

Portfolio

Design Supervisor
& Graphic Designer

Fares Mezher



About me

Hi, I'm Fares. I see design as more than decoration it's the first impression of a brand. With over a year and a half of experience in graphic design, I focus on transforming ideas into clean and impactful visual experiences. My approach is driven by minimalism, where simplicity, balance, and clarity work together to communicate the message effectively and create designs that leave a lasting impression.

PROGRAMS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Figma

Ai Tools

- Gemini
- Chat Gpt

Skills

- Visual Identity
- Social media Designs
- Ai Design
- Ui & Ux
- Packging designs
- Supervisor & Managing Designers



Content

- **LOGO DESIGN**

04 09

- **BRANDING & VISUAL IDENTITY**

10 14

- **SOCIAL MEDIA**

15 22

- **SOCIAL MEDIA STORIES**

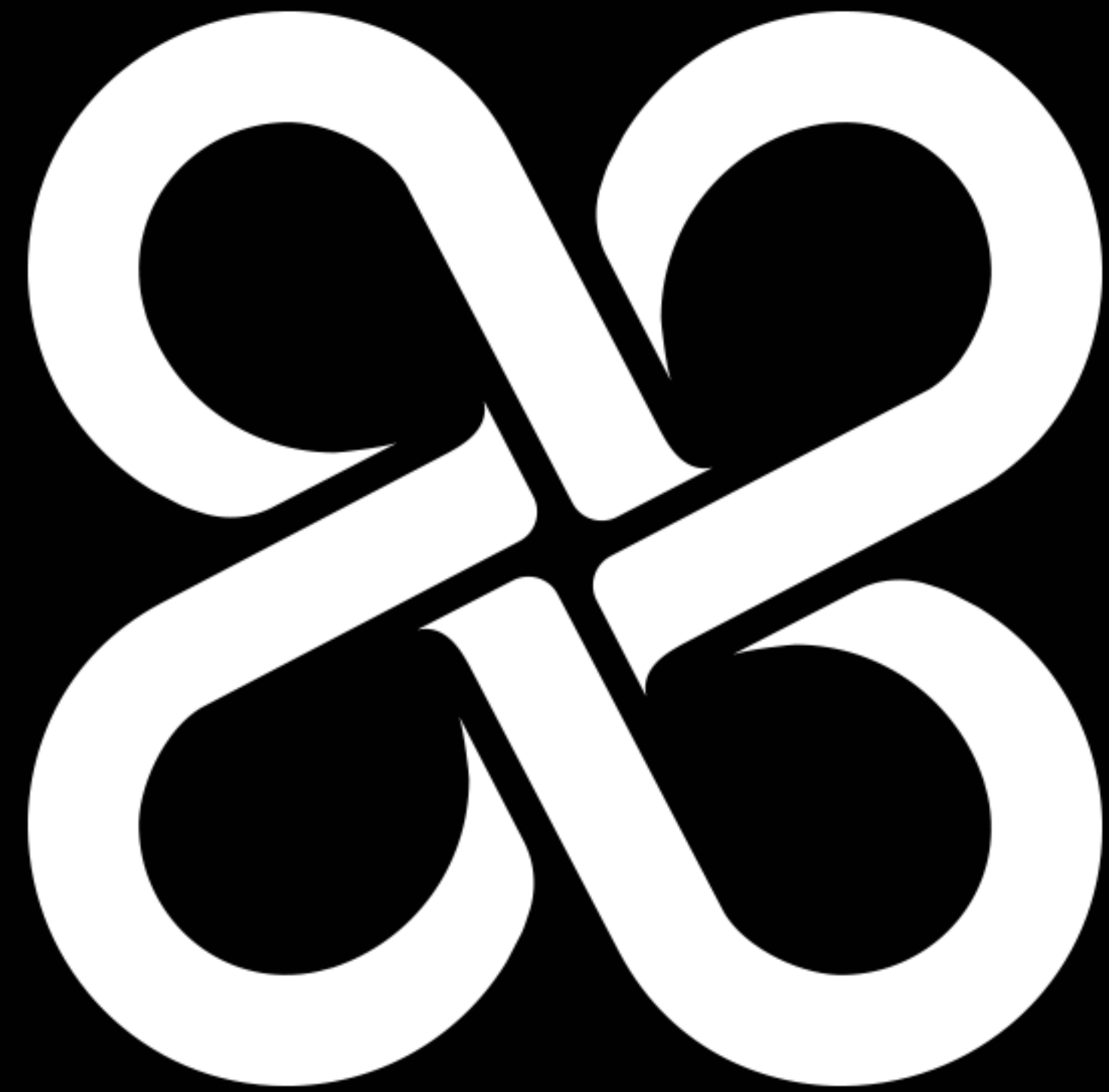
23 25

- **BOOK COVER REDISGN**

26 27

Logo Design









LFL

Branding & Visual Identity

Rubic

/ Video Editing Agency

R=255 G=255 B=1 255
HEX ff ff ff
RGB 255 255 255
CMYK 0 0 0 0
LAB 0 0 100
GrayScale 0

R=40 G=40 B=40
HEX 28 28 28
RGB 40 40 40
CMYK 67 64 65 71
LAB 0 0 16
GrayScale 84

R=255 G=89 B=0
HEX ff 0 59
RGB 0 89 255
CMYK 0 100 80 0
LAB 71 62 61
GrayScale 49



Nexus

/ Medical Agency

R=255 G=255 B=1 255
HEX ff ff ff
RGB 255 255 255
CMYK 0 0 0 0
LAB 0 0 100
GrayScale 0

R=40 G=40 B=40
HEX 28 28 28
RGB 40 40 40
CMYK 67 64 65 71
LAB 0 0 16
GrayScale 84

R=0 G=67 B=255
HEX 43 0 ff
RGB 255 67 0
CMYK 0 0 71 85
LAB 98- 44 38
GrayScale 73



NEXUS



Dentist / Karam Naim

R=255 G=255 B=1 255
HEX ff ff ff
RGB 255 255 255
CMYK 0 0 0 0
LAB 0 0 100
GrayScale 0

R=20 G=20 B=20
HEX 14 14 14
RGB 20 20 20
CMYK 80 65 67 73
LAB 0 0 6
GrayScale 92

R=17 G=88 B=69
HEX 45 58 11
RGB 69 88 17
CMYK 36 75 42 88
LAB 4 26- 33
GrayScale 75



Dentist
Karam Emad Naim



Architectural

/ Khaled abo fakher

R=94 G=111 B=88
HEX 5e 6f 58
RGB 88 111 94
CMYK 21 67 41 63
LAB 10 11- 45
GrayScale 59

R=255 G=255 B=4 255
HEX ff ff ff
RGB 255 255 255
CMYK 0 0 0 0
LAB 0 0 100
GrayScale 0

R=20 G=20 B=1 20
HEX 14 14 14
RGB 20 20 20
CMYK 80 65 67 73
LAB 0 0 6
GrayScale 92

R=194 G=181 B=155
HEX c2 b9 5b
RGB 155 181 194
CMYK 0 40 25 25
LAB 15 1 74
GrayScale 29



Social Media

Rubic

/ Video Editing Agency

WE ENGINEER IT TO GO VIRAL

OUR CLIENT TRANSFORMATION

Before *After*

YOU TALK

WE TURN IT INTO **30 DAYS** OF VIRAL CONTENT. DM US "RUBIC" TO GET YOUR FIRST CLIPS THIS WEEK.

issa_assaf

issa_assaf

Muzhera

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El marketer



من تجارب الذكاء الاصطناعي بالتسويق
80% عم تفشل

Gemini

This screenshot shows a social media post with a white background. At the top left is a purple icon. To its right are icons for heart, comment, share, and bookmark. Below these is a Gemini logo. The main text is in Arabic, stating that 80% of AI marketing experiments fail. Below the text are two Gemini logos and the word 'Gemini' in a stylized font. The background of the bottom half of the post is a desert landscape. There are small purple icons in the bottom right corner.



الكل صار يستخدم شات جي بي تي وأدوات التحليل والجدولة.. لكن الحقيقة إنو أغلب المحتوى عم يطلع "باهت" و النتائج عشوائية المشكلة مو بالأدوات، المشكلة بطريقة التفكير قبل الاستخدام

FAIL

This screenshot shows a social media post with a white background. At the top left is a purple icon. To its right are icons for heart, comment, share, and bookmark. Below these is a Gemini logo. The main text is in Arabic, discussing the overuse of AI tools and the resulting lack of originality. Below the text is a man in a purple suit with a tangled wire for a head, connected to a Gemini logo. A red sign with the word 'FAIL' is hanging from his neck. There are small purple icons in the bottom right corner.



الذكاء الاصطناعي هو وسيلة لتعزيز أفكارك و توسيع أثرها لكن "الرؤية" و القرار الاستراتيجي لازم يضلوا بإيدك إنت أولاً وأخيراً

This screenshot shows a social media post with a white background. At the top left is a purple icon. To its right are icons for heart, comment, share, and bookmark. Below these is a Gemini logo. The main text is in Arabic, stating that AI is a tool to enhance ideas and reach, but vision and strategic decision-making must remain in the user's hands. Below the text is a man in a purple suit holding a man in a black suit. A Gemini logo is superimposed over the man in the purple suit. There are small purple icons in the bottom right corner.

El marketer



Fares mezher



Fares mezher



Social Media Storys

El marketer

El Marketer

مبادرة لتبسيط التسويق الذكي



ليش التسويق الذكي؟

لأننا نؤمن أن الجهد القليل مع
الأداة الصح = نتائج أعظم



من نستهدف؟

أصحاب المشاريع



انضم لرحلتنا

لنغير قواعد اللعبة بمشروعك

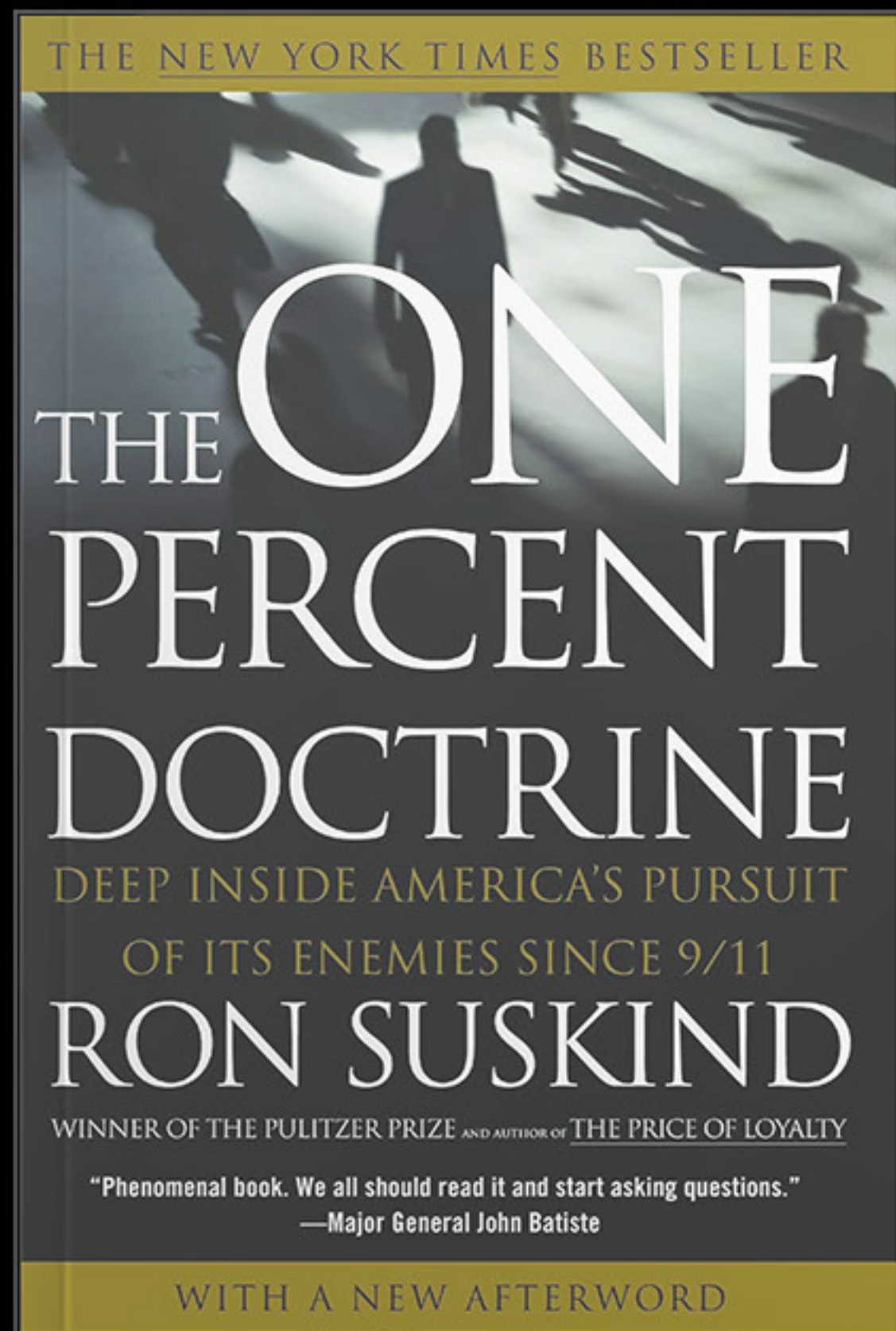


Muzhera

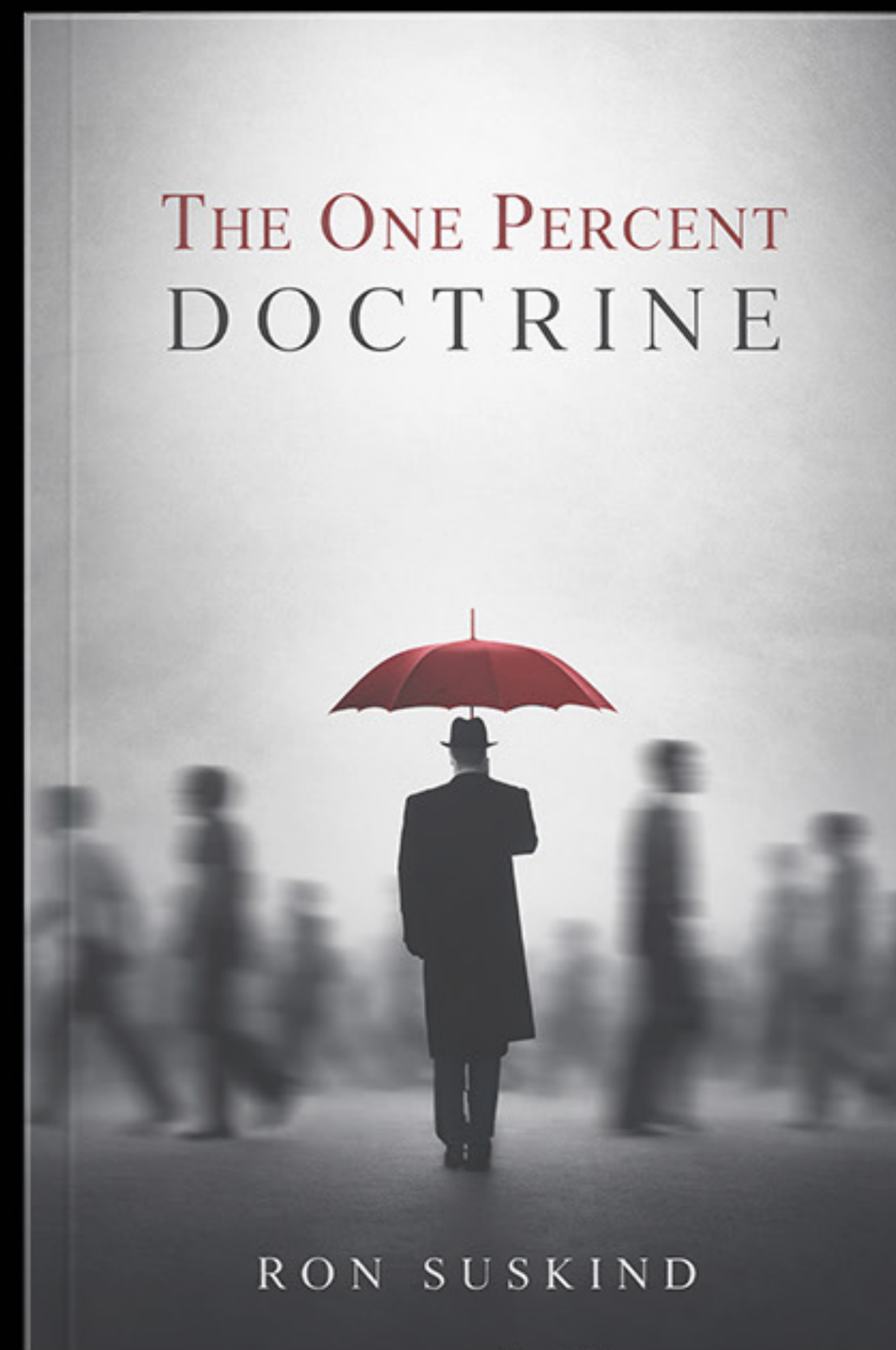


Book Cover (Redesign)

1% Doctrine



Before



After

Thank You!

For Your Time

Fares Mezher

