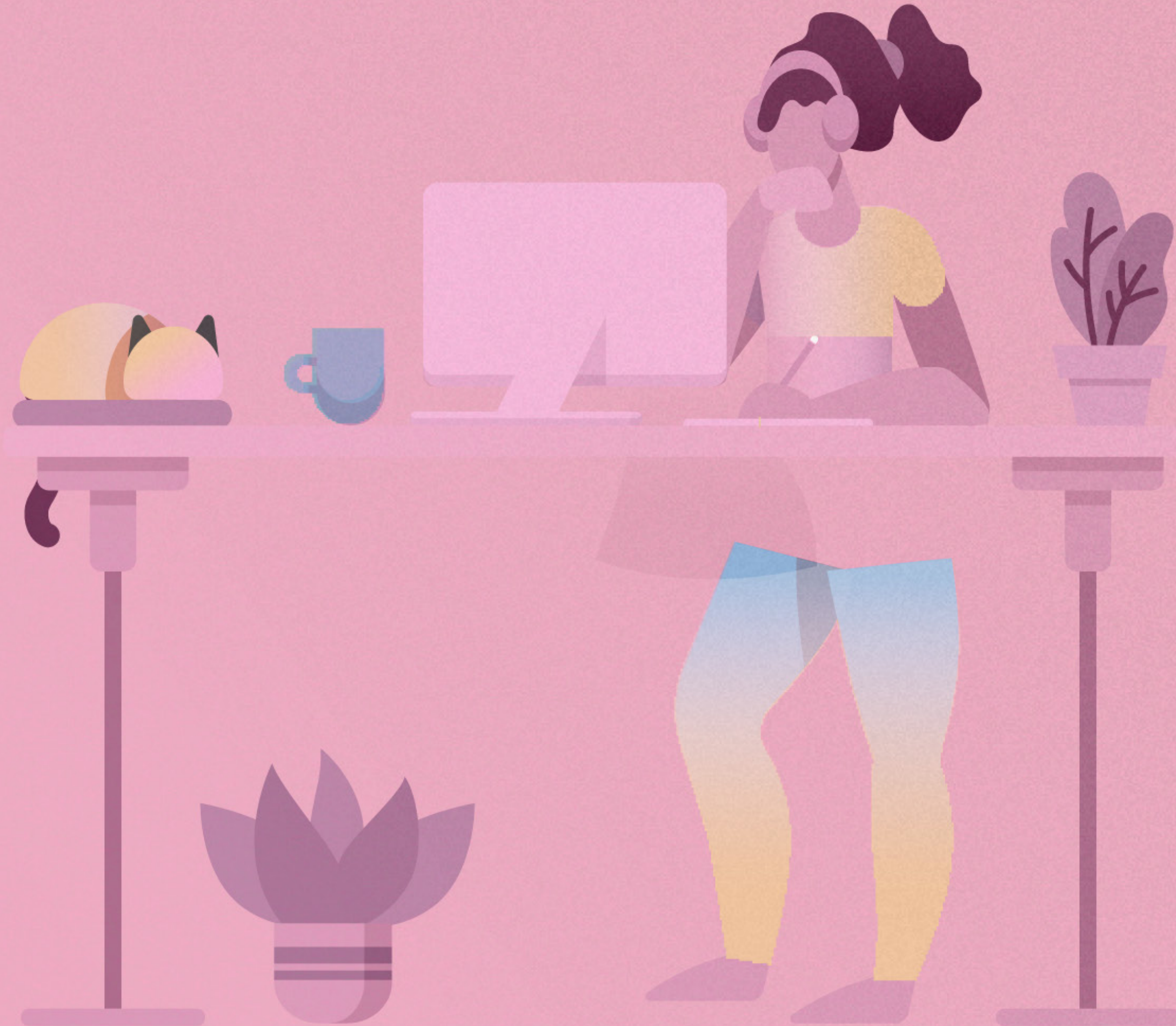


Project Showcase by graphic designer Khawla Aljodar

PORTFOLIO



Hello! I'm glad you are here..

As an entrepreneur, you understand how much passion is poured into a creative business. I'm also so passionate about what I do to help other creative businesses achieve their brand goals by build a lasting legacy through my creative skills. My job is to help you build a purposeful and strategic brand..a brand that feels distinctive to you and you alone...a brand that your ideal clients would admire!

Here are a few of the skillsets I can offer to help you build a distinctive brand of your own

Strategy

Strategy is the foundation to every design experience: from researching your target audience and competitors to identifying differentiating keywords, I love putting a powerful brand strategy to work!

Design

Nothing makes my soul sing like the creative process of design. I'm passionate about it every step of the way, from sketching initial concepts to pushing pixels until a design is juuuust right on-screen.

Photography

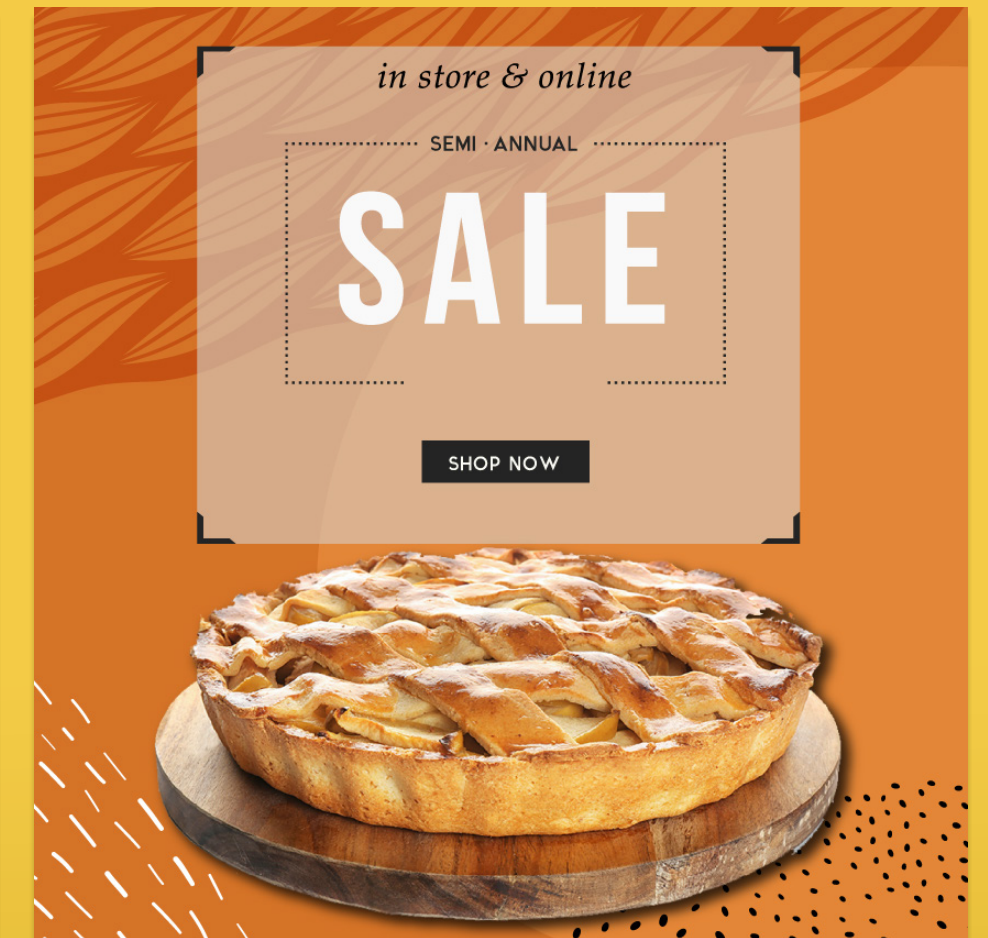
A photograph can speak a million words. From my old college days in art school back home in Dubai until this day, photography is still a passion of mine. I'm fortunate to have won a prestigious photography award back in 2012.

Illustration

I'm an artist at heart. From custom drawings and little icons to hand-scripted calligraphy, I love to look for opportunities to incorporate an artisan touch into your brand. Custom illustration makes a lot of difference.

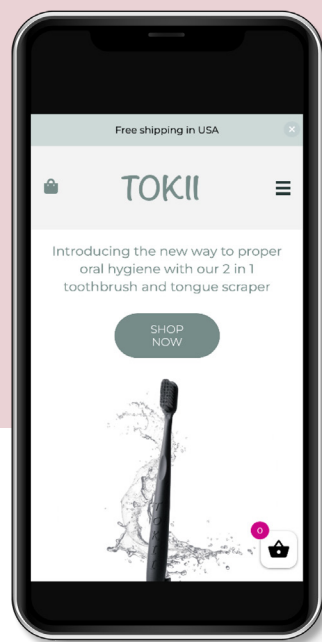
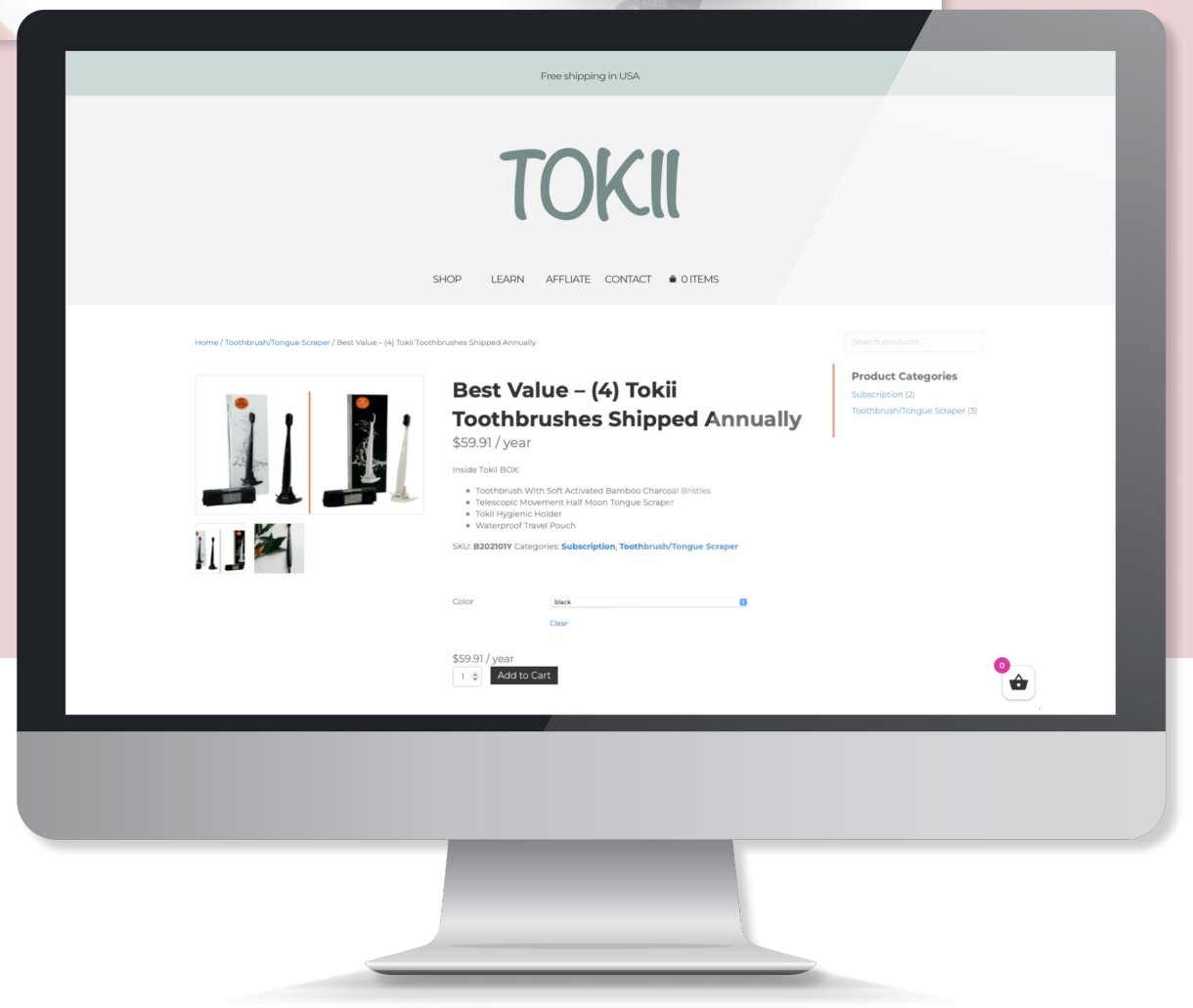
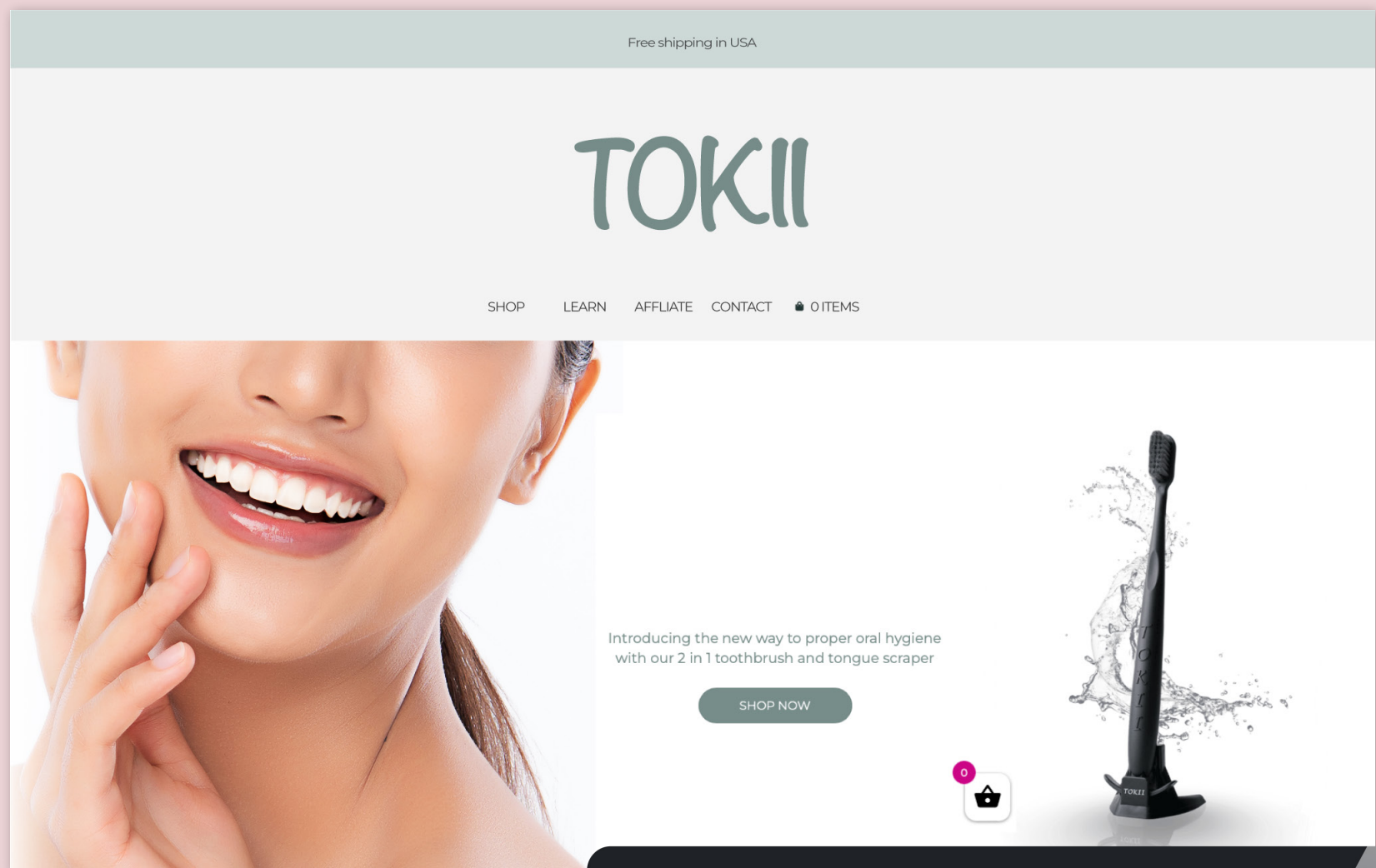
Social Media

I focus on creating a consistent social media presence by following a brand guide for each specific client. A brand guide is a collection of pre-selected fonts, color schemes, design elements, logo variations, and sample graphics that accurately represent a brand. I also perform A/B testing regularly to see what designs perform better and make the audience stop and click.



Web & Email

Whether you are building a website from scratch or redesigning your brand like this toothbrush company, I can help. The owners of Tokii toothbrush weren't happy with the way their old website looked and they felt it wasn't representing their product and industry well. After communicating and listening to their goals, we agreed on a softer and fresher look for their website. They also needed their newsletters to match with the new look.



Photography

Photographing people, places and food has always been a passion of mine. I was fortunate to win the Photoshop Guru Award in photography back in 2012 beating hundreds of professional photographers in the Photoshop World conference in Las Vegas. Here is a selection of one of my favorite photo sessions with a stunning Russian model.



Illustration

There are many kinds of Illustrations. Editorial, advertising, infographics or packaging. Let me know your need and I will design it for you

