

# Farida Fahmy

GRAPHIC

DESIGNER

## Portfolio

EID GREETINGS



STORY DESIGN FOR THE DISPLAY  
OF THE BRAND'S PRODUCTS.



KILIM  
FLOW BROWN



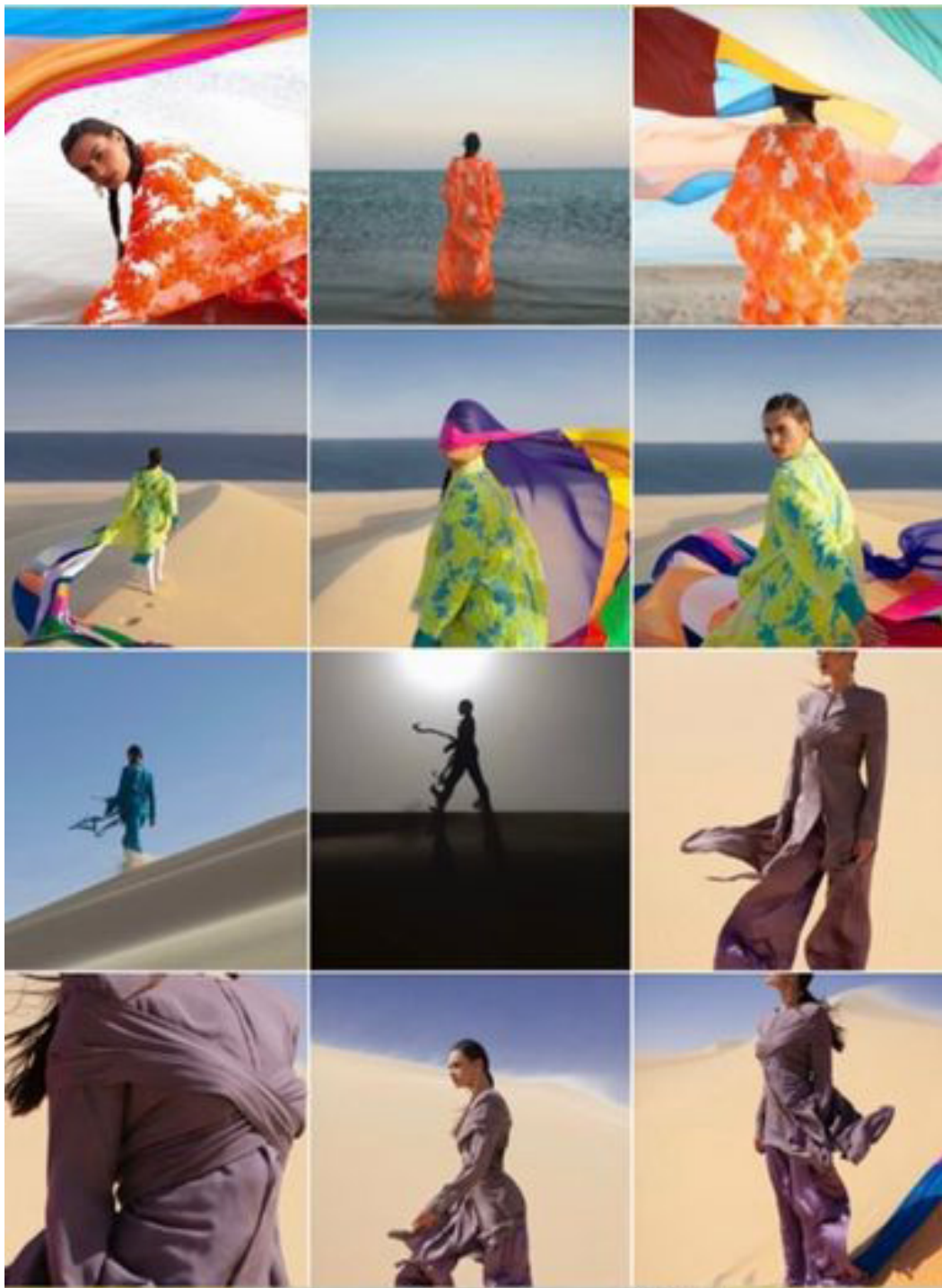
KILIM  
TAZIRY MULTI



KILIM  
LEGACY BLUE







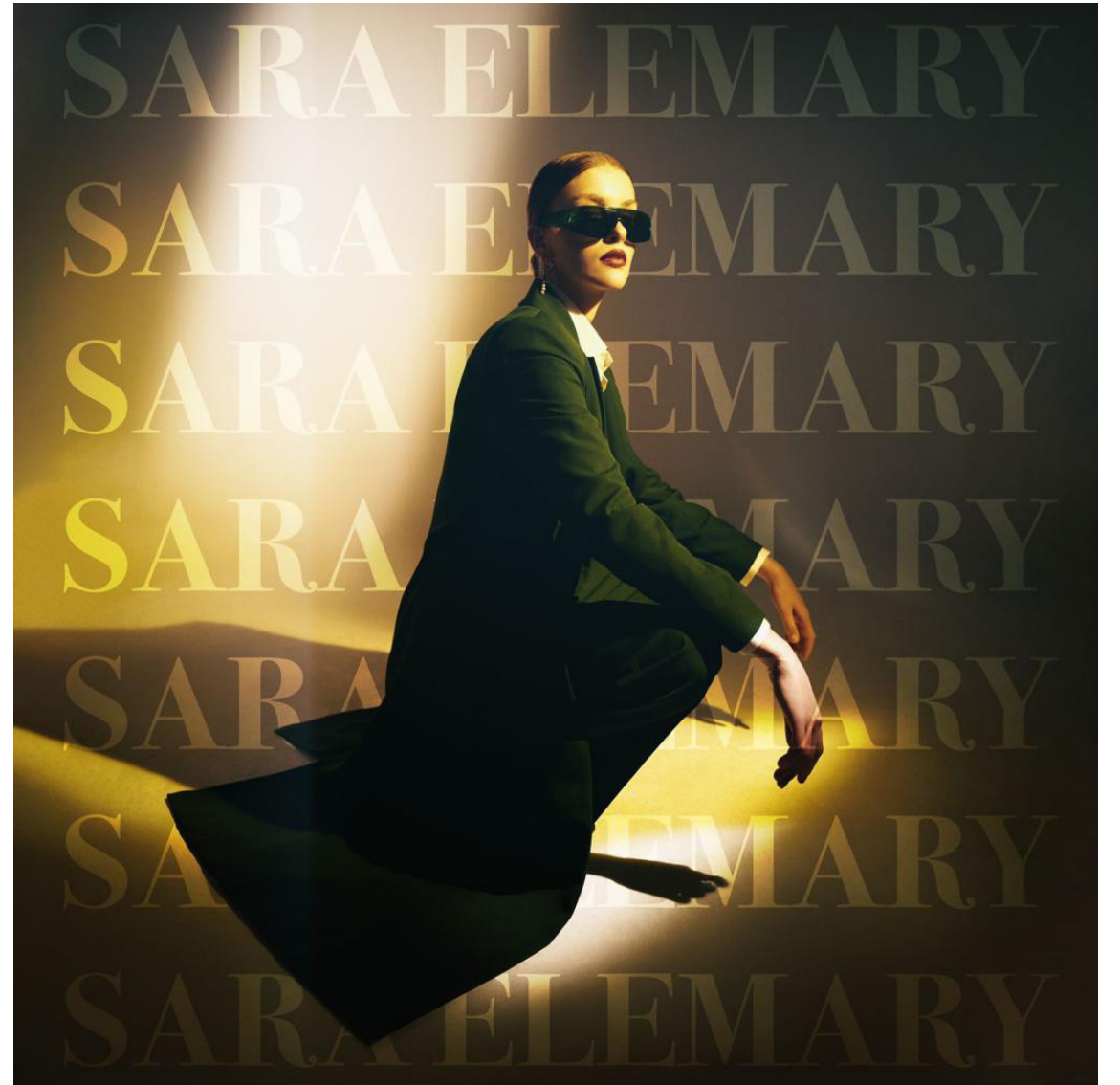
INSTAGRAM FEED LAYOUT  
FOR THE BRAND







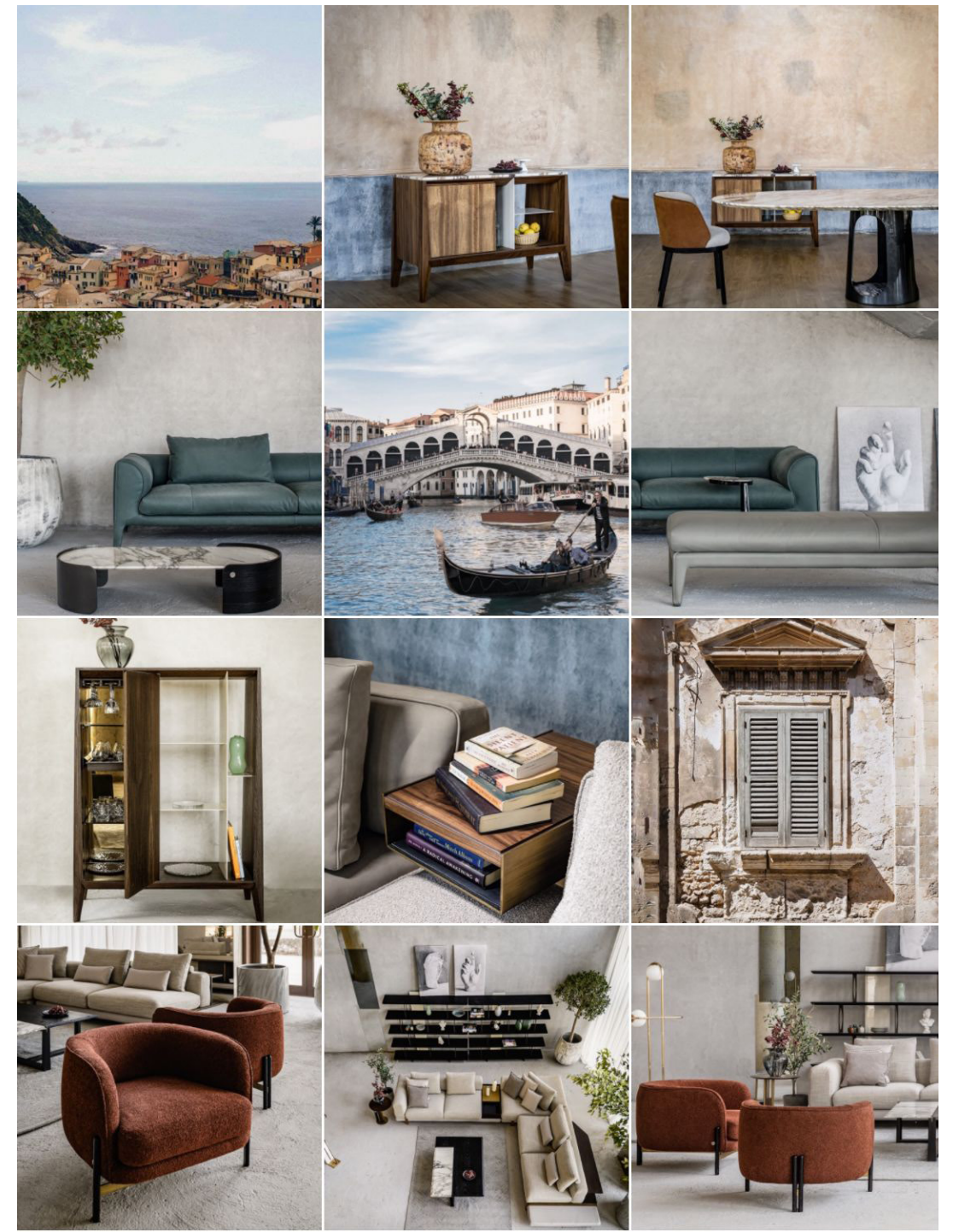
POST DESIGN FOR  
INSTAGRAM





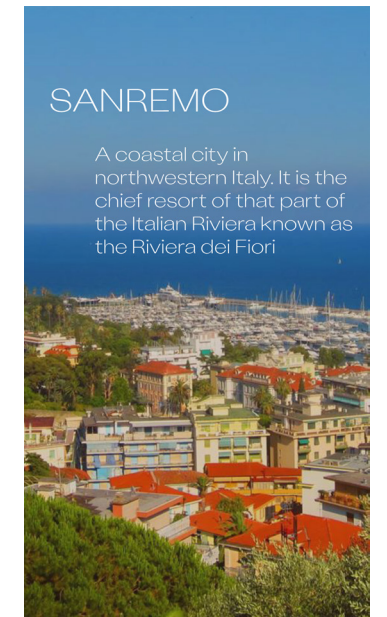
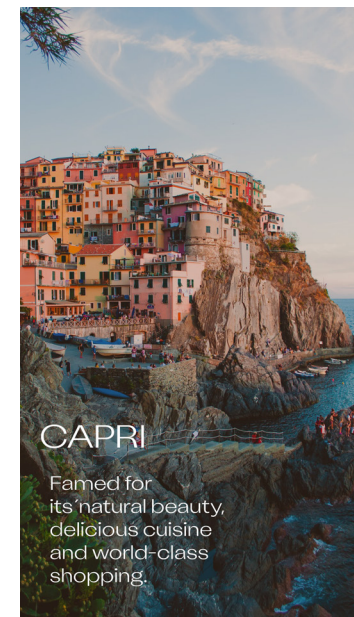
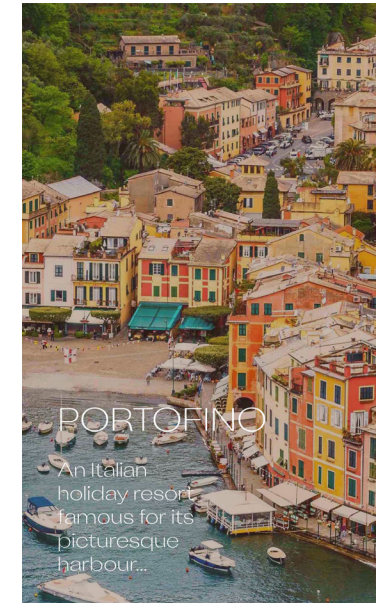


INSTAGRAM FEED LAYOUT  
FOR THE BRAND



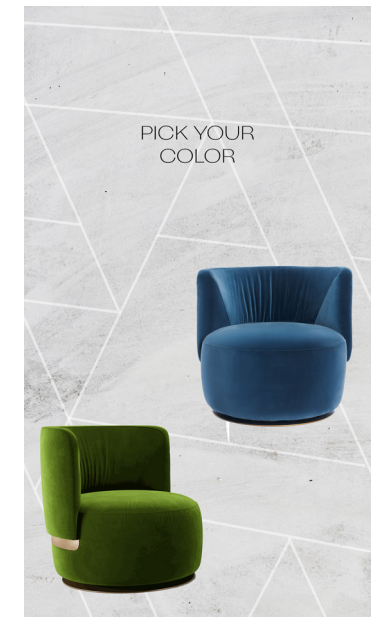
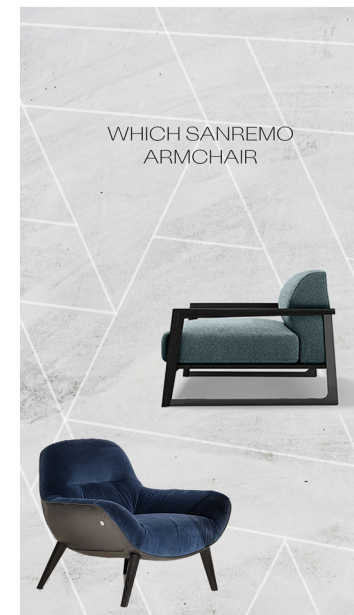
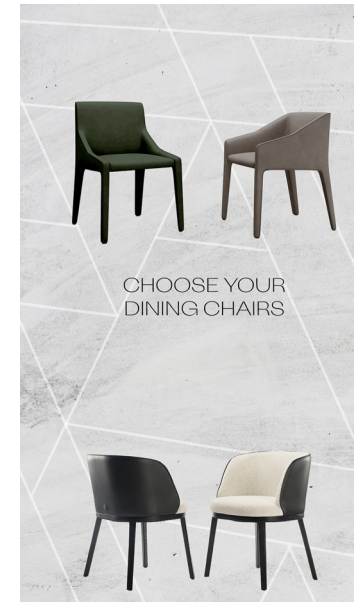


STORY DESIGN FOR THE EXPLANATION  
OF THE DIFFERENT CITIES IN ITALY THAT  
INSPIRE THE PRODUCTS OF THE ITALIAN  
BRAND.

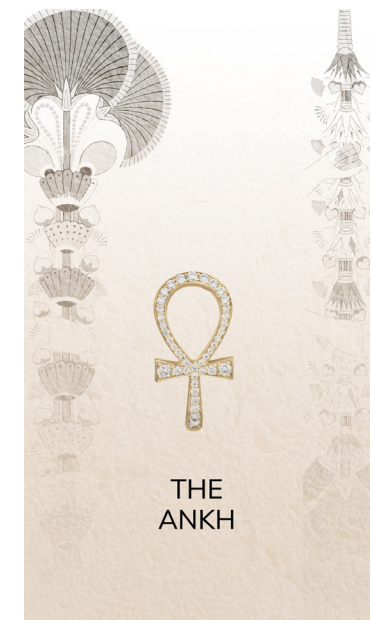
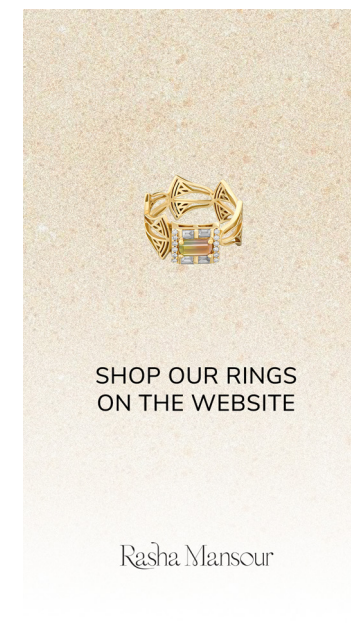
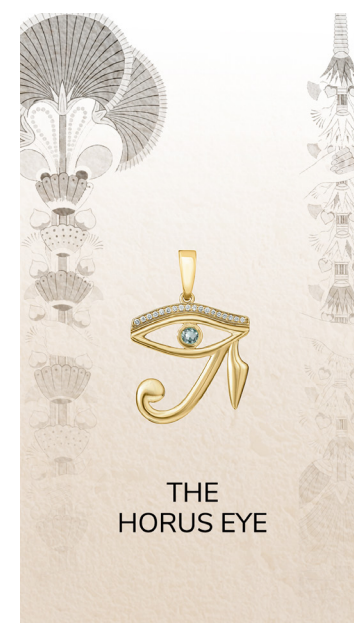
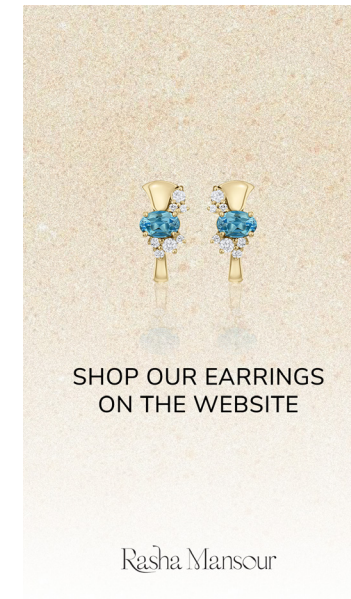




STORY TEMPLATE FOR A POLL ON  
INSTAGRAM FOR FOLLOWERS TO  
CHOOSE THE PRODUCT THEY LIKE MOST.



STORY DESIGN FOR THE  
ANNOUNCEMENT OF THE BRAND'S  
PRODUCTS ON THEIR WEBSITE.





## INSTAGRAM POST

AVAILABLE PRODUCTS AT EDEN SOLUTIONS EDITED IN A MORE HIP, MODERN LOOK TO ATTRACT THE VIEWERS ATTENTION.







# Skincare

## MORNING



1 *Cleanser*



2 *Toner*



3 *Serum*



4 *Eye cream*



5 *Moisturiser*



6 *Face oils*



7 *Sunscreen*

## NIGHT



1 *Cleanser*



2 *Toner*



3 *Serum*



4 *Eye cream*



5 *Moisturiser*



6 *Treatments*



7 *Facial oils*

## STORY DESIGN FOR EL-SHAI MAGAZINE

A FUN AND INFORMATIVE ILLUSTRATION TO INFORM VIEWERS ABOUT A HEALTHY SKINCARE ROUTINE DURING SUMMER WEATHER CHANGES.



ELSHAI  
EL-SHAI.COM



We're  
all ears!

## STORY DESIGN FOR EL-SHAI MAGAZINE

A FUN AND INFORMATIVE ILLUSTRATION TO HIGHLIGHT THE FACT THAT EL SHAI IS HERE TO LISTEN TO THEM AND IS ALL EARS.

## SQUARED BANNER DESIGN - DENIM DUDES

A RECREATION OF WHAT A SQUARED BANNER WOULD  
HYPOTHETICALLY LOOK LIKE FOR THE BRAND DENIM DUDES.

ALL PICTURES USED ARE PHOTOGRAPHED AND EDITED BY MYSELF  
ALONG WITH THE DESIGN OF THE WHOLE LAYOUT.





## NEWSLETTER DESIGN - DENIM DUDES

A RECREATION OF WHAT A NEWSLETTER WOULD HYPOTHETICALLY LOOK LIKE FOR THE BRAND DENIM DUDES.

ALL PICTURES USED ARE PHOTOGRAPHED AND EDITED BY MYSELF ALONG WITH THE DESIGN OF THE WHOLE LAYOUT.

Denim Dude

Fashion is amour  
to survive the reality

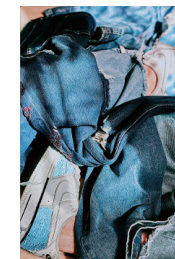


SUMMER  
COLLECTION

**35**  
% OFF

Find out your style  
right now

CHECK NOW



NEW  
ARRIVAL

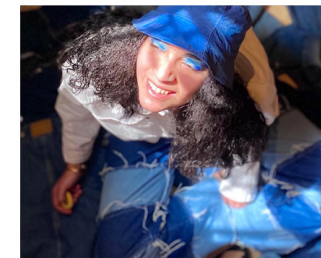
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OUR  
BLOG

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[See More](#)



Denim Dude

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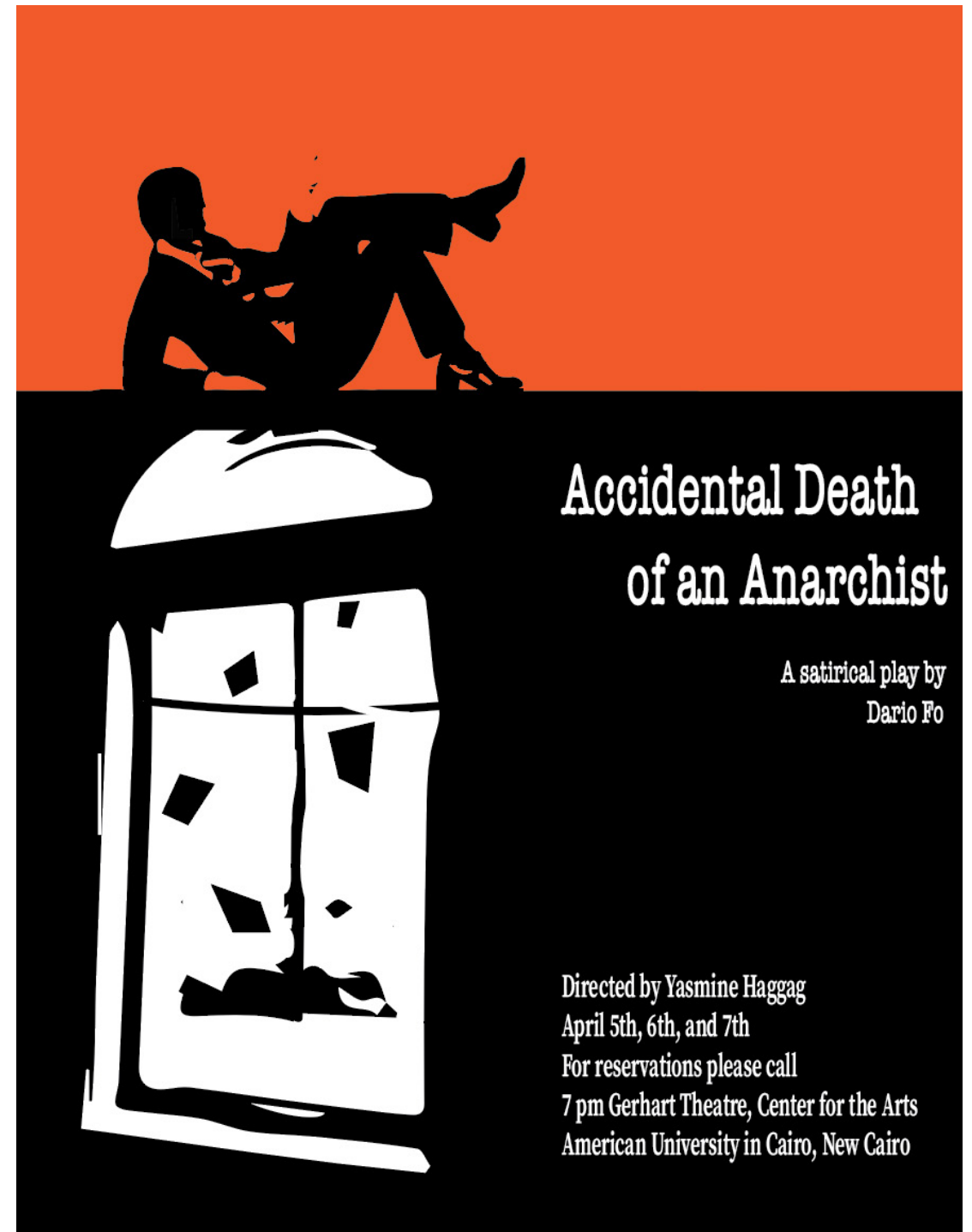
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## POSTER DESIGN FOR A THEATRICAL PLAY AT THE AMERICAN UNIVERSITY IN CAIRO

DESIGN BASED ON A THEATRICAL PLAY THAT TOOK PLACE AT THE AMERICAN UNIVERSITY IN CAIRO, SHOWCASING A TEASER FROM A SCENE OF THE PLAY.



## ILLUSTRATED POSTER DESIGN

PER CLIENT'S REQUEST, AN ILLUSTRATION PORTRAYING THEIR GRADUATION FROM THEIR UNIVERSITY ALONG WITH HEARTFELT CUSTOMIZED ELEMENTS SUCH AS THEIR DOG LOOKING PROUD AT THEM.

