

**BAHAA
ABO IBRAHIM**

*CREATIVE DESIGN
PORTFOLIO*

www.bahaa.ai

WHO?

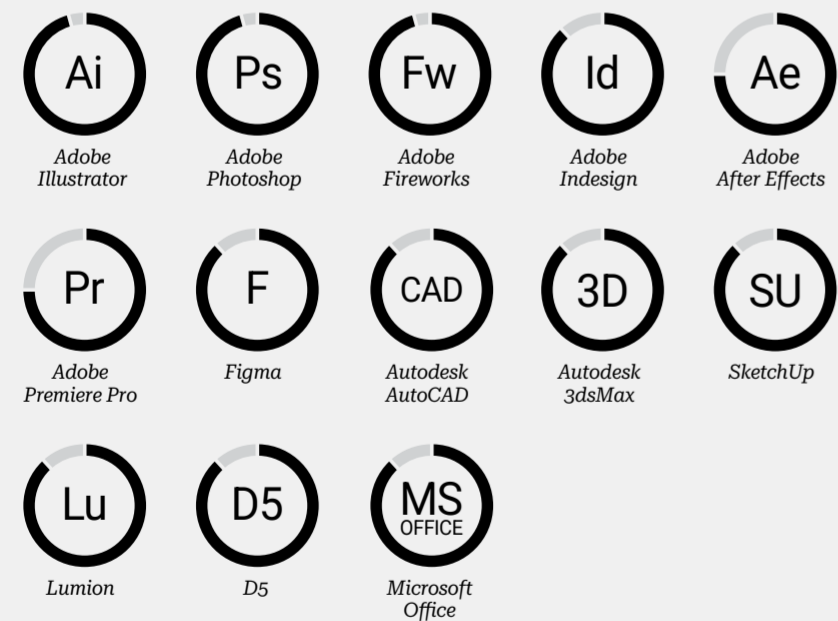
Holding degrees in Graphic Design, Interior Design, and Architecture, I bring a multidisciplinary perspective to my work. Architecture, in particular, has refined my thinking by cultivating a structured, logical, and problem-solving approach, while fostering creativity and attention to human experience—qualities that enhance user experience across all my design projects.

With 19+ years of experience as a graphic designer and creative director, my passion for creating innovative and impactful designs has only grown stronger. My portfolio showcases successful projects and collaborations with local and international clients. I am highly skilled in leading creative teams, developing concepts that align with clients' vision and goals, and ensuring that all work meets the highest standards of quality and creativity.

My approach to design is rooted in the belief that it can transform the way people experience the world and foster meaningful connections between brands, places, and their audiences.

SKILLS

Computer softwares



Awards

+ Pan Arab Web Awards
+ 1st Place winner
Lebanese University
Fanar campus extension
Architectural Competition

Talents + Interests

Painter, Calligrapher

EXPERIENCE

Mindflares

Lead UX/UI Designer (Contract Basis) / 2019 - Present

- + Specialized in fintech and banking sectors, delivering user-centered design solutions.
- + Conducted UX research, usability testing, and UI design tailored to industry-specific needs.
- + Collaborated closely with clients to enhance digital experiences, ensuring designs align with both user expectations and regulatory requirements.

Limescent

Head of Art / Creative Director / 2010 - 2019

- + Led a creative team and oversaw all interactive projects
- + Developed and evolved logo designs and brand identities
- + Provided creative direction for HTML5, iOS, and Android projects
- + Designed user experiences across multiple platforms
- + Built client relationships and delivered compelling pitches
- + Vast experience in digital and social media marketing, driving impactful campaigns and brand growth
- + Worked with major clients including AMEX, SONY, STC, OREO, SAMSUNG, ZIPPO, and others

J.Walter Thompson

Digital Art Director / 2008 - 2010

Develop and frame creative concepts according to creative brief requirements.
Digital art direction for global clients including STC, SABB (HSBC), NOKIA, EMAAR.

KOEIN

Art Director / 2006 - 2008

Responsible for creative direction, user experience and UI Design for web sites, & interactive projects.

EDUCATION

MArch in Architecture

Lebanese University - BAA2 / Expected graduation: 2027

BA in Architecture (GPA: 80.08 / 100 - v.good)

Lebanese University / 2025

BA in Interior Design (GPA: 3.85 with Distinction)

Lebanese International University / 2023

BA in Graphic Design (GPA: 3.3 with Honor)

Lebanese International University / 2006

WHO I WORKED WITH?



CONTENT



- 01. Branding
- 02. Packaging
- 03. Digital
- 04. Advertising
- 05. Social

01.



Branding.



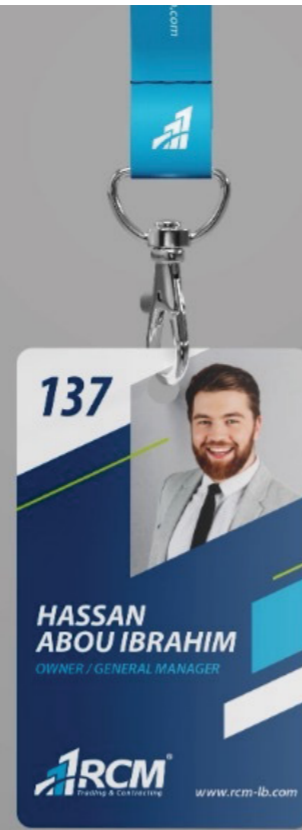


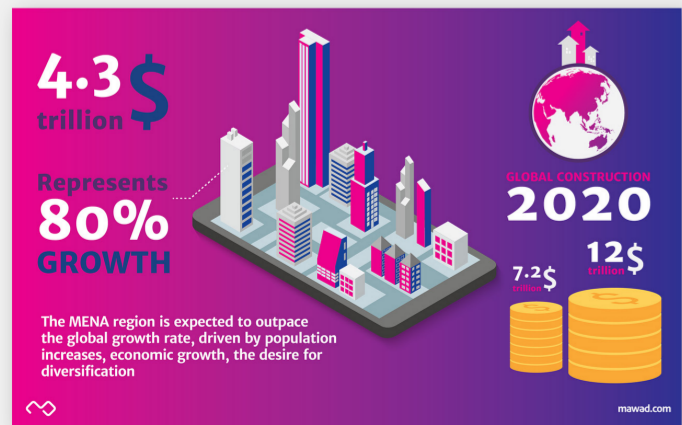
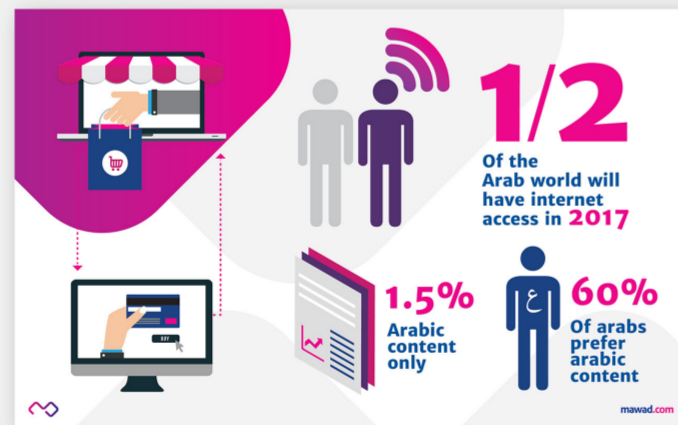
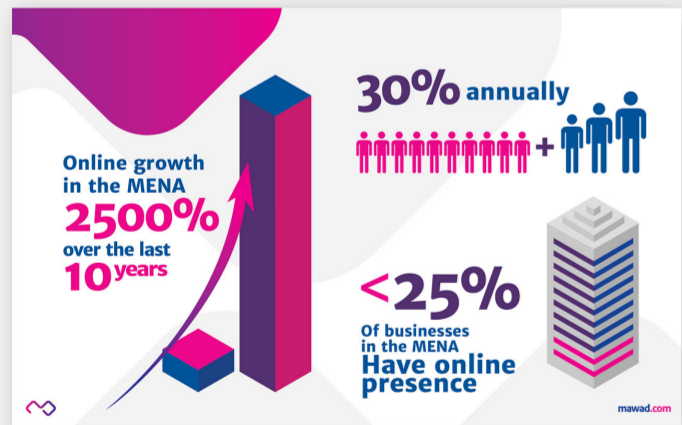
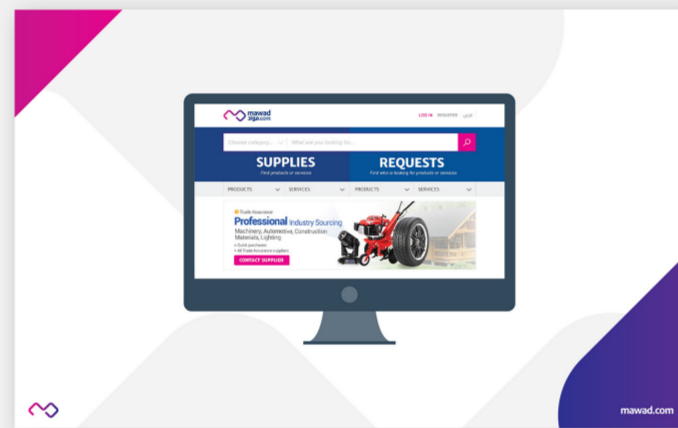
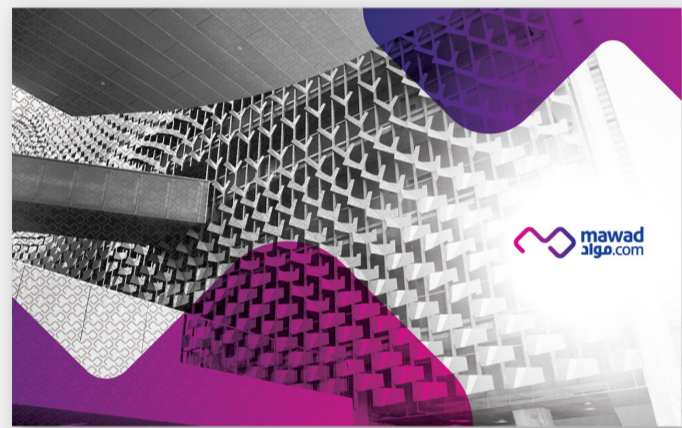
barakat
travel & holidays

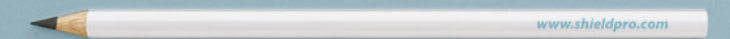
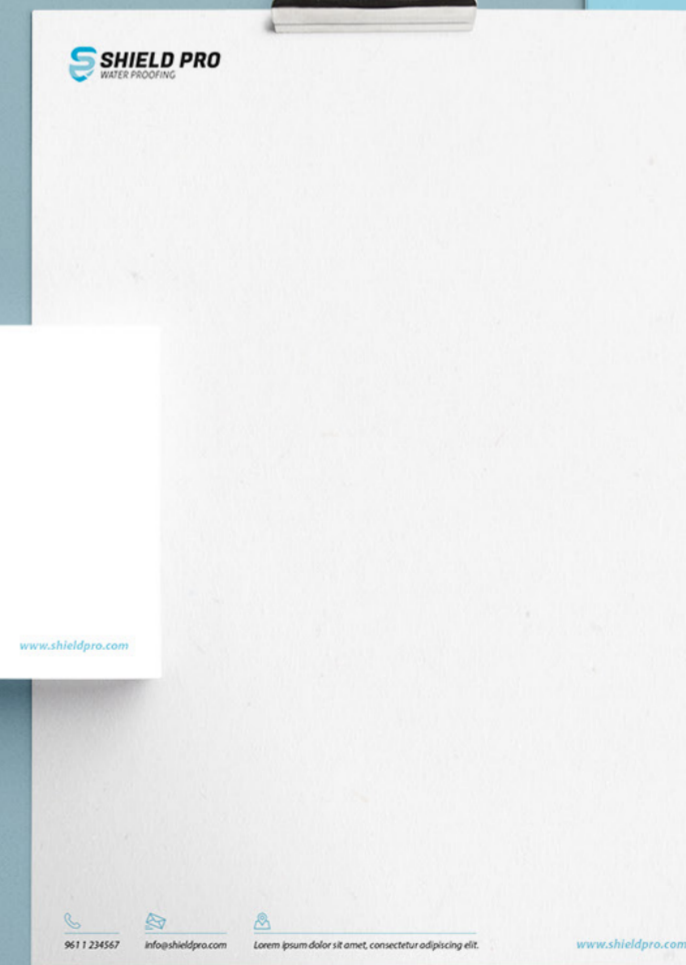
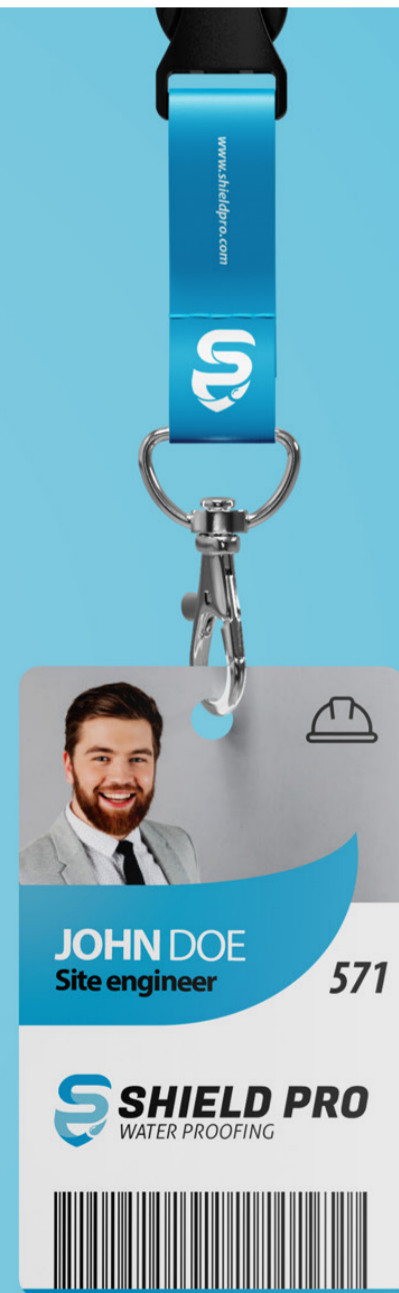














02.



Packaging.

Young Bakes[®]

Young Bakes[®]





eBites

eBites

eB

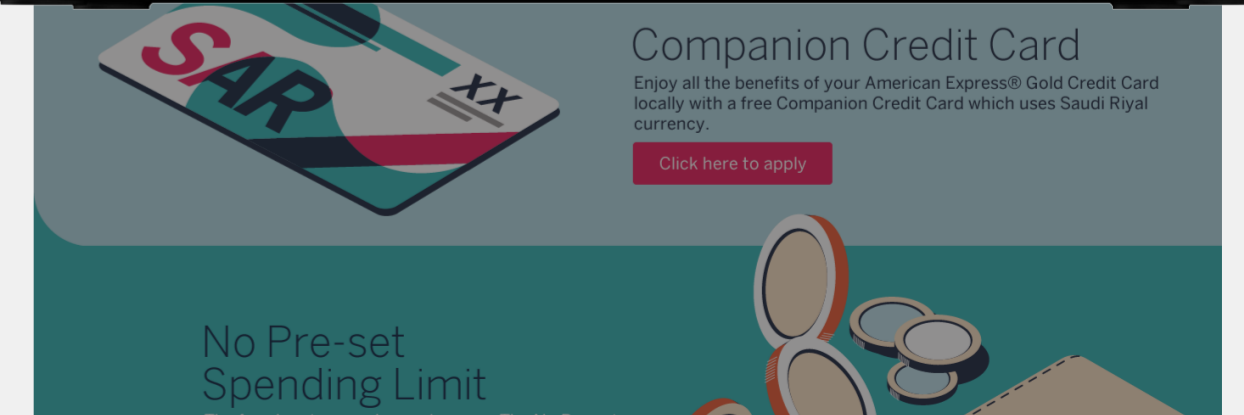
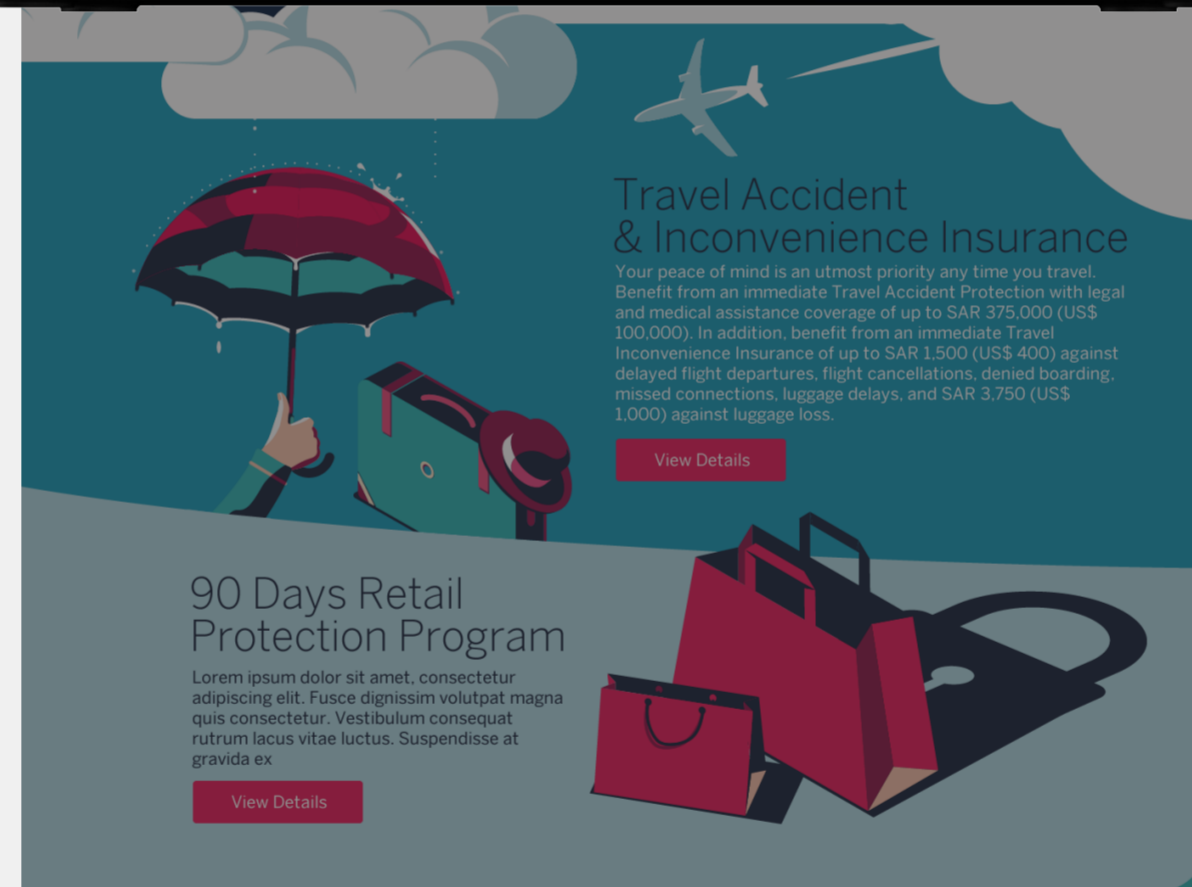
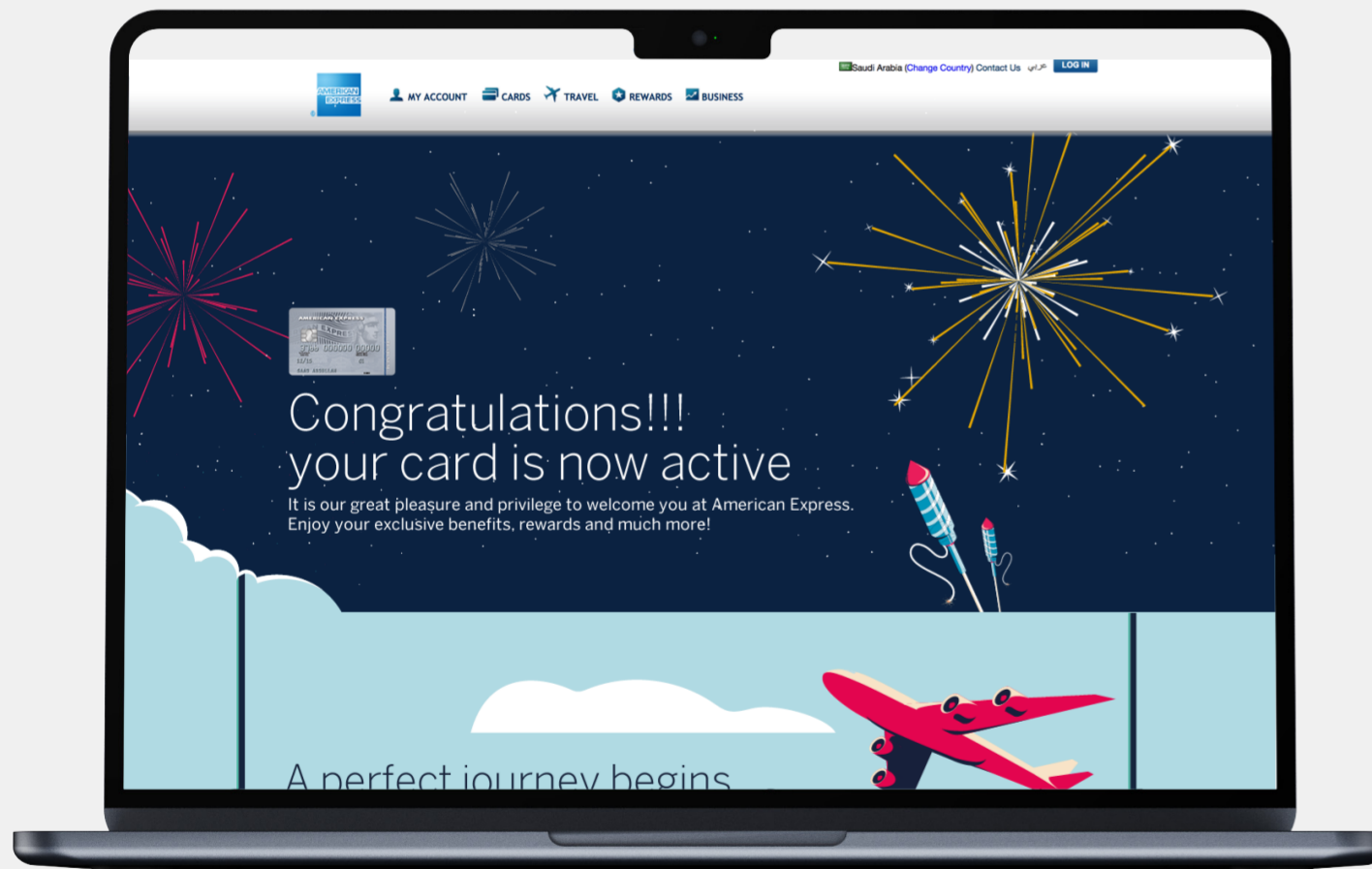
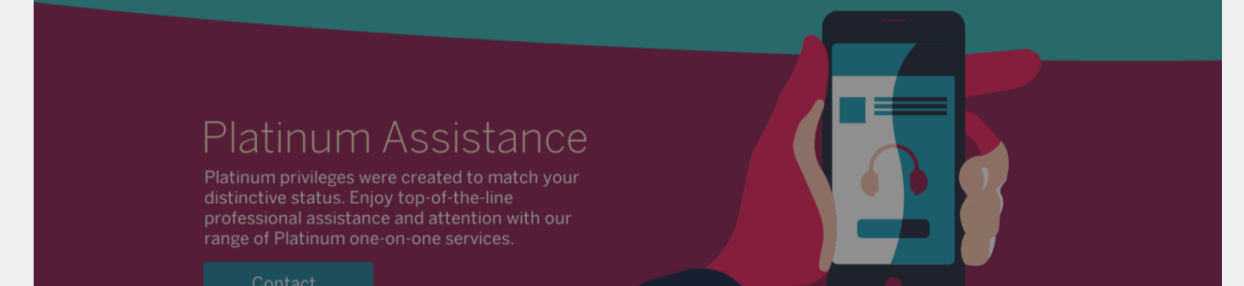
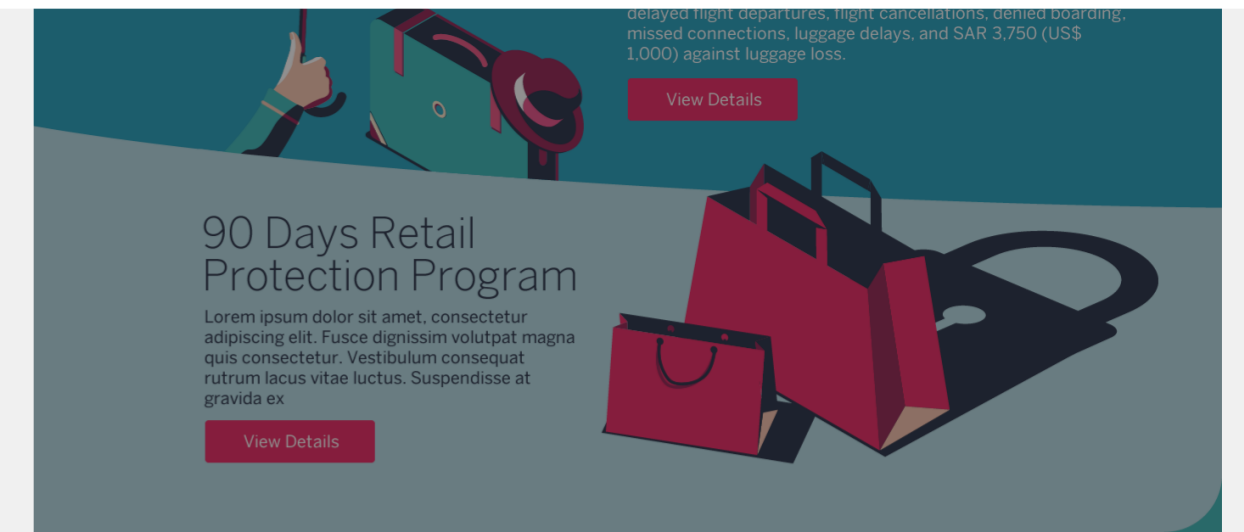
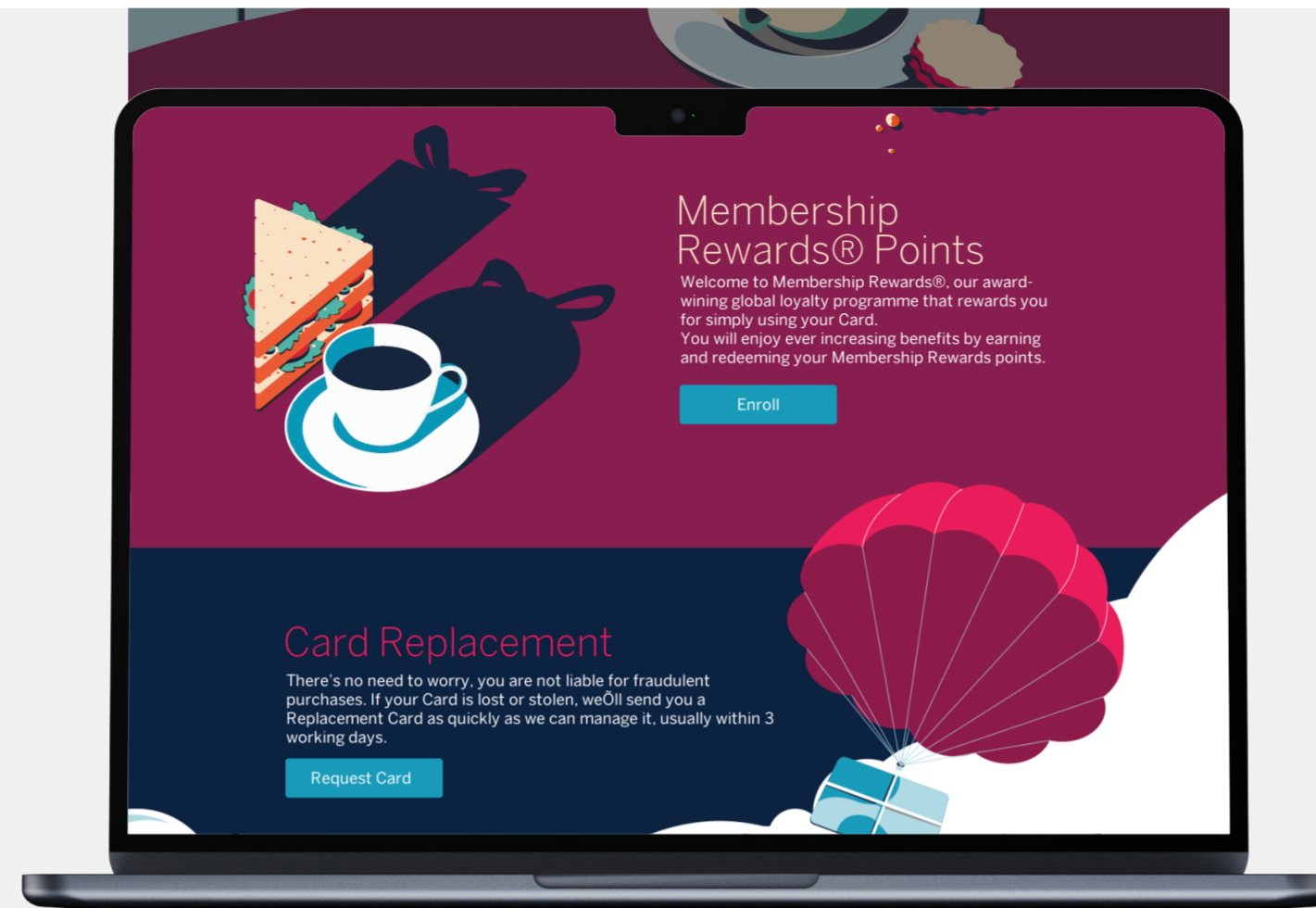
eB

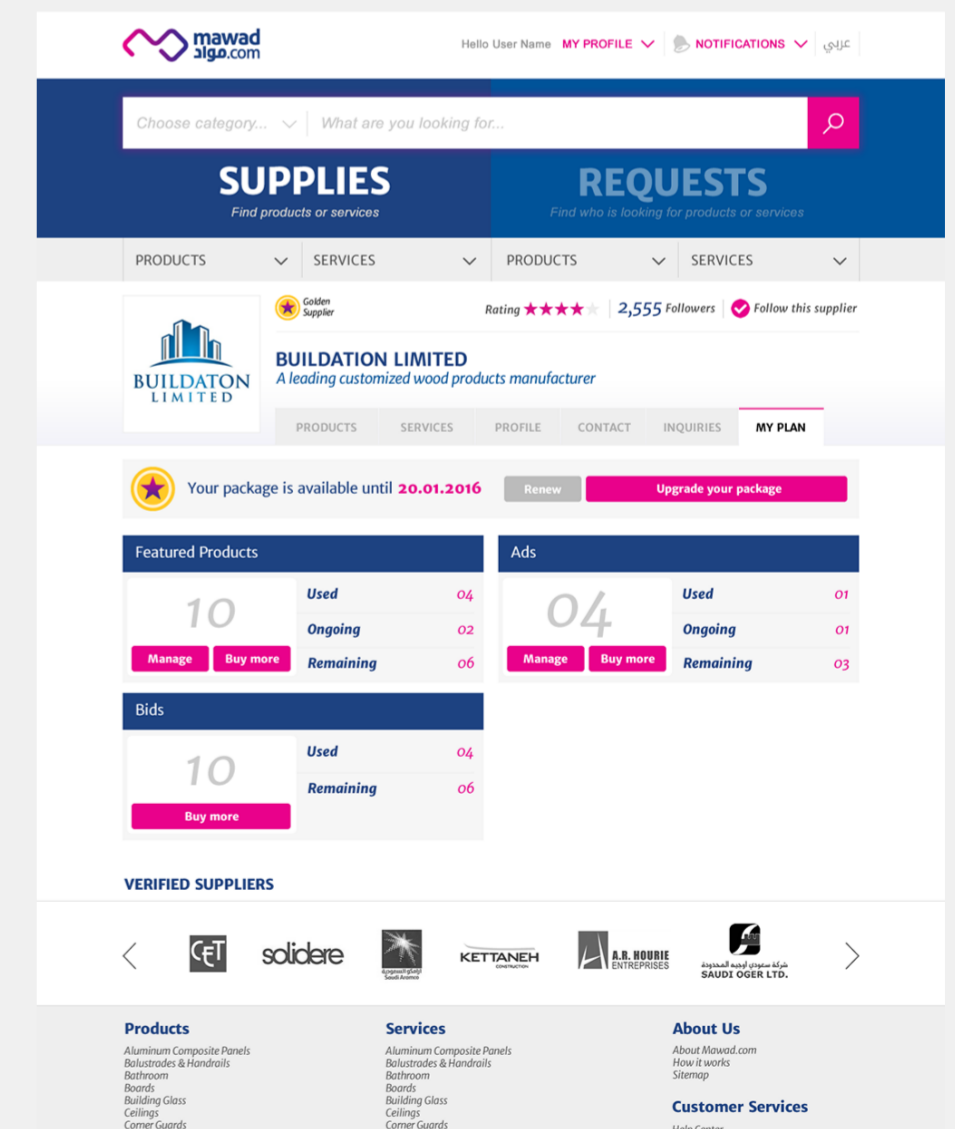
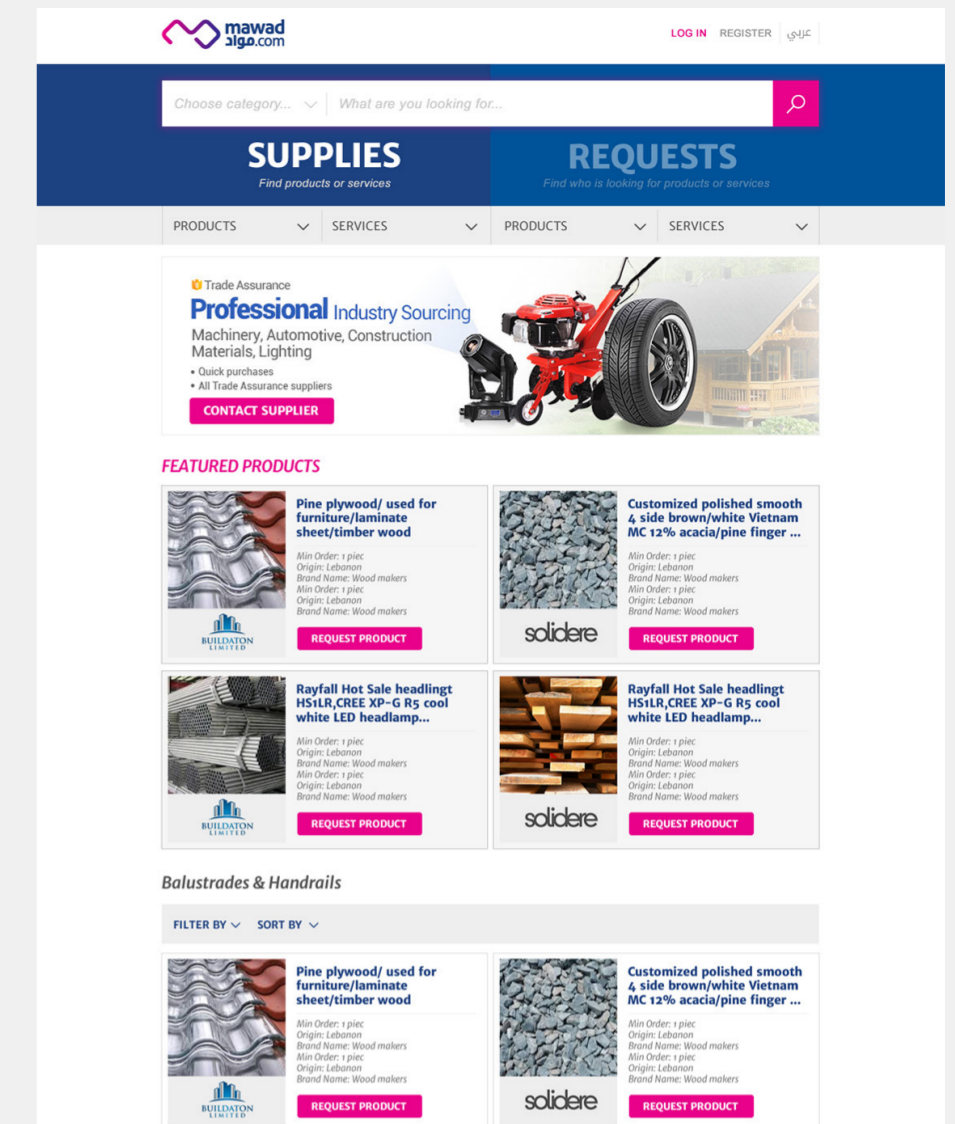
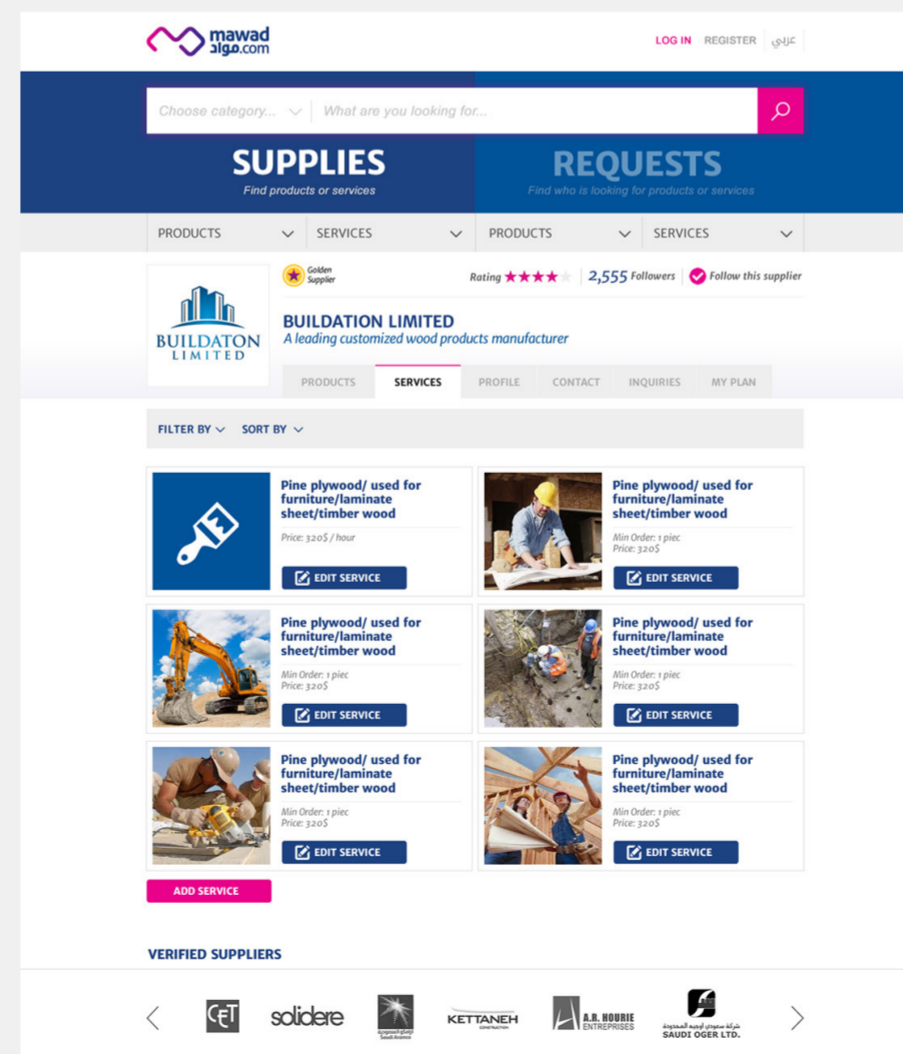
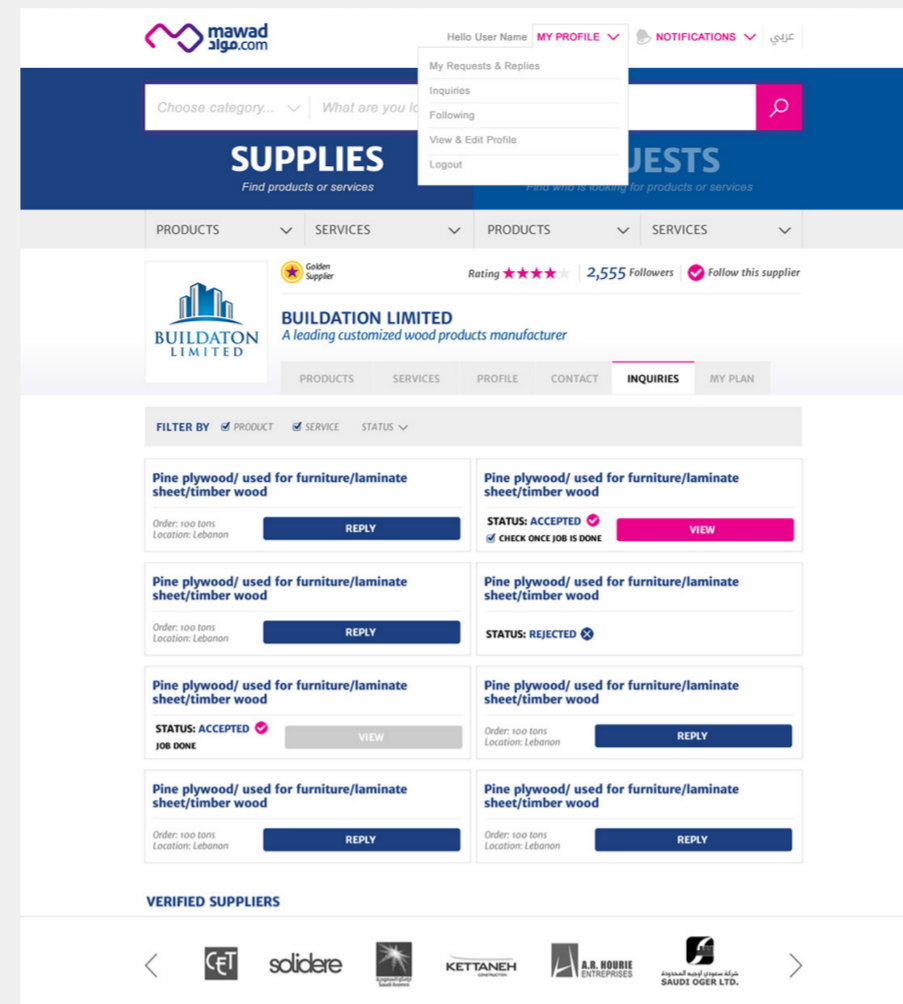
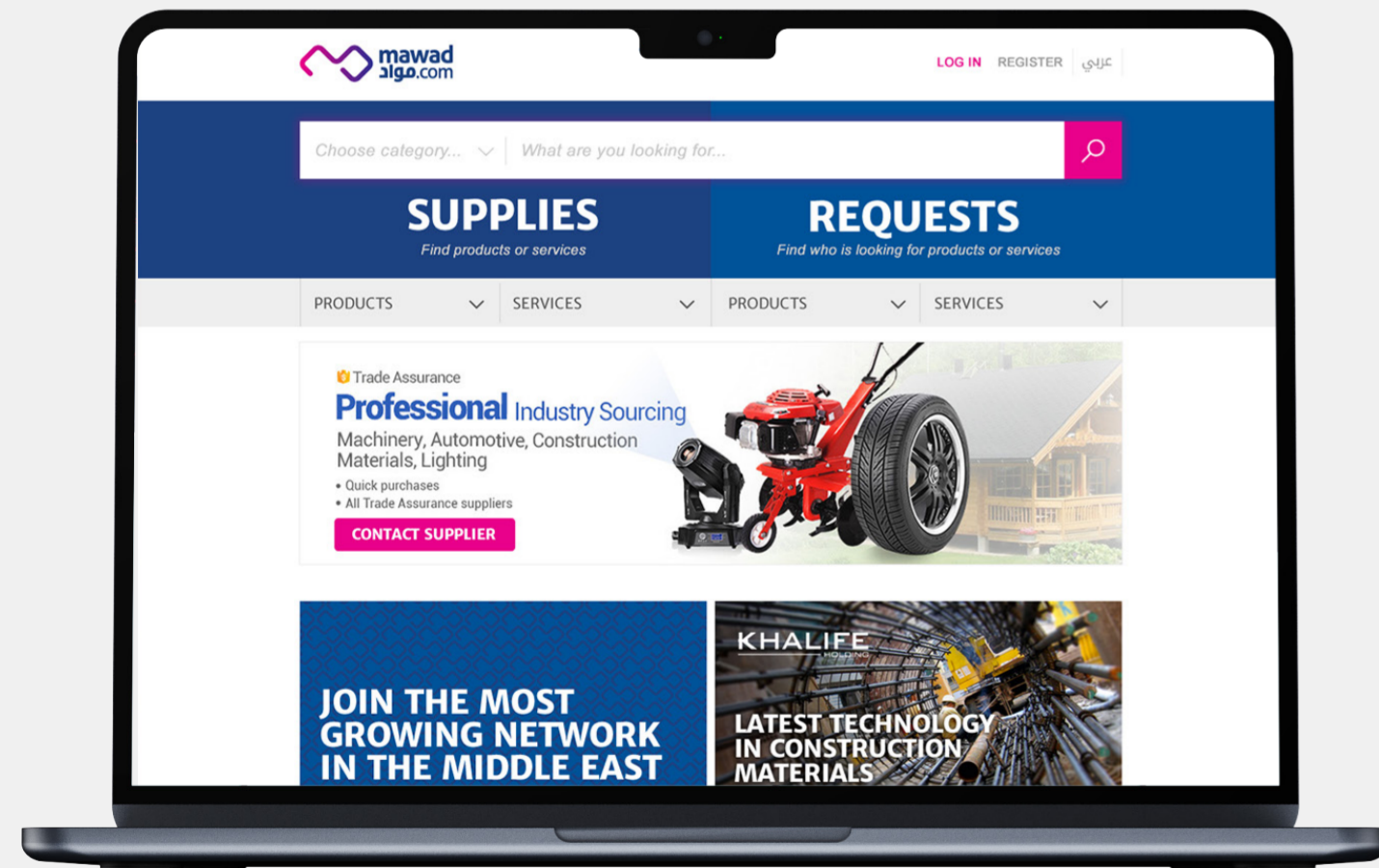


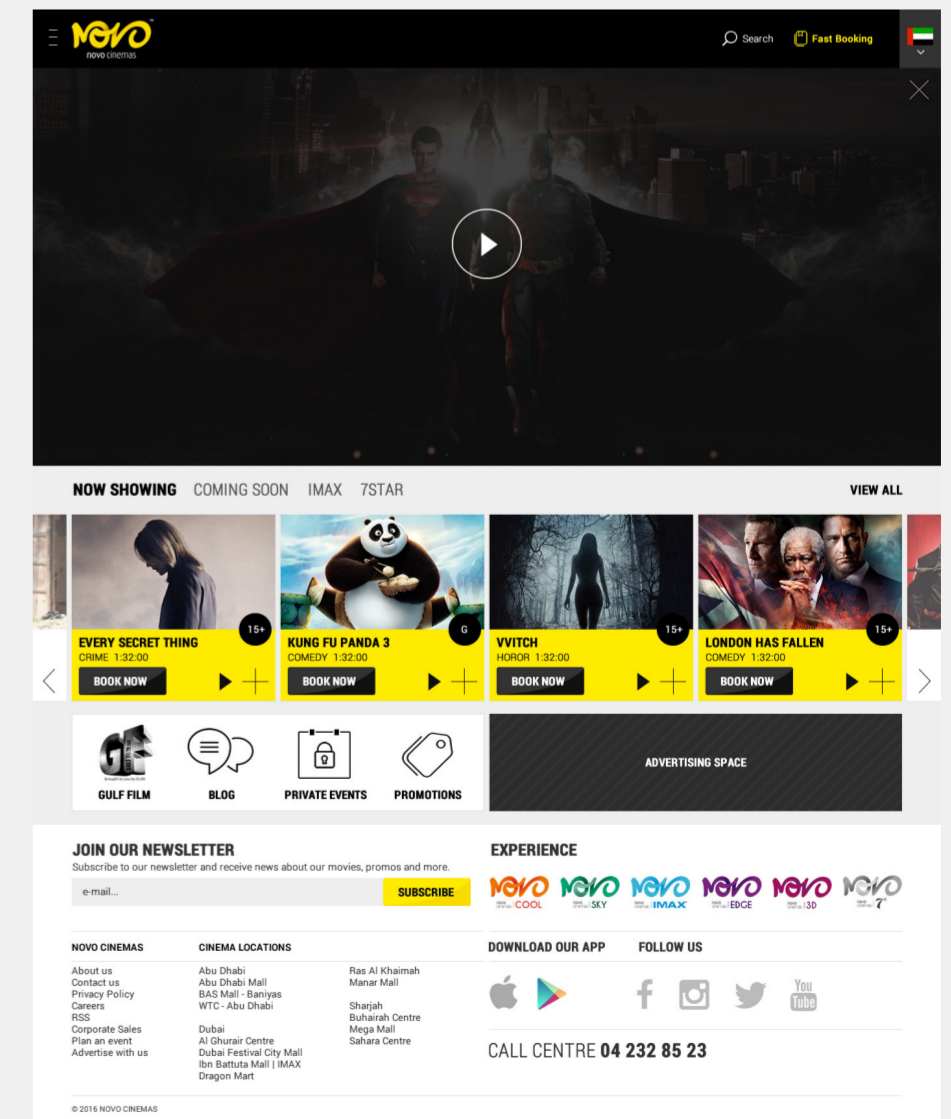
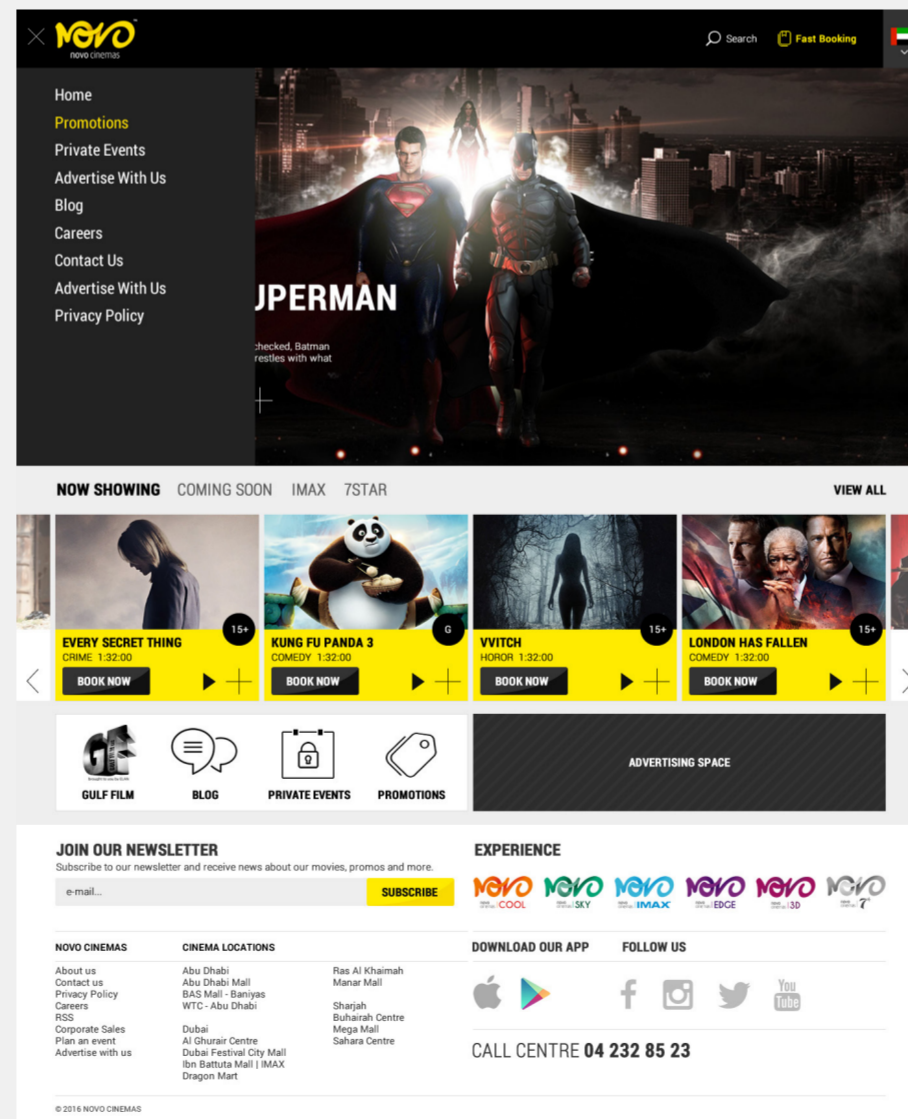
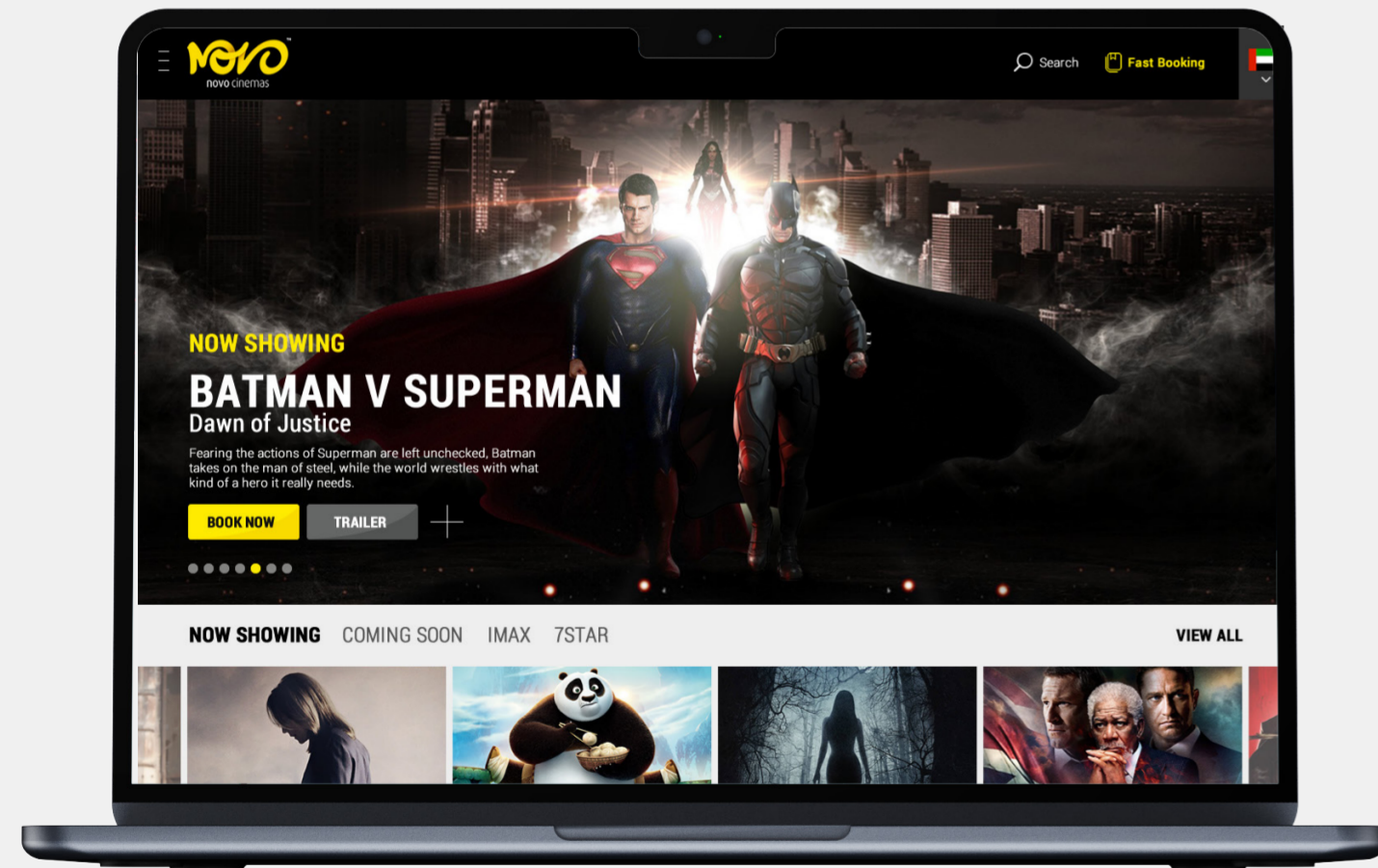
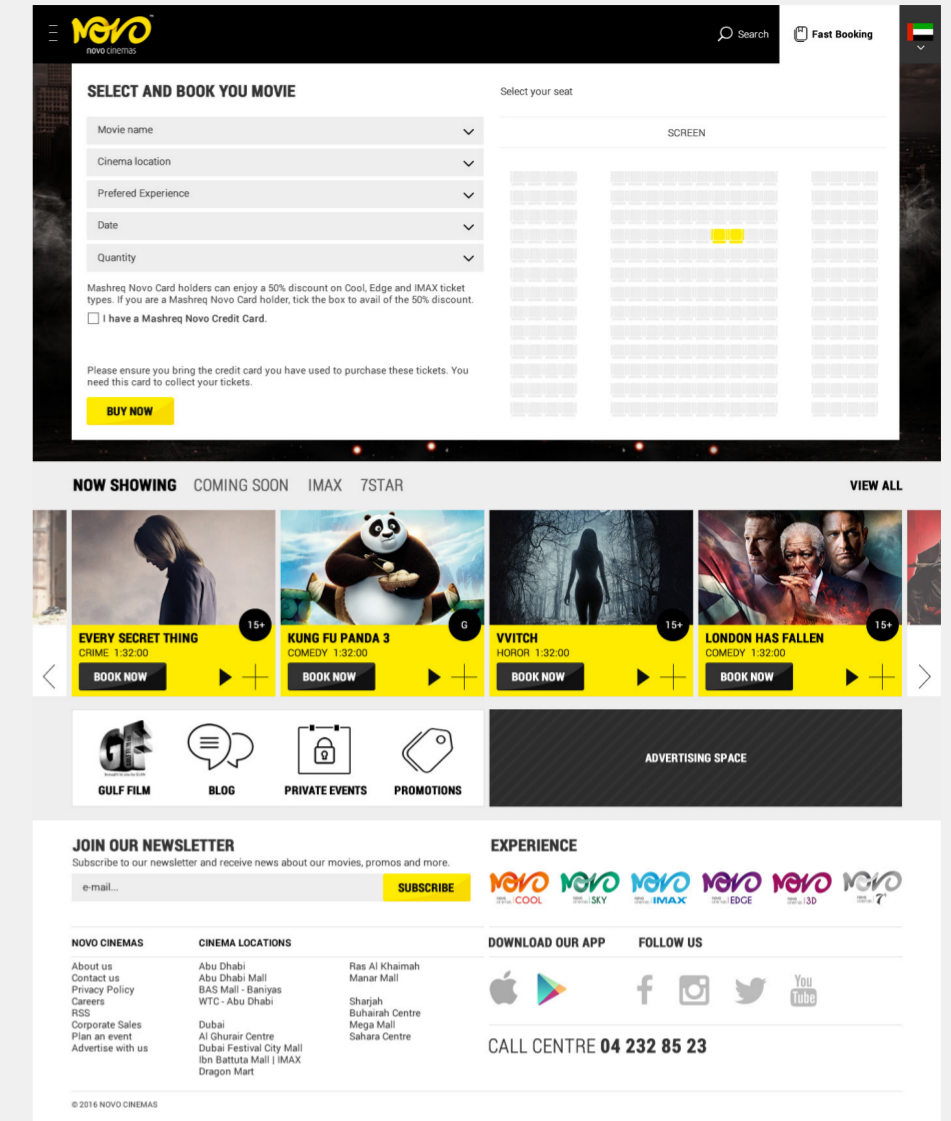
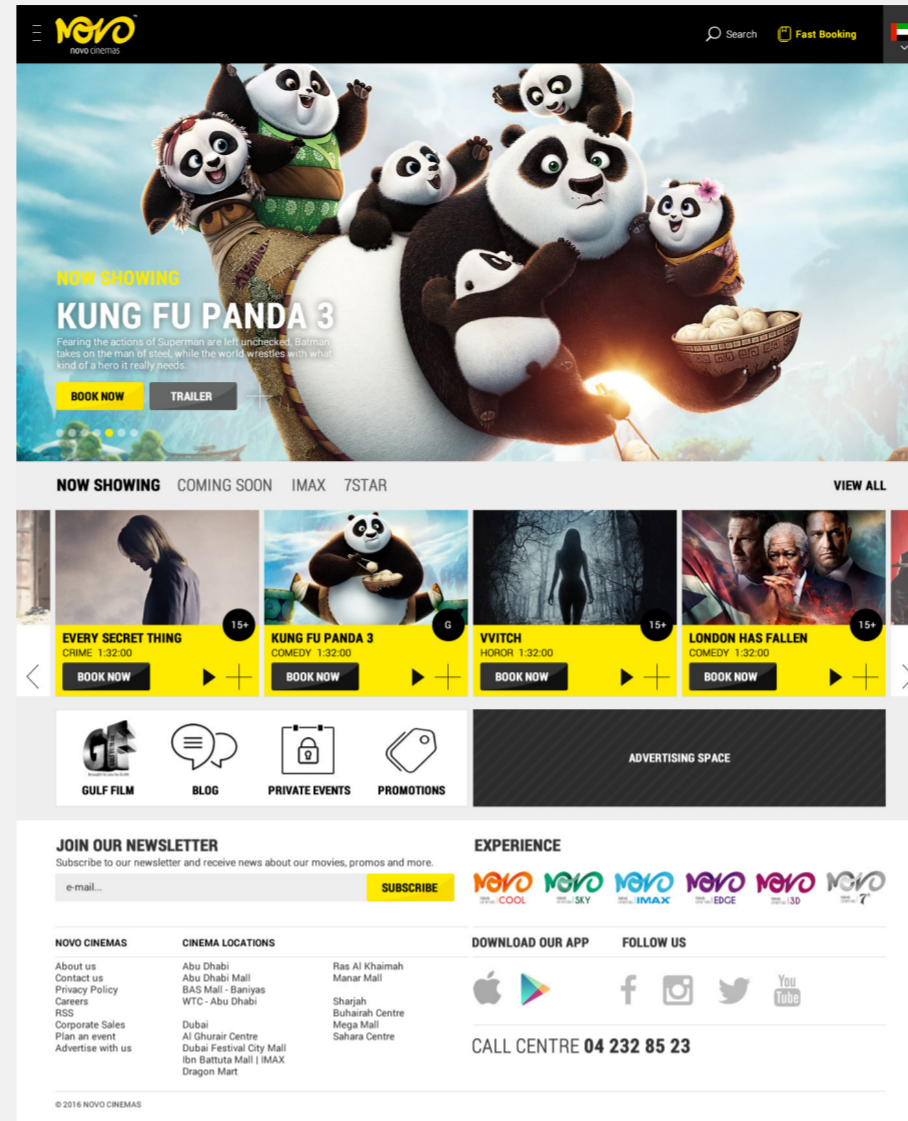
03.



Digital.

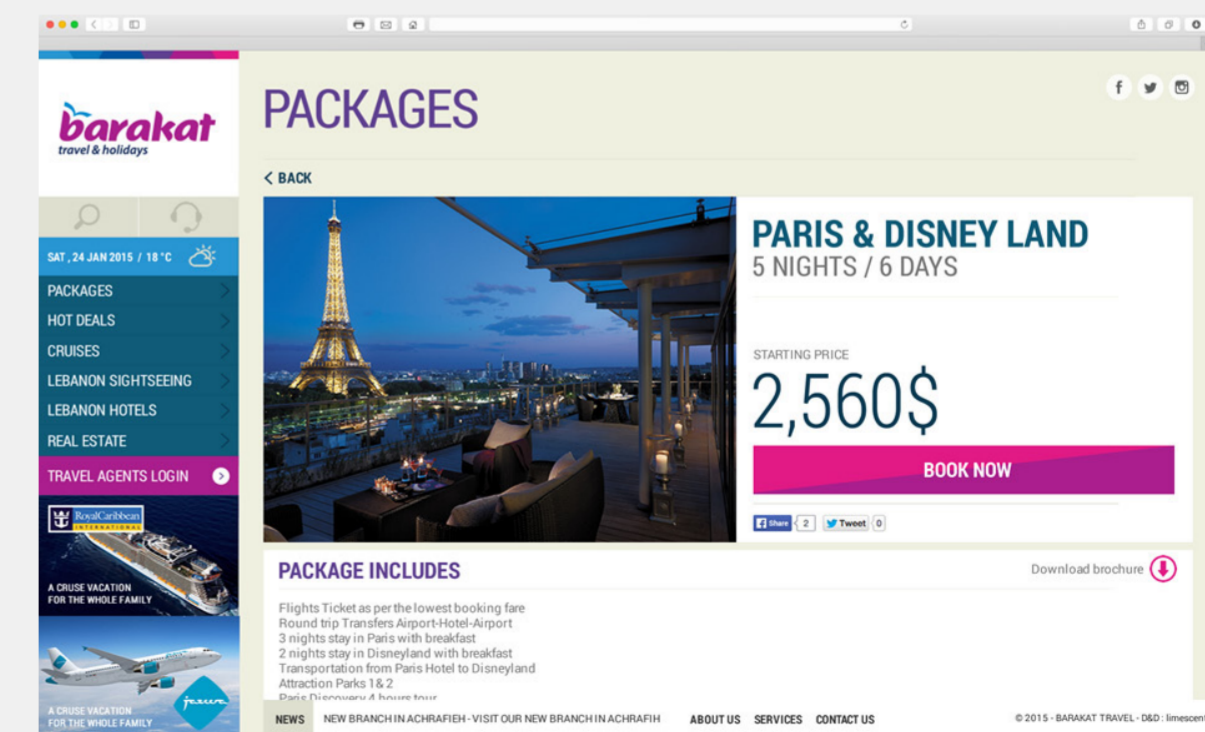
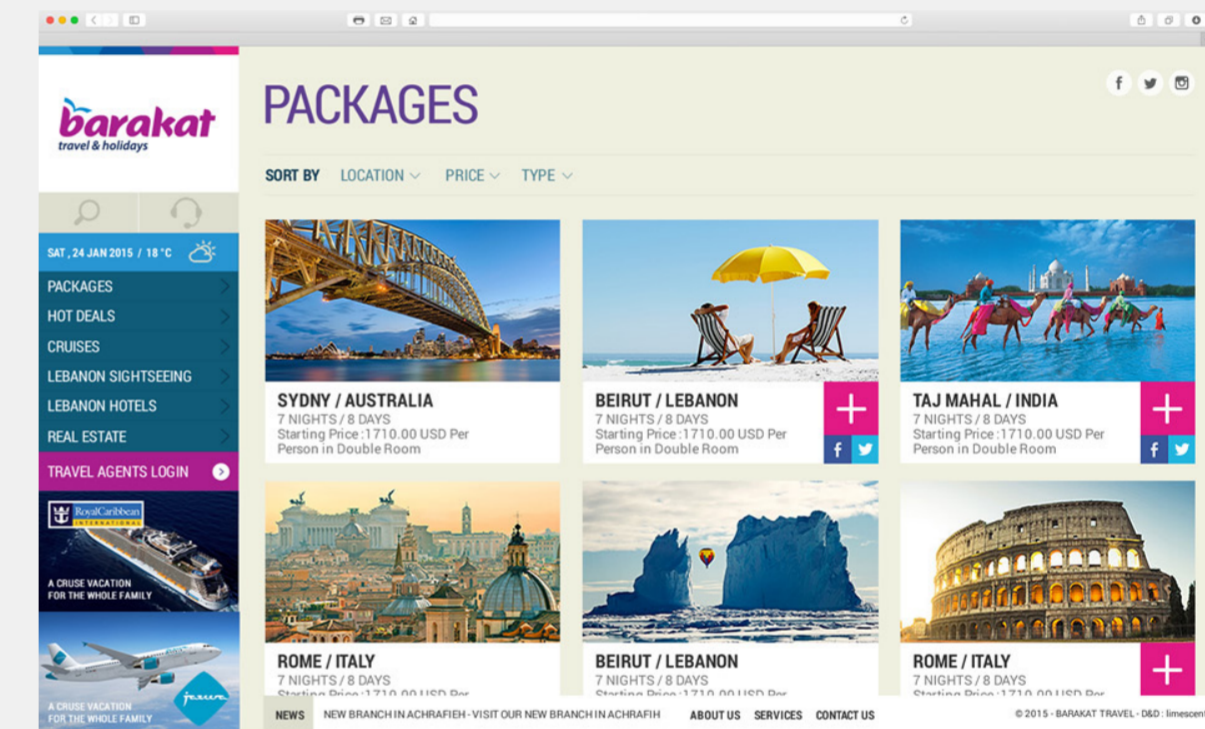
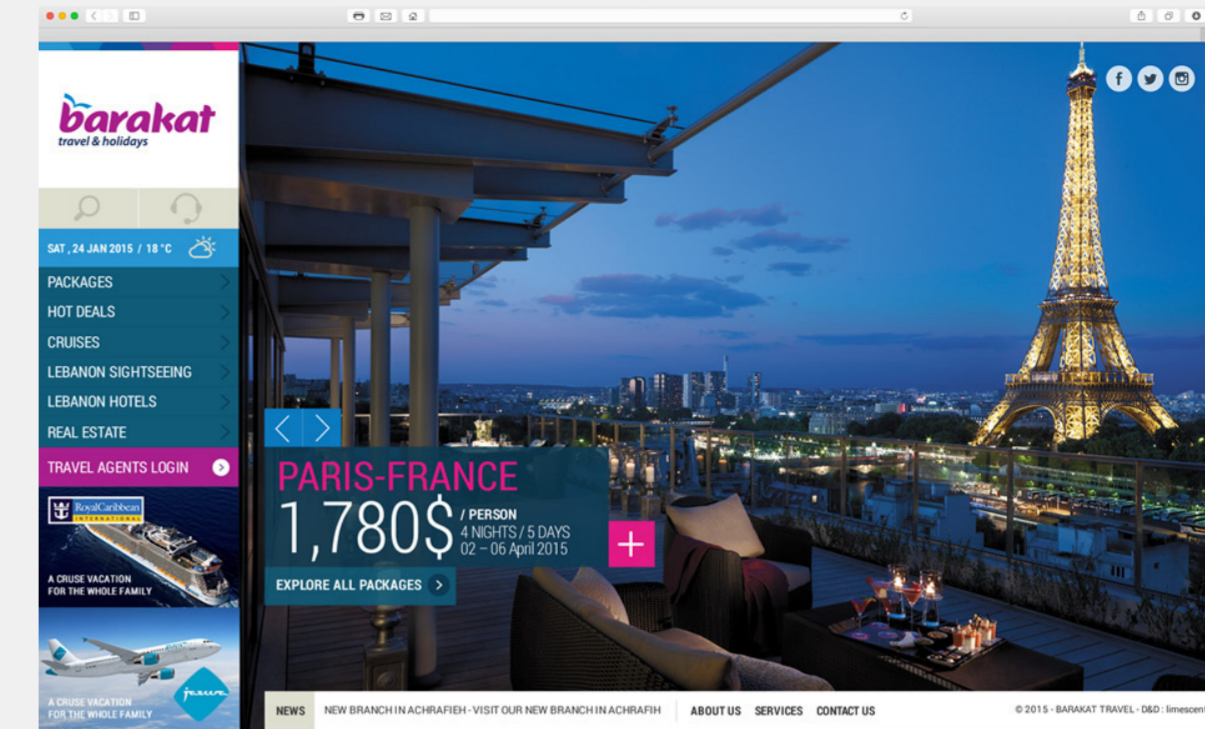






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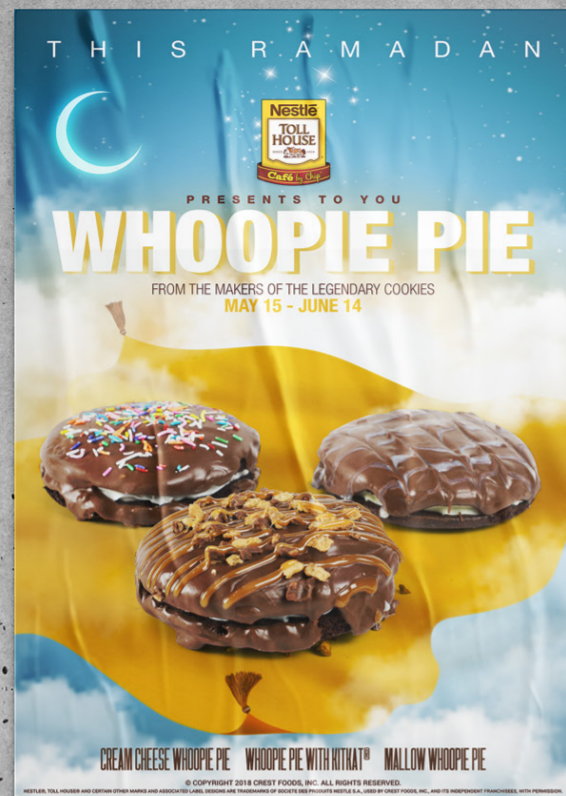
travel & holidays



04.



Advertising.





05.



Social.

The Sweet Ride!

Mercedes-Benz
The best or nothing.

Get all the looks!
All accessories are available at our stores

Mercedes-Benz
The best or nothing.

At your service from 8am

Mercedes-Benz
The best or nothing.

stability
Advanced Vehicle Stability System

Mercedes-Benz
The best or nothing.

Wherever, Whatever!

Mercedes-Benz
The best or nothing.

The Power Within.

Mercedes-Benz
The best or nothing.

Winner of the Best car Brand in China

GAC MOTOR
THE ROAD TO GREATNESS

Luxury is ^{not} expensive

GAC MOTOR

Ohh my **GAC!**
What a car!

Luxurious Design, Quality, & Performance

I'll let you puch my buttons!
Book your test drice now at your nearest branch

GAC MOTOR

OMG

luxury, Quality, Performance & Design
in one car

HIGH-QUALITY
TRANSCENDS EXPECTATIONS.

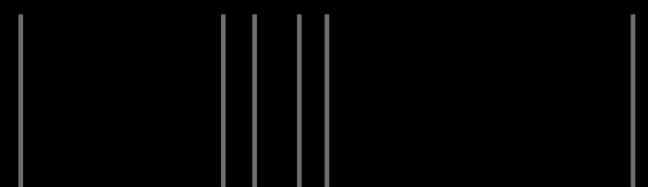
GSA



Thank you..!



see you soon



BAHAA ABO IBRAHIM
Architect + Interior Designer
Graphic Designer

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