

F FATHI GHABBASH

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Portfolio

FATHI GHABBASH PORTFOLIO

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Portfolio

FATHI GHABBASH PORTFOLIO

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A deep dive into comprehensive digital transformations and premium brand evolutions, balancing luxury aesthetics with measurable business growth.

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A curated showcase of institutional information design, high-level corporate profiles, and structural layouts for major regional operations.

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Verified testimonials, industry feedback, and client references validating professional credibility, operational discipline, and execution excellence.

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The core identity, master tools, technical stack, and linguistic fluency driving high-fidelity asset production and international collaborations.



"I am a **Senior Brand Designer & Visual Strategist** specializing in strategic brand systems and high-end corporate communication.

I transform complex identity challenges into clean, modern, and visually compelling solutions that drive business growth."

Portfolio

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case studies. 01

G by Huggables



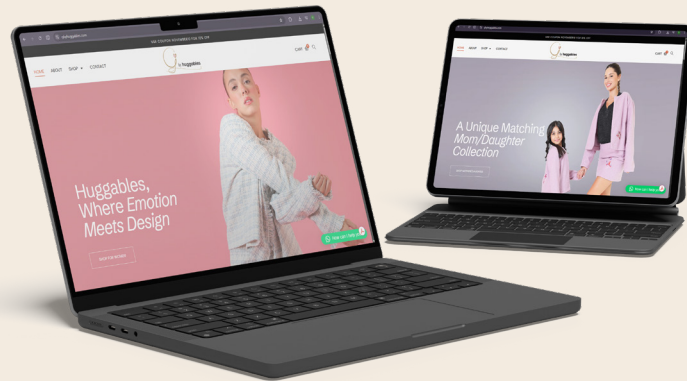
www.gbyhuggables.com

Brand Evolution & Digital Growth

Sector: Luxury Fashion

Role: Lead Brand & Digital Strategist

Key Metrics: +40% E-Commerce Sales Conversion | Re-engineered Web Architecture | Advanced SEO Authority



1. The Challenge

A luxury brand losing online customers due to a weak digital experience, needed a major trust overhaul.

2. The Strategic Approach (The Solution)

Upgraded the digital journey to match premium product quality.

UI/UX Strategy

Rebuilt the site for high-end conversions.



Visual Branding

Aligned social campaigns with elite aesthetic standards.



Advanced SEO

Dominated regional SEO traffic.



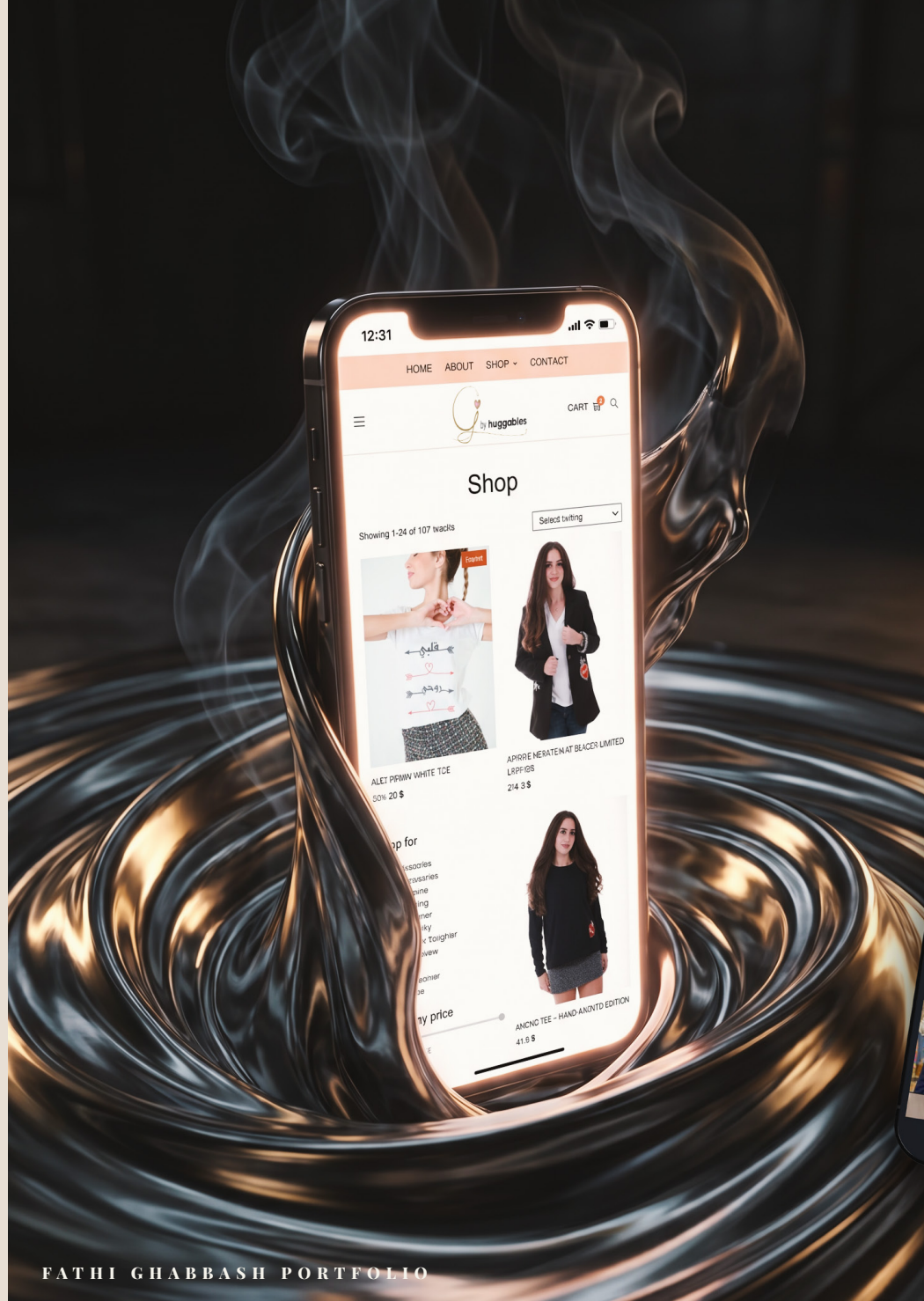
AI Integration

Accelerated production using generative AI.



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3. The Strategic Diagnosis

The issue was a broken trust signal; the digital experience failed to match the premium product.

4. Growth

Scaled Instagram 6x to 12,000+ targeted luxury consumers in 14 months.

5. The Impact & Reference

Business Results: Boosted sales 40%+ in 8 months and achieved top-tier fashion SEO rankings.

- **Client Recommendation:** Grace Akkaoui praised Fathi's elite technical skill, branding depth, and reliable delivery.
- **Client Reference:**
Official verified reference, contact details, and performance data are available via:
Grace Akkaoui | Lebanese-Cypriot Fashion Designer, Founder & CEO of G by Huggables Fashion House
email: ghuggables@gmail.com
phone: +9613300304



case studies. 02

Faris Jewelry

www.faris.sa



Elevating Heritage: Luxury Branding & Spatial Design

Sector: Luxury Gold & Jewelry Retail

Role: Lead Brand Designer & Identity Architect

Scope of Work: Holistic Brand Identity | Logo Architecture | Retail Spatial Graphics & Signage | Social Commerce Assets | Corporate Brand Collaterals

1. The Challenge

Unifying Faris Jewelry's 5 Saudi flagship branches under a single, cohesive visual language across all physical and digital touchpoints.

2. The Diagnosis

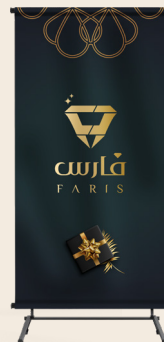
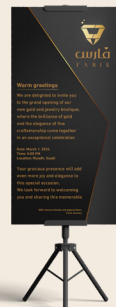
The issue was a fragmented brand architecture; built a unified system from the logo outward for all retail assets.

3. The Solution

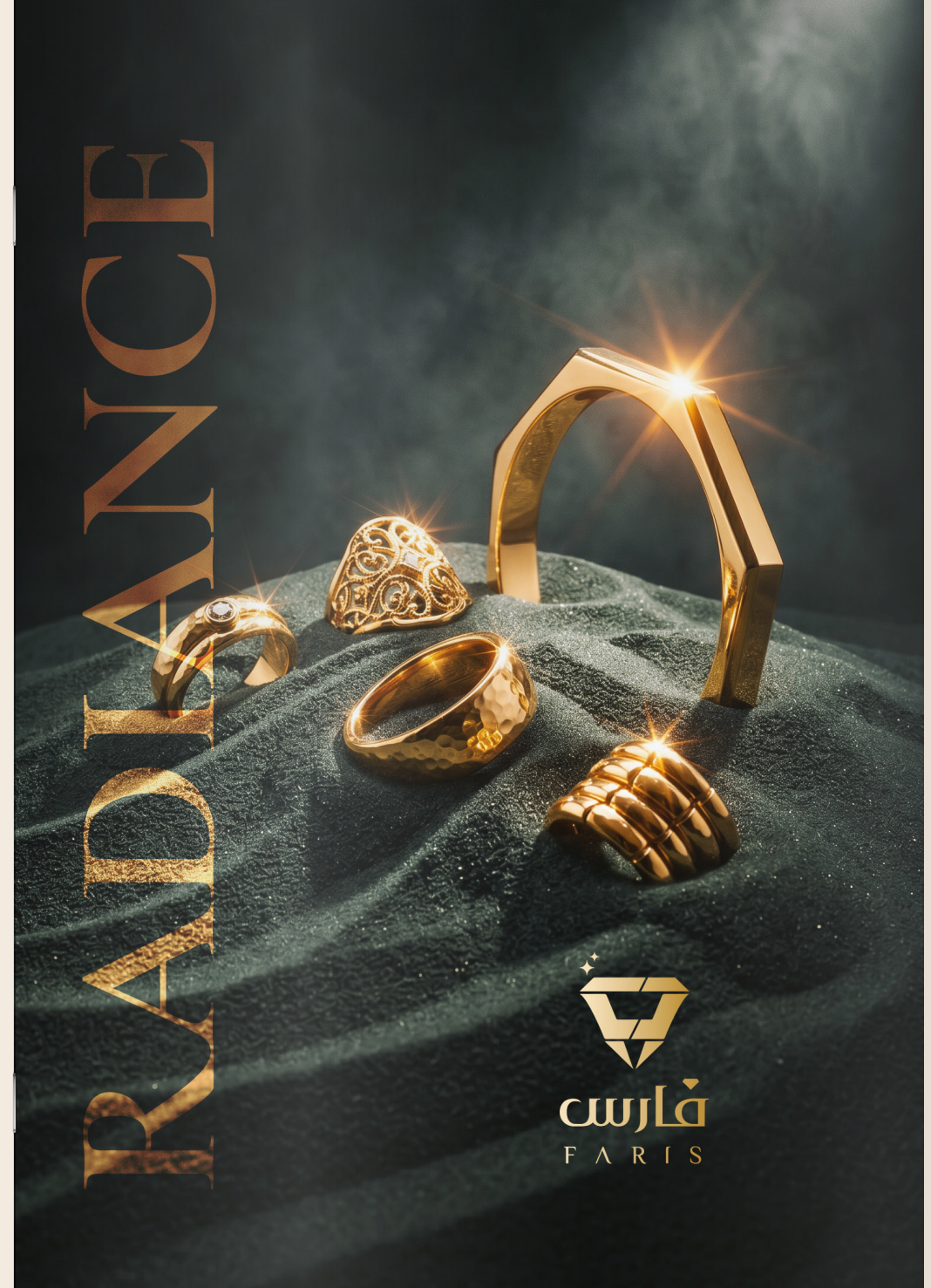
Engineered a 360° brand ecosystem (2022–2024), unifying all 5 branches with a premium visual identity, retail architecture, and high-conversion GCC campaign strategies.

4. The Impact & Longevity

- **Market Impact:** Scale-ready system unified 5 branches, reduced design dependency via a structured manual, and drove measurable sales growth.
- **Longevity & Review:** Secured an uninterrupted 2-year partnership, praised by the client for exceptional creativity, speed, and professionalism.



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case studies.

03

King Saud University

cams.ksu.edu.sa



Institutional Initiative Publication & Design

Sector: Government & Higher Education

Role: Lead Corporate Designer & Information Architect

Scope of Work: Editorial Design | Information Architecture |
Strategic Academic Initiative | Corporate Layout & Typography |
Alignment Brand Collaterals

1. The Challenge

Transforming a dense, multi-school Diriyah Province healthcare initiative into a ministerial-ready, compliant institutional publication.

2. The Diagnosis

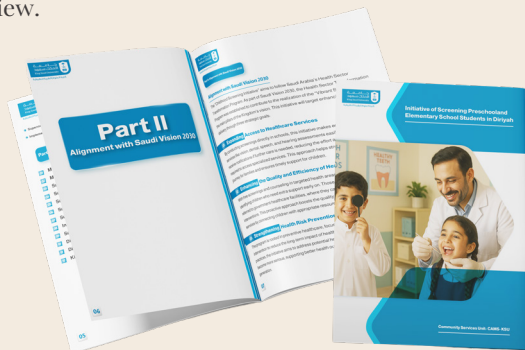
Bridging the gap between academic data and government vision through a bilingual publication that speaks to both audiences seamlessly.

3. The Solution

Structured a compliant 24-page KSU publication, optimizing layouts and re-engineering complex data into scannable charts for 60-second executive review.

4. The Impact

Ministerial Readiness: Delivered dual-language documents (22 pages Arabic, 24 pages English) aligned with Saudi Vision 2030, translating 3 years of academic data for executive review.



projects. 01

Luxury & Jewelry Sector

Transforming jewelry brands into recognizable luxury brands through cohesive visual identity systems that strengthen brand positioning and drive high-performance growth in the luxury

■ Faris Jewelry (Saudi Arabia)

www.faris.sa

The Project: A premium Saudi jewelry brand specializing in 18K–24K gold and bridal collections.

My Contribution: Engineered the complete brand identity, visual manual, and high-end retail assets.



■ Soug Golden (Saudi Arabia)

www.goldensoug.com

The Project: A premium Saudi jewelry platform focused on luxury investment.

My Contribution: Developed the authoritative branding system and high-end logo design.



■ Infinite Creativity 360 (Saudi Arabia)

The Project: A specialized jewelry firm focused on bespoke craftsmanship and high-fidelity gold designs.

My Contribution: Orchestrated the full visual identity system to reflect artistic innovation.



■ Knwz Al-Mamlakah for Gold (Saudi Arabia)

The Project: One of the prominent names in the Saudi gold market specializing in luxury jewelry.

My Contribution: Engineered a prestigious visual identity and strategic brand assets.



■ Gold Land Jewellery (Saudi Arabia)

The Project: A luxury jewelry establishment focused on traditional elegance and modern gold retail.

My Contribution: Designed a sophisticated logo and comprehensive visual identity system.



projects. 02

Institutional & Academic

Spearheading the editorial design and complex layout architecture for institutional documentation and academic publications within the public sector.

■ King Saud University – Applied Medical Sciences (KSA) cams.ksu.edu.sa

The Project: The premier Saudi university requiring high-level annual reports and institutional profiles.

My Contribution: Developed information design and data systems for ministerial-grade profiles and screening initiatives.



■ University of Ha'il – Security & Traffic Dept (KSA) www.uoh.edu.sa

The Project: An academic institution requiring technical reporting for campus security and management.

My Contribution: Designed the comprehensive annual report, ensuring a professional and professional institutional narrative.



■ Ministry of Islamic Affairs (Saudi Arabia) www.moia.gov.sa

The Project: A governmental body overseeing religious affairs, call, and guidance.

My Contribution: Designed a specialized project booklet, translating institutional mission into a professional visual format.



■ Rwad Al-Taheel (Saudi Arabia) www.rwadaltaheel.com

The Project: A leading rehabilitation organization for people of determination with 8 branches across KSA.

My Contribution: Orchestrated the corporate profile, professional presentations, and employee identification systems.



■ Medaura – Medical Apparel & Equipment (Saudi Arabia)

The Project: A specialized provider of high-quality medical uniforms and professional healthcare equipment.

My Contribution: Developed a comprehensive visual identity and brand system focused on reliability, hygiene, and professional standards within the medical and institutional sector.



projects. 03

Engineering & Industrial



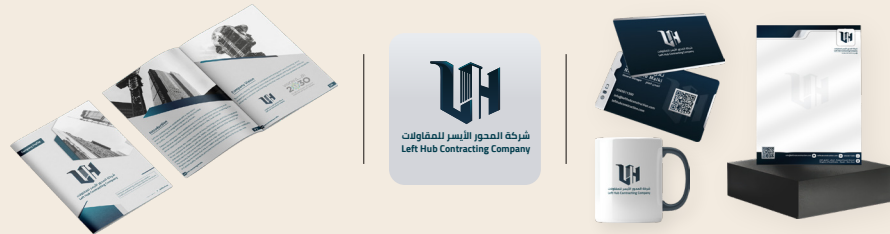
Redefining industrial branding by merging technical clarity with modern design aesthetics, creating professional profiles that bridge the gap between complex engineering systems and strong market positioning.

■ Left Hub Contracting Company (Saudi Arabia)

www.lefthub.sa

The Project: A specialized engineering and contracting firm managing high-scale industrial projects.

My Contribution: Engineered the visual identity, corporate profile, and a high-fidelity logo for governmental positioning.



■ NAKAZ Elevators Systems (Saudi Arabia)

[linkedin.com/company/nakaz-elevators](https://www.linkedin.com/company/nakaz-elevators)

The Project: A prominent firm specializing in advanced elevator installations and specialized infrastructure maintenance.

My Contribution: Engineered the corporate profile and folder system, translating complex industrial operations into a clean visual ecosystem.



■ Alqarsh Contracting Establishment (Saudi Arabia)

The Project: A long-standing Saudi establishment focused on large-scale contracting and infrastructure.

My Contribution: Directed the engineering of the corporate establishment profile and institutional branding.



■ Technical Beacons For Trading (Saudi Arabia)

www.tech-beac.com

The Project: A prominent Saudi trading firm specialized in general commerce and technical supply chains.

My Contribution: Engineered an authoritative corporate profile that translates broad commercial operations into a high-performance visual brand.



■ Engineering Intelligence (Saudi Arabia)

The Project: A leading engineering firm providing integrated electrical solutions, power networks, and infrastructure contracting.

My Contribution: Designed a clean corporate layout, turning complex technical workflows and service lists into simple, easy-to-read pages.



projects. 04

Digital & UI/UX



Designing immersive digital platforms through a fusion of advanced web technologies and intuitive interface design, creating seamless user journeys that strengthen digital brand presence.

■ Alaiban Tourism & Travel (UK)

www.alaibantourism.com

The Project: A premium international tourism agency based in Edinburgh, Scotland.

My Contribution: Engineered the full website (UI/UX), visual identity, and strategic social media content.



www.alaibantourism.com
Powered by: F.Ghabbash

■ Brignole Biomechanics (USA)

www.brignolebiomechanics.com

The Project: A fitness and biomechanics institute requiring a cohesive digital presence and integrated brand system.

My Contribution: Designed the complete visual identity and website architecture, integrating SEO strategies, Google Workspace tools, and custom technical fitness booklets.

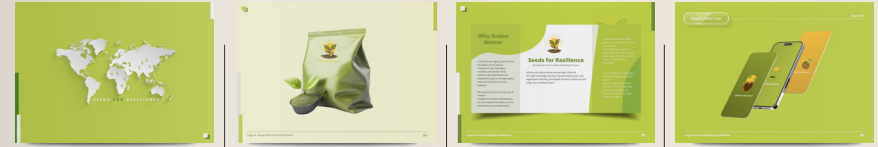


www.brignolebiomechanics.com
Powered by: F.Ghabbash

■ Seeds for Resilience | Visual Identity Proposal (Netherlands)

The Project: An international seed-supply initiative enhancing food security and sustainable farming across Africa and Asia.

My Contribution: Developed a high-level corporate proposal layout, transforming complex agricultural and investment metrics into a presentation-ready document.



■ Blue Dean Designs (USA)

www.bluedean.com

The Project: An American graphic design studio focused on bespoke creative solutions.

My Contribution: Executed a 360° digital strategy, featuring a professional website and cohesive social media presence.



www.bluedean.com
Powered by: F.Ghabbash

■ DARGAN Attendance App (Canada)

www.dargan.ca

The Project: A high-tech digital solution designed for schools and educational institutions to manage student attendance seamlessly.

My Contribution: Engineered the visual identity, application logo, and a strategic corporate profile to position the app as a competitive ed-tech solution.



projects. 05

Logistics & Infrastructure



Designing robust visual frameworks for the logistics sector that communicate operational speed and structural stability, ensuring brand clarity across complex supply chains and global infrastructure.

■ First Guard Security (Saudi Arabia)

www.firstguard.sa

The Project: A security firm providing specialized protective services and personnel management.

My Contribution: Created a professional corporate profile and branding centered on trust and discipline.



■ Bader International Shipping - BIS (KSA / UAE)

www.bcargob.com

The Project: A global logistics and freight forwarding leader with an extensive network across sea and air ports.

My Contribution: Developed a comprehensive corporate profile, translating complex global operations and strategic partnerships into a professional corporate narrative.



■ Strategic Assets (Saudi Arabia)

The Project: A specialized firm in asset management and strategic investment support.

My Contribution: Engineered a powerful logo that communicates financial stability and strategic growth.



■ Special Solution Profile (Saudi Arabia)

www.ss.sa

The Project: A specialized firm providing high-end infrastructure solutions and modern systems for luxury residential properties.

My Contribution: Engineered a comprehensive corporate profile and strategic social media content to define their market presence.



■ Baghdad Center for Installments (Iraq)

fb.com/BGDCenter4installments

The Project: A major retail and consumer finance hub in Iraq distributing high-end home appliances via installment systems.

My Contribution: Engineered the cohesive visual identity and deployed strategic digital campaigns to scale market trust across Iraq.



projects. 06

Hospitality & Lifestyle Curators



Curating refined brand experiences that blend heritage-inspired hospitality with contemporary lifestyle elegance, crafting lasting connections between brands and their target audiences.

■ Future Ideas Investment (Saudi Arabia)

The Project: A specialized firm in hotel operations and hospitality investments requiring a high-fidelity institutional image.

My Contribution: Engineered the complete brand architecture and corporate profile to reflect service excellence and global hospitality standards.

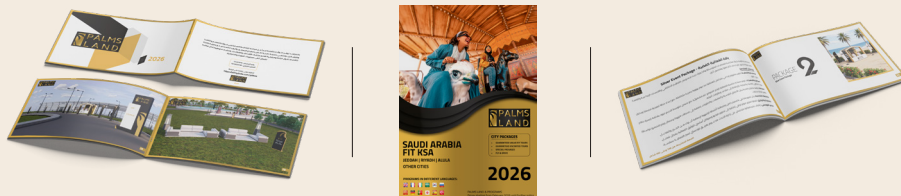


■ Palm Land (Saudi Arabia)

www.palmsland.sa

The Project: A premier hospitality company specializing in high-end luxury resorts, cultural heritage destinations, and strategic tourism investments.

My Contribution: Designed an elegant corporate layout, turning complex charts, data, and workflows into simple, easy-to-read pages.



■ Tahabesh Hejazya (Saudi Arabia)

[instagram.com/tahabesh_hejazya](https://www.instagram.com/tahabesh_hejazya)

The Project: A culinary lifestyle brand specializing in traditional Hejazi spices and authentic heritage flavors.

My Contribution: Orchestrated the visual branding, including custom labels and wax-seal aesthetics to preserve the handcrafted premium identity.



■ NO SOUND Cafe - Kombucha Profile (Saudi Arabia)

[nosound-coffee.com](https://www.nosound-coffee.com)

The Project: A modern Saudi café concept dedicated to Kombucha and healthy lifestyle alternatives.

My Contribution: Engineered a sophisticated corporate profile focused on minimalist aesthetics and organic storytelling.



■ Al-Thuraya Honey (Saudi Arabia)

The Project: A premium Saudi brand specializing in high-quality natural honey and traditional apiary products.

My Contribution: Engineered the visual identity, strategic packaging system, and sophisticated logo with custom product labels.



projects. 07

Miscellaneous & Solutions

A curated showcase of dynamic design solutions across diverse sectors, spanning holistic branding, digital lifestyle campaigns, and premium print assets each tailored to elevate market presence with visual consistency.

■ Concept Of Arch (Saudi Arabia)

The Project: A specialized architectural and engineering firm focused on modern Saudi design and structural innovation.

My Contribution: Engineered a comprehensive corporate profile that harmonizes architectural art with engineering precision.



■ Nafaes Al-Khaleej (Oman)

[instagram.com/nafais2050](https://www.instagram.com/nafais2050)

The Project: A premium floral and event design boutique specializing in luxury arrangements and bespoke occasion styling.

My Contribution: Directed the visual identity and designed dozens of advertising assets and social media narratives that elevate the floral experience.



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■ Smart Booking (Saudi Arabia)

The Project: A modern travel and tourism platform specializing in simplified online hotel reservations, flight bookings, and holiday destination management.

My Contribution: Designed an elegant corporate layout, turning complex brand guidelines, typography standards, and identity assets into simple, easy-to-read pages.



■ Smart Way (Saudi Arabia)

The Project: A healthcare management company specializing in integrated medical services, revenue cycle management, and operational solutions.

My Contribution: Designed an elegant corporate layout, turning complex brand guidelines, typography standards, and identity assets into simple, easy-to-read pages.



■ Sportive SA (Saudi Arabia)

[instagram.com/sportive.sa.store](https://www.instagram.com/sportive.sa.store)

The Project: A premier Saudi brand specializing in high-quality sportswear, athletic apparel, and premium fitness equipment for sports enthusiasts across the Kingdom.

My Contribution: Crafted a clean visual identity layout, structuring brand systems, design standards, and creative assets into polished, presentation-ready profiles.



reviews.

Client Vision & Impact



A testament to excellence earned through trust. With over 300 verified 5-star client reviews, these testimonials reflect a consistent commitment to delivering strategic design and professional branding solutions for global clients across diverse markets.

"He is undoubtedly the best designer I have ever collaborated with."
– Mohammed A. | Saudi Arabia

★★★★★

"Exceptional professionalism and remarkable speed. He delivered the work with high precision in record time."
– Hamad A. | Saudi Arabia

★★★★★

"Outstanding quality in both service and communication. The delivery was seamless and highly professional."
– Bader A. | Oman

★★★★★

"A creative visionary in visual identity and brand perception. His work was exemplary and exceeded all expectations. I highly recommend working with him."
– Nafes M. | Saudi Arabia

★★★★★

"A highly flexible and smooth collaboration. He showed great commitment to revisions and was incredibly responsive. I am beyond satisfied with the final result."
– Abdulaziz B. | Saudi Arabia

★★★★★

"An elite professional with high artistic taste and clear expertise. The delivery was organized, superior in quality, and reflected deep attention to detail. A truly successful experience."
– Saleh I. | Saudi Arabia

★★★★★

"Remarkable speed in execution combined with absolute precision and professionalism. May God bless your efforts, Mr. Fathi."
– Moustafa A. | Saudi Arabia

★★★★★

"The word 'creative' is an understatement. He is patient, cooperative, and blends artistic brilliance with the client's vision perfectly. A result that is both professionally satisfying and inspiring."

– Nadi M. | Saudi Arabia

★★★★★

"Excellent service with continuous follow-up and mastery of the work. He pays attention to the smallest details in both design and content."

– Watad N. | Saudi Arabia

★★★★★

"Truly professional work. I am deeply grateful for the effort and the artistic touch you brought to the project. May God bless your hands."

– Yara M. | Saudi Arabia

★★★★★

"An artist with exceptional taste and attention to detail. Delivered on time, responsive and kind. Highly recommended!"

– Dima J. | Saudi Arabia

★★★★★

"One of the best designers in terms of speed, execution, and brilliant ideas. Highly cooperative and a truly refined professional"

– Eng I. | Saudi Arabia

★★★★★

"Truly exceptional quality that exceeded all expectations. A creative and highly professional designer who masters his craft with record-breaking speed. This is just the beginning of our ongoing collaboration."

– Najat A. | Oman

★★★★★

"Refined attitude, fast delivery, and genuine professionalism. The work speaks for itself!"

– Noura A. | Saudi Arabia

★★★★★

"It was a pleasure working with Fathi — professional, independent, and detail-oriented. He executes projects flawlessly without the need for revisions. Good luck and keep it up, brother. The best!"

– Ammar R. | Iraq

★★★★★

"One of the most inspiring and creative designers. His professionalism and patience are remarkable. I've worked with him before and will continue to in the future, God willing."

– Nasser I. | Kuwait

★★★★★

essence.

Pure Strategy & Form



Design is not just what it looks like, it's the authority it commands. My philosophy is rooted in Purposeful Minimalism: stripping away the noise to let the brand's core message lead. Every pixel serves a strategic goal, blending aesthetic precision with functional clarity to build brand systems that endure.

1- The Strategic Architect

I build brand systems combining structural thinking with refined visual direction to solve complex identity challenges across diverse markets.

2- The Rhythmic Precision

Inspired by Flamenco's intensity and Opera's structure, I approach design with rhythm, balance, and visual clarity.

3- The Minimal Rebellion

Influenced by modern art and purposeful composition, I reduce complexity into lasting visual systems where simplicity becomes a strategic weapon.

4- The Bilingual Bridge

I approach branding as a cultural bridge, combining Arabic typographic mastery with English creative fluency to serve brands across MENA and Europe.

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Technical Stack & Frameworks

Adobe Creative Suite: Mastered Adobe Creative Suite to deliver high-fidelity layouts, premium assets, and institutional branding tools.

Advanced AI Workflows: Integrated leading-edge systems including Magnific, Midjourney, Adobe Firefly, Flux, Mystic, GPT-5, Higgsfield, and Gemini to optimize asset production and visual variations.

Data & Corporate Strategy: Structured elite business profiles, financial models, and annual reports via MS Office, transforming complex data into easily scannable matrices.

Web Architecture & SEO: Built advanced responsive WordPress and Elementor Pro websites, fully integrating technical SEO frameworks, core web vitals optimization, and tracking analytics.

Artistic Collaborations:

Translating musical soul and performance emotion into high-fidelity visual narratives for world-class artists, including:

Katia Guerreiro (Portugal) – Fado Icon

Sandra Carrasco (Spain) – Flamenco & Jazz Artist

Macarena de la Torre (Spain) – Contemporary Flamenco Artist

Paco Heredia (Spain) – Renowned Flamenco Guitarist

Languages: English: Professional Fluency – Arabic: Native Eloquence

Spanish & Turkish: Cultural Familiarity

Portfolio

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