

F FATHI GHABBASH

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Portfolio

FATHI GHABBASH PORTFOLIO

READ IMPORTANT NOTES IN PAGE 02

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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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reviews

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

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essence

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

Important Notes

Vianto Design is a creative practice and professional identity I established in 2012, not a registered company. I operate as an independent freelance designer under this name.

My body of work spans 14 years and includes projects of varying scope, from large-scale brand identity systems to smaller deliverables such as logo design, brochures, and design consultations.

Many of the projects I showcase are self-directed concept work, created to demonstrate design thinking and system capability, and do not represent real companies. This approach also helps preserve the confidentiality of many actual client engagements, which cannot be publicly displayed.

My freelance track record includes a substantial client base built through an established Arabic-language freelance platform, and my professional certifications are verifiable through Coursera and other accredited platforms. Full documentation is available upon request during the interview process.

Disclaimer Note: www.fathighabbash.com is not intended for any commercial activity or sales. It exists solely to showcase a selection of my work, including both real client projects and self-directed concept work, as part of my personal design portfolio. My WhatsApp Business account +971501161712 is also not used for sales or commercial transactions. It exists solely for professional communication with agencies and companies regarding potential job opportunities.



"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



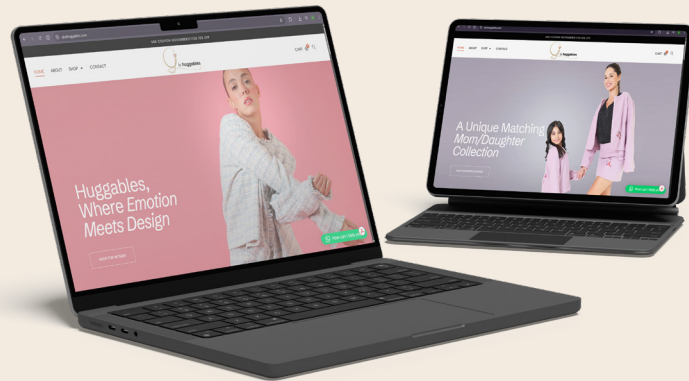
www.gbyhuggables.com

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.



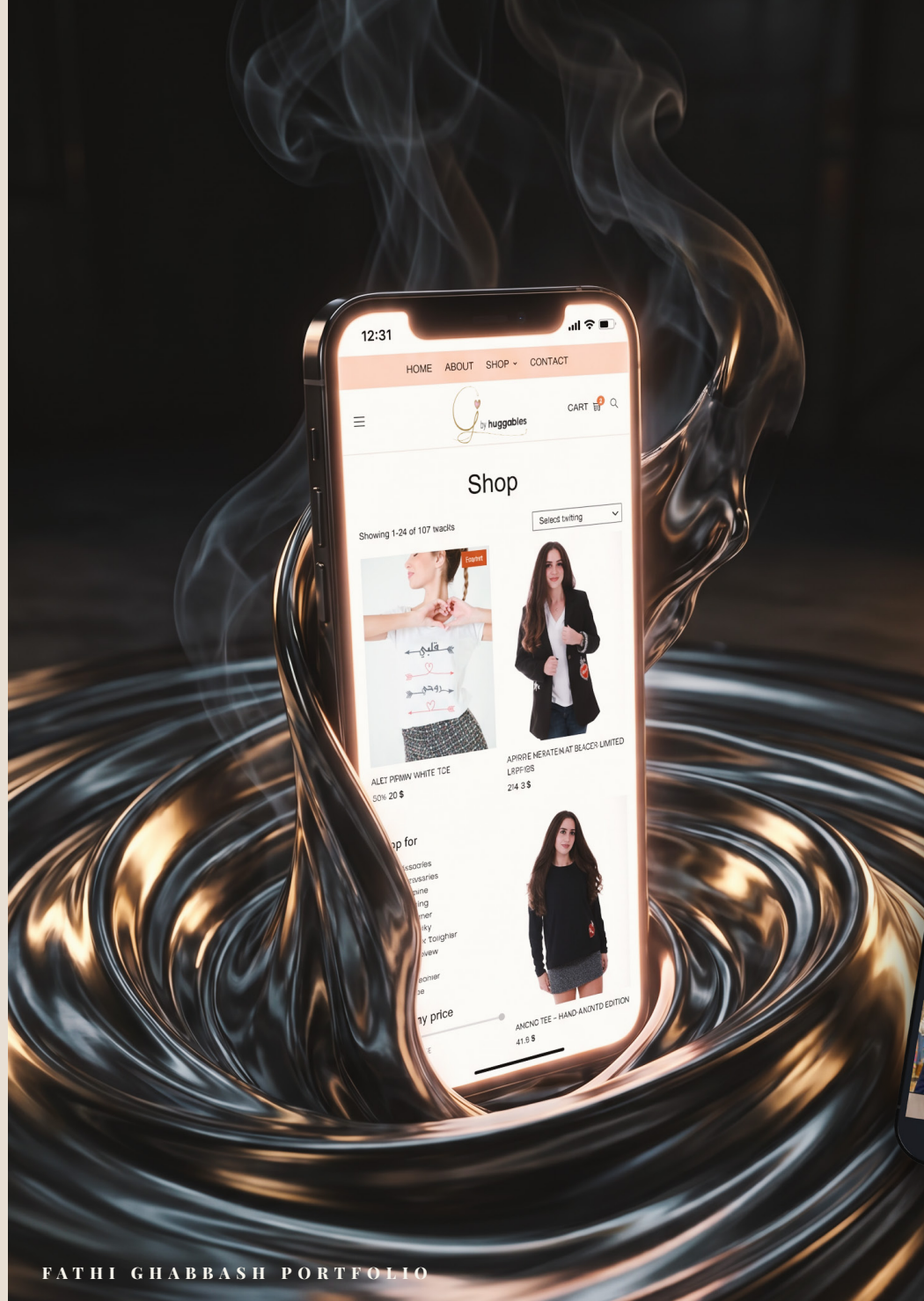
AI Integration

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

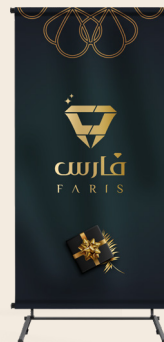
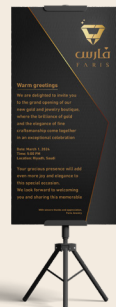
The issue was a fragmented brand architecture; built a unified system from the logo outward for all retail assets.

3. The Solution

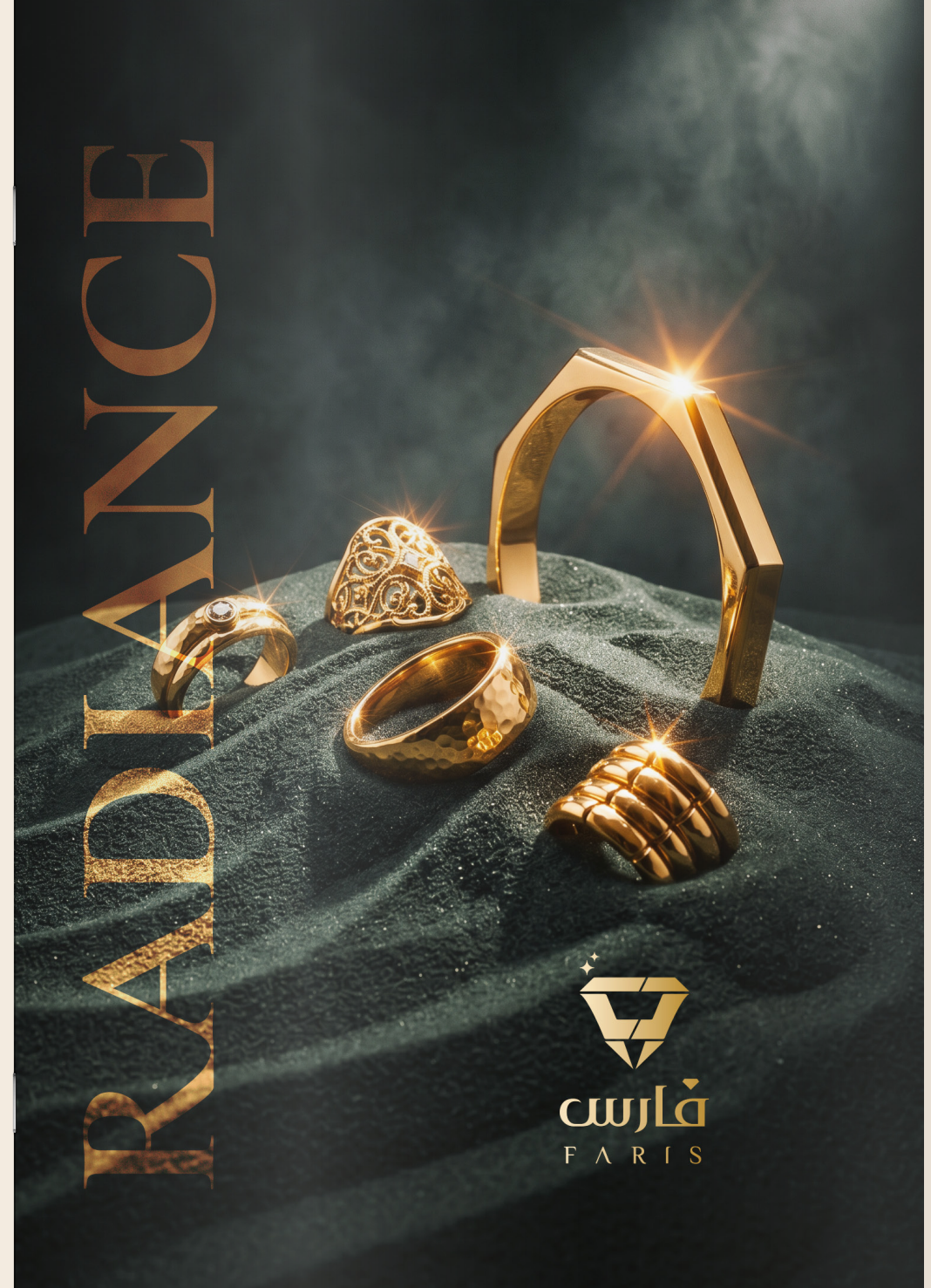
Engineered a 360° brand ecosystem (2022–2024), unifying all 5 branches with a premium visual identity, retail architecture, and high-conversion GCC campaign strategies.

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 |
AlignmentBrand Collaterals

1. The Challenge

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

2. The Diagnosis

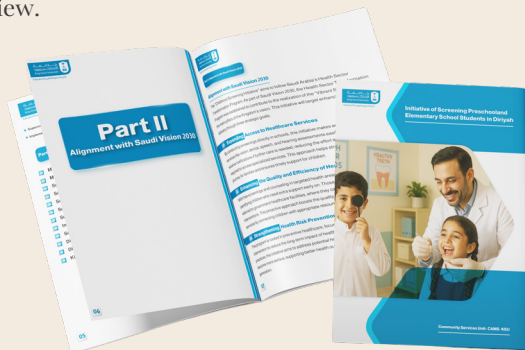
Bridging the gap between academic data and government vision through a bilingual publication that speaks to both audiences seamlessly.

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



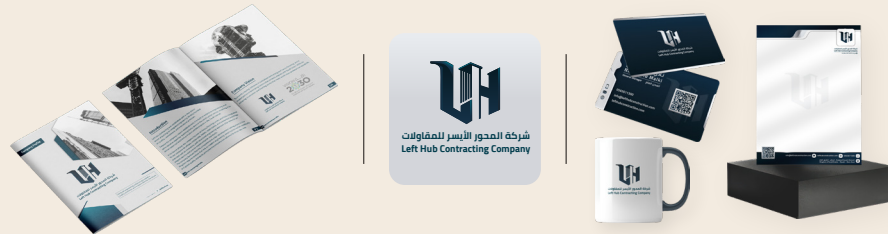
Redefining industrial branding by merging technical clarity with modern design aesthetics, creating professional profiles that bridge the gap between complex engineering systems and strong market positioning.

■ 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.

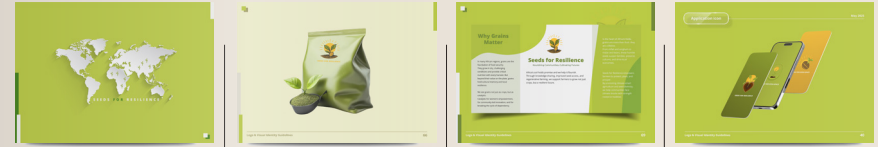


www.brignolebiomechanics.com
Powered by: F.Ghabbash

■ 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.

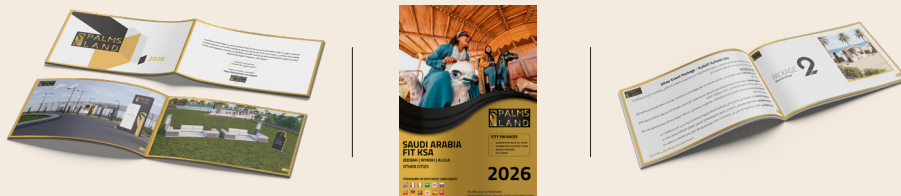


■ Palm Land (Saudi Arabia)

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.



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■ 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

Portfolio

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