PORTFOLIO

Of a GRAPHIC DESIGNER

HARTY

GRAPHIC DESIGNE PORTFOLIO

GRAPHIC
PORTFLIO

INTRODUCTION

Ali HARTY
Graphic Designer

A Brief Description About Me:

I am senior full-stack designer who loves to do creative work and gets involved with any things that require designing I will keep on developing my personal skills as well as my styles so as to have a better version of myself later on.

As for personal information, I am 25 years old, Sudanese nationality. I speak Arabic as my mother tongue. I also speak English fluently.

EDUCATION

Bachelor of Honors in Financial Accounting
— At Al-Neelain University

Contact

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+971 507 09 0539

SOFTWATE

- Photoshop
- Illustrator
- After Effects
- Premiere Pro
- Adobe Xd
- Media Encoder
- Lightroom
- Dimension
- Audition
- Blender

SKILLS

- Visual Identity
- Packaging Design
- 3D Product Design
- Video Editing
- UI Design
- Motion Graphics & Animation
- Social Media Designs

INTEREST

EXPERIENCE

2017-2021 i worked during this period as constant designer for these place's

- Al Rifaq
- Ms Pharmacies
- Orange Medical
- Awlad Al-Shabei for Import & Expert.
- Al-Salam Factory

2021-2023 Here was my first first full-time job. MP LUBRICANTS is a company that specializes in motor oils. I worked with them in many fields, Graphic Design, Advertising, Branding, Packaging Promotional Materials Design & Supply.
I worked with them as senior graphic designer for two years. I was responsible for all products during that period, from the initial development of the product until the launch and advertising campaign. Also, I was responsible for everything related to social media and content in general.

2023-2024
WORLD PRODUCTS company, a prominent entity specializing in the food and beverage sector in the United Arab Emirates, engaged my full-time services in marketing over the past 7 months. During this tenure, my responsibilities encompassed an array of tasks, including website design and the creation of advertising materials such as posters. Beyond digital marketing, my role extended into diverse areas such as sales, accounting, and various other operational domains within the company.

REFERENCES

Amir Mohit Pour
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Fuaad128@gmail.com

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CEO
World Products General Trading
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info@worlddproducts.com

LOGO DESIGNS


itatch
edition


MB
CLEANING


طقه


السوباط


Bingo


الجـــوار للصـــناعات الهـــندسية
ALJWAR ENG. INDUSTRIES
BUILDING DREAMS ONE METAL AT A TIME


ZONE NILE
Mobile Accessories & Phones


K A I N A


GIGA STAR
Computer Trading Co.

BRAND IDENTITY DESIGNS

PROJECT (1)

MB CLEANING

MB CLEANING company

Description:

It is one of the branches of the MB Holding Company in Sudan, specialized in car cleaners

Color Palate:

#1567ff #28baf4 #ffffff

Ali HARTY
Graphic Designer

PROJECT (2)

TAGAH

Description:

Tagah one of the delusional restaurants created by imagination

Color Palate:

#fe7e29 #06b1bb #ffffff

Ali HARTY
Graphic Designer

طقـه

ISOLATED OBJECTS & SHADOWS
EM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISICING.

طقـه

Ali HARTY
Graphic Designer

PROJECT 3

ZONE NILE
Mobile Accessories & Phones

ZONE NILE

Description:

A store specialized in electronic devices and video game accessories

Color Palate:

#ffc831 #e7981e #ffffff

Ali HARTY
Graphic Designer

Ali HARTY
Graphic Designer

PROJECT 4

RIFAQ

Description:

Rafaq is the exclusive agent for Auto Performance products for motor oil supplements in Sudan

Color Palate:

#f2d383 #d9a623 #5f5f5f #919191

Ali HARTY
Graphic Designer


Rifaq
Engine cleaners
Rifaq
Engine cleaners


Rifaq


Rifaq
Engine cleaners


Rifaq
Engine cleaners

PACKAGING DESIGNS

PROJECT 1

An imaginary design for a Sudanese company working in the field of dairy products.

Description:

The idea started with designing the visual identity of the company, from the logo to the product stickers. I made sure that the project was contemporary and modern, also all the shapes used in the project were designed in 3D from scratch.

Ali HARTY
Graphic Designer


3.5
1liter
Purity
farm
pure milk
BEST QUALITY
pot
cupcake
crying
bread
coffee
canape
It is generally used for high quality baked goods


TRADING COMPANY
HARTY LIMITED
Purity
farm
3.5
1liter
pure milk
BEST QUALITY
pot
cupcake
crying
bread
coffee
canape
It is generally used for high quality baked goods
Nutrition Facts
Serving Size: 1 bar (70g)
Amount Per Serving
Calories: 80
Cal from Fat 15
% Daily Value*
Total Fat 1.5g 3%
Saturated Fat 1g 5%
Trans Fat 0g
Cholesterol 10mg 3%
Sodium 120mg 4%
Total Carbohydrate 17g 6%
Dietary Fiber 5g 20%
Sugars 5g
Erythritol 6g
Protein 7g 14%
Vitamin A 2% • Vitamin C 0%
Calcium 20% • Iron 0%


Purity
farm
Pure Natural Yogurt
BEST QUALITY
Purity
farm
Pure Natural Yogurt
BEST QUALITY

PROJECT 2

MARKSMAN

Description:

A product whose idea came from a well-known brand
The journey was from designing the outer cover in various flavors to designing the outer shape in 3D
my big challenge that I faced is that the results should be very similar to the product that we buy from the market. "At first glance, you don't think it's a 3D model object

Ali HARTY
Graphic Designer


MARKSMAN
MARKSMAN


ماركسمان
بنكهة التفاح
PREMIUM
MARKSMAN
MALT BEVERAGE
NON ALCOHOLIC
شراب شعير
خالي من الكحول
APPLE FLAVOUR
ماركسمان
بنكهة الليمون
PREMIUM
MARKSMAN
MALT BEVERAGE
NON ALCOHOLIC
شراب شعير
خالي من الكحول
LEMON FLAVOUR
ماركسمان
بنكهة الخوخ
MARKSMAN
MALT BEVERAGE
NON ALCOHOLIC
شراب شعير
خالي من الكحول
PEACH FLAVOUR

PROJECT 3

MB LUBRICANTS

Description:

MP is one of the largest companies in Sudan working in the field of engine oils.
During two years with MB LUBRICANTS , I designed all of their products, and some of them were redesigns of old products.
All products below are made 3D from scratch

Ali HARTY
Graphic Designer


MB CLEANING
WINDSHIELD CLEANER
منظف زجاج السيارات
مضاد للأتربه
المنتج الاول في السعودية
1
ADVANCED FORMULA
REMOVE BUGS
NON SMEARING
POWER CLEANING
1L
AR
حماية عالية للمساحات
يطيل عمر المساحات
جاهز للإستخدام الفوري
يصب مباشر في الخزان
Address : Soba industrial area
Khartoum,Sudan
Manufactured in Sudan by MB Cleaning
Valid for 3 years
keep in a dry place away from direct sunlight
1L


منظف زجاج السيارات
WINDSHIELD CLEANER
MB CLEANING
WINDSHIELD CLEANER
منظف زجاج السيارات
مضاد للأتربه
المنتج الاول في السعودية
1
ADVANCED FORMULA
REMOVE BUGS
NON SMEARING
POWER CLEANING
1L


HI-LUBE
High Performance Lubricants
CUTTING
OIL
Cutting oil forms a stable milky white emulsion when mixed with water.
Recommended for different metal working operation of ferrous and nonferrous metal .
Excellent emulsion stability
Good corrosion and rust protection
High thermal conductivity for cooling
Good lubricating properties
Good oxidation stability .
European Specifications
Customer Service
6464
Address : Soba industrial area
Khartoum,Sudan
Manufactured in Sudan by MB Lubricants
Valid for one year
keep in a dry place away from direct sunlight
24L
24L
Manufactured in Sudan by MB Lubricants
Valid for one year
keep in a dry place away from direct sunlight


HI-LUBE
CUTTING
OIL
Customer Service
6464
24L


HI-LUBE
High Performance Lubricants
FLUSHING
OIL
Used for flushing Engine, Gear box and Transmission
Eurpean Specifications
4L
HI-LUBE
High Performance Lubricants
FLUSHING
OIL
Engine oil flush and clean
SERVICE INSTRUCTIONS :
The following steps should be followed if intended to use
1. Warm up engine
2. Stop engine and drain the used oil while the engine is still warm
3. Fill the engine sump to a minimum %50 of its capacity with FLUSHING OIL
4. Start engine and leave it at idle 10 minutes
5. Switch the engine off and THOROUGHLY drain the FLUSHING OIL
6. Change the oil filter
7. Fill with new oil according to car manufacturer's recommendations
CAUTION
MB FLUSHING OIL is not to be used as engine oil
طريقه الاستخدام:
يجب اتباع الخطوات التالية عند الإستخدام:
1. قم بتسخين المحرك.
2. أوقف المحرك و قم بتفريغ الزيت المستخدم بينما لا يزال المحرك دافئاً
3. املأ حوض المحرك بنسبة لا تقل عن 50% من سعته بزيت الFlushing
4. قم بتشغيل المحرك بدون فلترة الفترة لمدة 10 دقيقة
5. أوقف تشغيل المحرك و قم بتفريغ زيت الFlushing تماماً
6. استبدل فلتر الزيت.
7. قم بتعبئة المحرك بالزيت الجديد
تحذير:
لا يجب استخدام زيت ال Flushing كزيت محرك
Customer Service
6464
European Specifications
Address : Soba industrial area
Khartoum,Sudan
Manufactured in Sudan by MB Lubricants
Valid for one year
keep in a dry place away from direct sunlight
4L


HI-LUBE
High Performance Lubricants
FLUSHING
OIL
Used for flushing Engine, Gear box and Transmission
Eurpean Specifications
4L

PROJECT 4

REGAL GROUP

Description:

The video was a success and **Regal Group** was very pleased with the outcome. The video was used at the **Automechanika Dubai** and was also shared on other social media channels. It was a successful campaign and Regal Group was very happy with the results.

All products below are made 3D from scratch

Ali HARTY
Graphic Designer

Ignitol®

Empowering Tomorrow, Together

3D DESIGNS

PROJECT 1

RDEEF 1.4

Description:

Rdeef 1.4 is a virtual cam project that I created recently for the purpose of training using Blender

Ali HARTY
Graphic Designer


f/2.8
50 mm
SIGMA


35
∞
FEET
M
0mm 1:2.8 DG Φ82

PROJECT 2

RISE

Description:

The Rise Project is a shoe in a modern style with bright color combinations and realistic texture details.

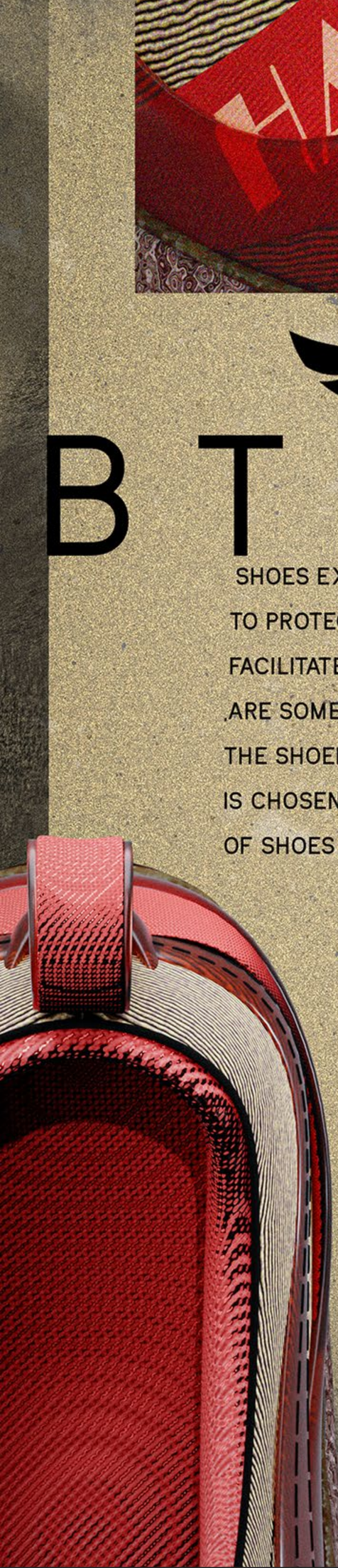
Ali HARTY
Graphic Designer


HARTY
HARTY

SEVEN SEVEN

B T

SHOES EXPRESS THE PIECES THAT ARE
TO PROTECT THEM FROM THE EXTERNAL ENVIRO
FACILITATE THE PROCESS OF MOVEMENT AND
ARE SOMETIMES TAKEN AS A KIND OF ADOR
THE SHOEMAKER IS CALLED THE SHOEMA
IS CHOSEN DEPENDING ON THE TEMPE
OF SHOES DATES BACK TO THE ST



SEVEN

LEVERAGE

66

UI DESIGNS

PROJECT 1

TAGAH

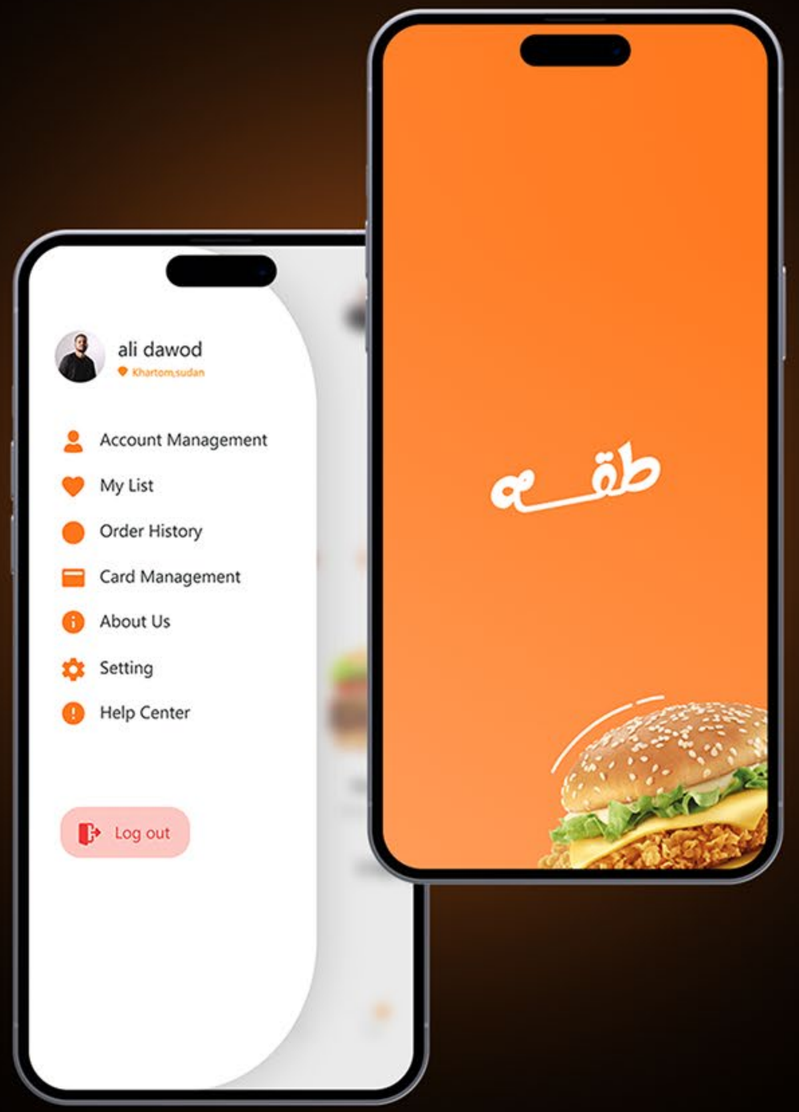
Description:

Taqah is an application for fast food requests in the Sudanese capital.

Ali HARTY
Graphic Designer

Smart Phone App Desige Concept

An application that provides you with all fast food services with a very fast delivery service

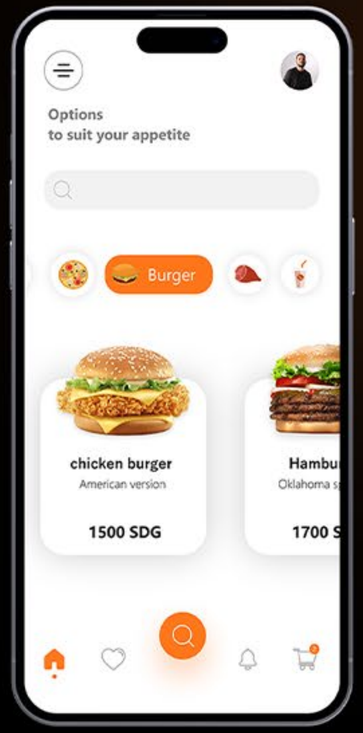


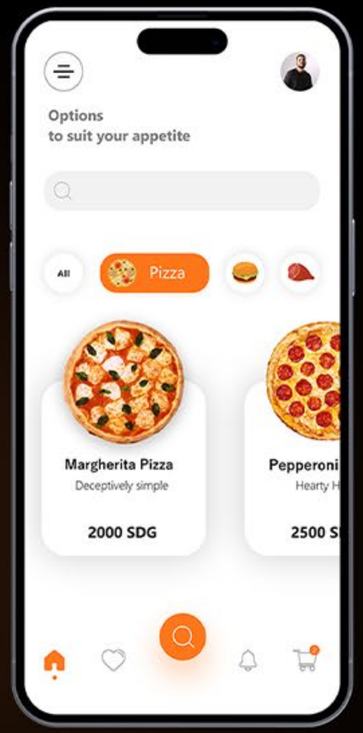
Project
Mobile Application

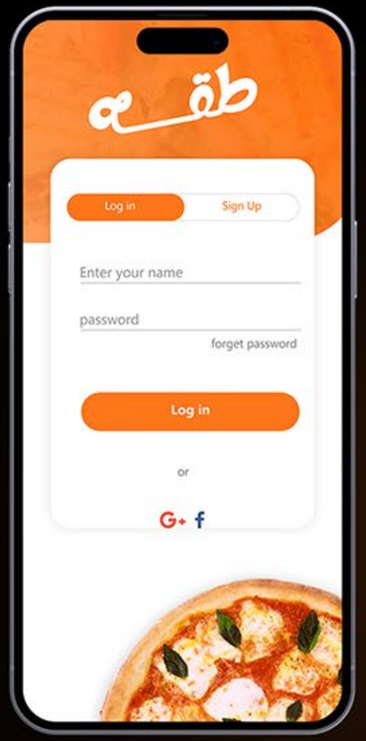
2022

Home

Quick access to meals with ease of use

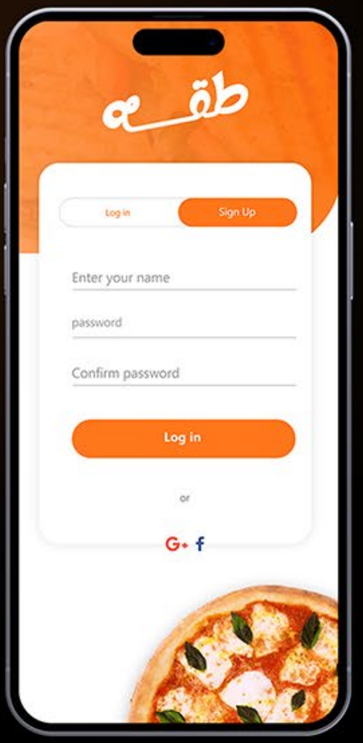


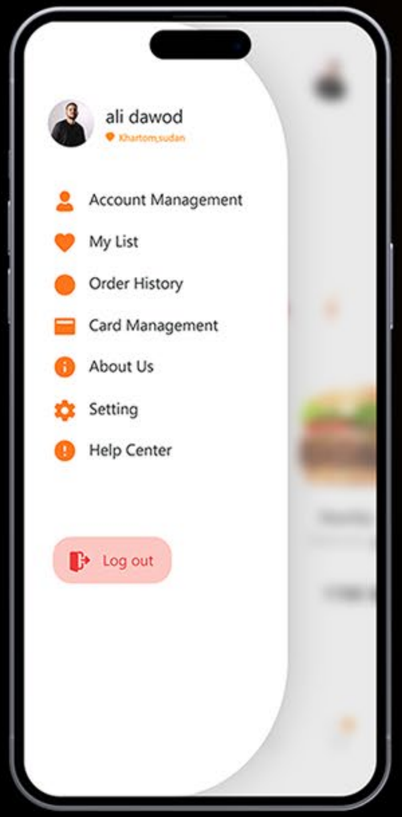


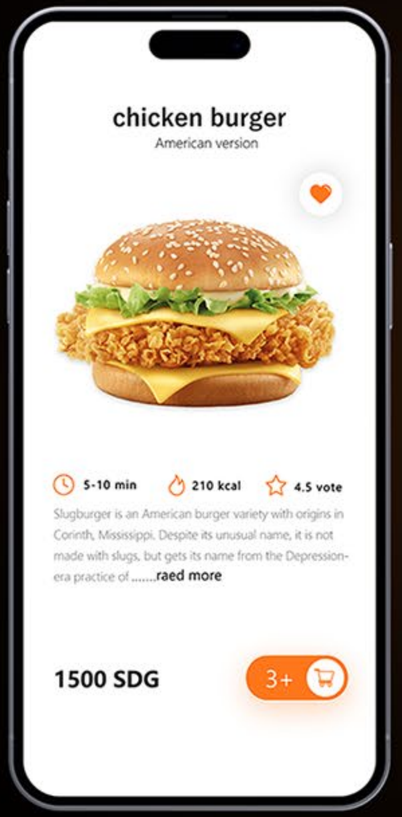


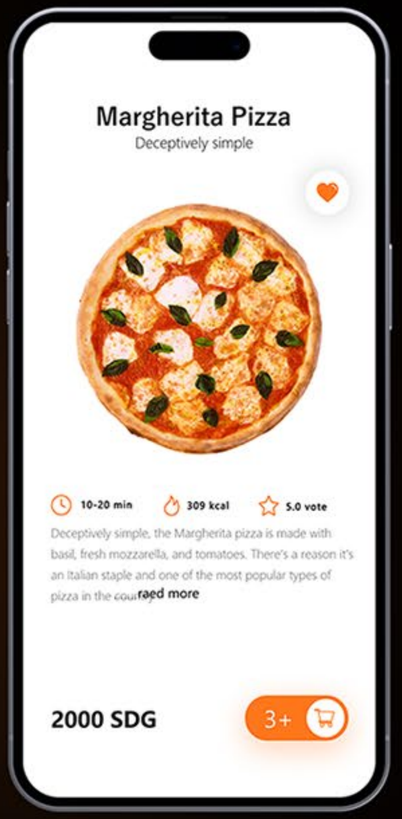
long in

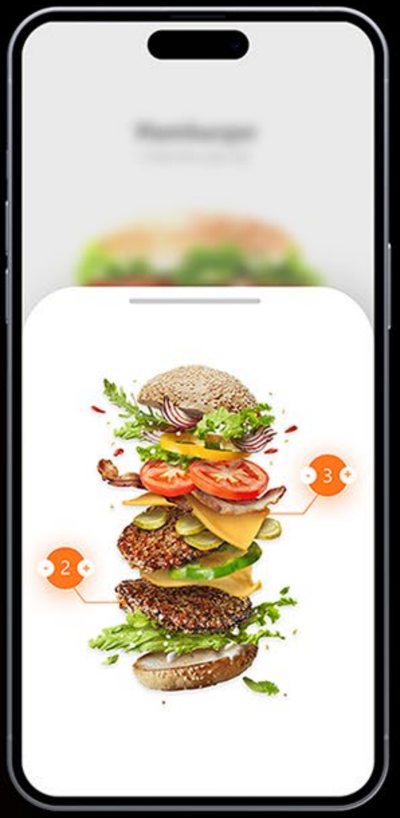
Easy registration and quick sign in by email




ali dawod
Khartom,sudan
Account Management
My List
Order History
Card Management
About Us
Setting
Help Center
Log out


chicken burger
American version
5-10 min
210 kcal
4.5 vote
Slugburger is an American burger variety with origins in Corinth, Mississippi. Despite its unusual name, it is not made with slugs, but gets its name from the Depression-era practice of .....raed more
1500 SDG
3+


Margherita Pizza
Deceptively simple
10-20 min
309 kcal
5.0 vote
Deceptively simple, the Margherita pizza is made with basil, fresh mozzarella, and tomatoes. There's a reason it's an Italian staple and one of the most popular types of pizza in the cou raed more
2000 SDG
3+


2
3

SOCIAL MEDIA DESIGNS

SOCIAL MEDIA

PROJECT 1

TAGAH

Description:
Tagah one of the delusional restaurants created by imagination

Ali HARTY
Graphic Designer

طقه بمزاج

طقه

طقه بمزاج

الطقه وصلت

طقه

PROJECT 2

MB LUBRICANTS

Description:
Advertising campaign for Ramadan for MB Lubricants

Ali HARTY
Graphic Designer

PROJECT 3

RAKAN

Description:

Rakan:
is one of the brands affiliated with the Products Company in the UAE, which specializes in importing Yemeni and Japanese products and many countries, and this is a small part of my work with them in the past months.

PROJECT 4

GROUP OF COMPANIES

Description:
I worked with a group of companies in the Emirates as an freelancer designer, and this is part of my work with them

PORTFOLIO

THANKS FOR WATCHING

Ali Harty