

HASSAN

DESIGN PORTFOLIO

2026

VISUAL THINKING.
COMMERCIAL IMPACT.





THE DESIGNER

HASSAN

Graphic Designer
Digital Designer
Web & Business Visual Designer

I create purposeful visuals for brands and businesses across advertising, digital experiences and professional communication.

01 GRAPHIC & ADVERTISING
Social media / Campaigns / Product visuals

02 WEB & BUSINESS DESIGN
Websites / Profiles / Presentations

03 VISUAL CONCEPT DEVELOPMENT
Landscape visualization / Site concepts

HUMAN-DIRECTED. AI-ASSISTED.
I develop the concept, direct the tools and refine the final deliverable.

ONE DESIGNER.

A connected practice across brands, screens, documents and environments.

MANY POSSIBILITIES.

01 GRAPHIC & CAMPAIGN

Graphic design / Advertising / Social media
Posters / Banners / Product campaigns

02 DIGITAL & WEB

Website design / Digital content
Web presentation / Promotional video concepts

03 BUSINESS COMMUNICATION

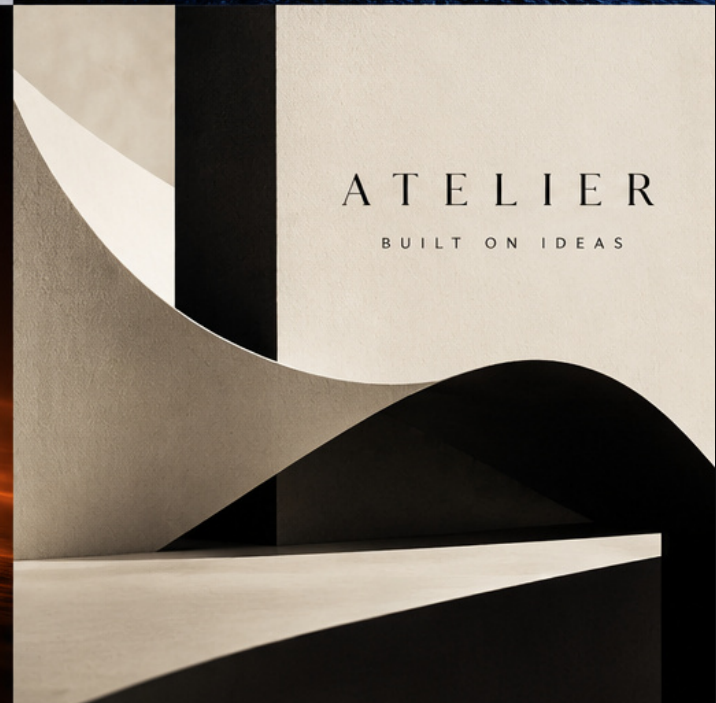
Company profiles / Corporate presentations
Proposals / Quotations / Professional PDFs

04 VISUAL CONCEPTS

Landscape / Before-and-after visualization
Site concepts / AI-assisted creative direction

DESIGNED TO CONNECT.

Six creative directions. One clear aim: make the message worth noticing.



THE ART OF DESIRE.

Four fragrance identities explored through light, material and atmosphere.



FORM MEETS FEELING.

Product-led storytelling for technology, audio and wearable concepts.



BUILT TO BE SEEN.

Food. Architecture. Culture. Distinct voices for different audiences.



BUSINESS, BEAUTIFULLY TOLD.

Company profiles / Corporate presentations / Proposal design



TERRA

CONCEPT PROJECT

A coordinated visual study for a landscape and environmental business.

PRINT

Editorial page systems

PRESENTATION

Clear slide hierarchy

CONSISTENCY

Typography and palette

PERSONAL CONCEPT STUDIES / FICTIONAL BRANDS

A DIGITAL FRONT DOOR.

Morouj Tuwaiq / Agriculture & landscaping / Business website

MOROUJ TUWAIQ

PROJECT OBJECTIVE

Create a clear, professional digital presence for an agricultural and landscaping business.

DESIGN FOCUS

Business presentation / Service clarity
/ Visual communication

Project reference supplied by Hassan. Live page content was unavailable during portfolio preparation; no reconstructed screenshot is presented.

EXPLORE THE PROJECT

moroujtuwaiq.com

SEE THE POSSIBILITY.

Original site photography paired with supplied landscape design visualizations.



BEFORE



PROPOSED DESIGN / AFTER VISUALIZATION



BEFORE



PROPOSED DESIGN / AFTER VISUALIZATION

Conceptual transformation. Viewpoints vary. Proposed visuals do not represent completed construction.

FROM SITE TO VISION.

A visual workflow built from supplied site information and concept imagery.

01

SITE ANALYSIS



Satellite reference

02

MEASUREMENT



Measurement reference

03

CONCEPT PLANNING



Numbered site concept

04

3D VISUALIZATION



Conceptual aerial view

Read the site. Understand its proportions. Organize the concept. Communicate the proposed environment.

Conceptual site planning and visualization only; not certified engineering or construction drawings.

A SENSE OF PLACE.

Supplied landscape concepts / Planting / Decorative structures / Lighting



PROPOSED LANDSCAPE VISUALIZATIONS / DAYLIGHT, NIGHT-TIME AND AERIAL STUDIES

CLARITY IS GOOD BUSINESS.

Quotations / Proposals / Pricing documents / Professional reports



SELF-INITIATED LAYOUT STUDIES / NO CLIENT DATA OR COMMERCIAL PRICING

DIRECTED WITH INTENT.

AI is a production tool. Creative judgment remains human.

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|----|------------------------------|---|
| 01 | CLIENT BRIEF | Understand the goal, audience and deliverables. |
| 02 | RESEARCH | Study context, references and visual opportunities. |
| 03 | IDEA / CONCEPT | Develop a clear creative direction. |
| 04 | CREATIVE DIRECTION | Define composition, tone, typography and visual language. |
| 05 | AI & DESIGN TOOLS | Direct production through prompts and design decisions. |
| 06 | REFINEMENT | Select, revise and resolve visual inconsistencies. |
| 07 | FINAL DELIVERY | Prepare professional files for the agreed use. |
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LET'S CREATE SOMETHING POWERFUL.

HASSAN

Graphic Designer / Digital Designer
Web & Visual Communication

BASED IN SAUDI ARABIA

START A CONVERSATION

Reply to the person who shared this
portfolio to discuss your project.

WEBSITE PROJECT

moroujtuwaiq.com