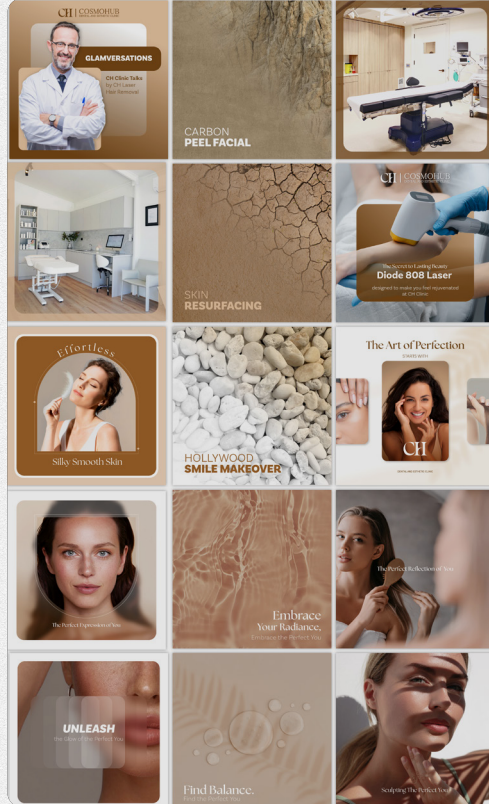
Pr



OVERVIEW

What I've tried to do is to create digital designs in a way -that maybe too artistic for audience- but I had believed that this can create more interesting visuals, to use abstract and natural images to tell the story of treatments, and change that the center is professional in, this created a visual system that can help creating more design with the same direction.





03.03

INDEX CHOICE

is the loyalty program managed by Index Holding that offers VIP discounts for Index's different companies' clients and partners, offers are from luxurious and high level brand and services in the UAE that creates a memorable experience for people, it has a special system that user can use points in it.

PROJECT HIGHLIGHTS

[Social Media](#)

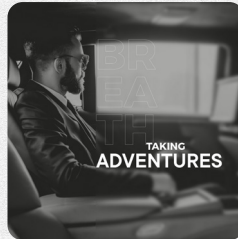
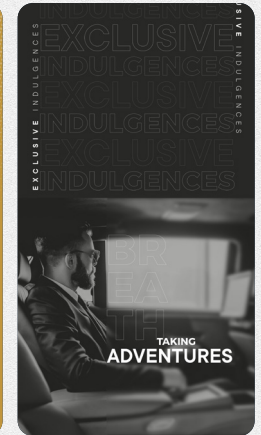
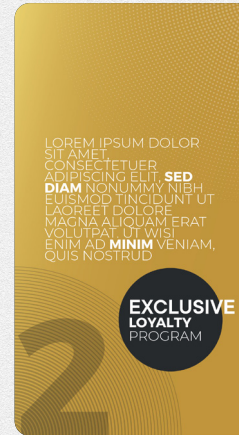
PROJECT TOOLS

[Ps](#) [Ai](#) [Id](#)

INDEX CHOICE.

OVERVIEW

As the brand visual Identity and style guide was already created for the brand, I had worked in the style of the promotions will be used, using the metallic colors, shining looks, and glowing materials, all of these helps creating a social media grid that reflects luxurious look and feel.



03.04

AEEDC DUBAI

UAE International Dental Conference & Arab Dental Exhibition, Since 1996, AEEDC Dubai, known as the UAE International Dental Conference & Arab Dental Exhibition, has been a beacon in the dental and oral health sector. This prestigious event has grown exponentially, mirroring Dubai's own rise to prominence. I had the opportunity to recreate the visual look for the social media platforms of the event to be used in the upcoming editions of the international event.

PROJECT HIGHLIGHTS

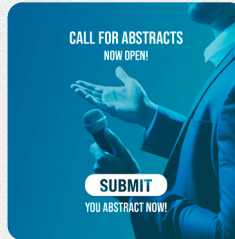
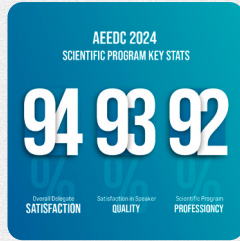
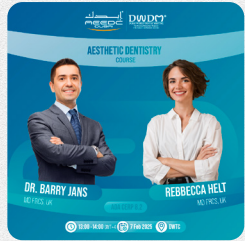
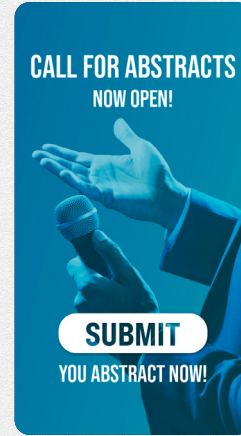
Social Media

PROJECT TOOLS



OVERVIEW

The event includes dozens of activities, initiatives, and different sub events, this creates somehow an impossible task to create a consistent visual look for all the posts and reels on digital platforms, the idea was simply to use the same elemetns with different arrangements every time, so it can be easily reused for any different kind of posts.



04.00

LOGOFOLIO

Selected Logos from my logofolio, what I really love about that I can see how my skills as a logo designer were elevated to higher levels with every single project I've worked on, in all different industries, categories, and different types of logos.

