Graphic
Design

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LIO

ABOUT ME:

Loujaine El Madani

Junior Graphic Designer

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EDUCATION

Sainte Anne de Besançon, Beirut –
High School Diploma, Graduated 2023

Beirut Arab University–
Bachelor's in Graphic Design (2023–2026)
Currently enrolled

LANGUAGE

Arabic (Fluent)
English (Fluent)
French (Fluent

SKILLS

Adaptability
Problem Solving
Deadline management
Collaboration & Communication

TOOLS

Adobe Photoshop
Adobe Illustrator

WORL EXPERIENCE

Besancon Summercamp – 2022
Colosa Summercamp - 2024

PROJECTS:

Playing Cards Design

PROJECT DETAILS:

I was assigned a specific country and tasked with designing playing card characters inspired by its culture. I explored traditional clothing, folklore, symbols to create unique illustrations that reflect the identity of the country. The result is a visual blend of cultural storytelling and modern design.
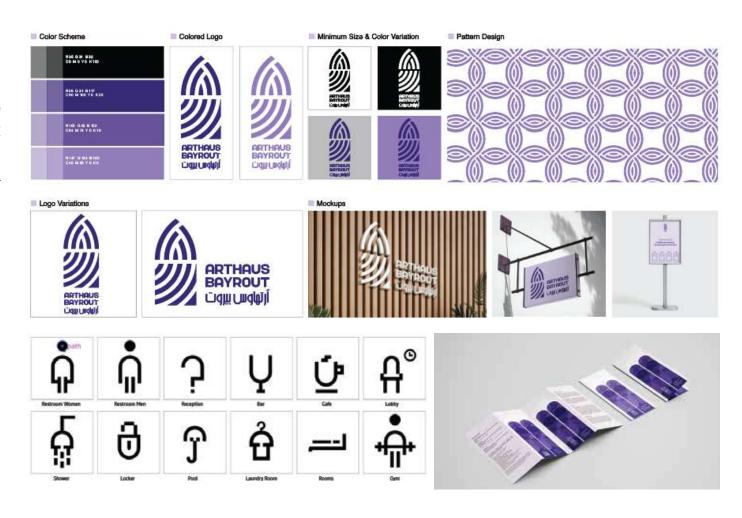

TYPE: UNIVERSITY PROJECT
YEAR: FISRT YEAR
FIELD: CHARACTER DRAWING
TOOLS:ADOBE ILLUSTRATOR

PROJECT DETAILS:

We redesigned the logo for a selected location and developed a cohesive wayfinding system and set of icons that reflect its unique identity. We also created a matching brochure to ensure a consistent visual experience.
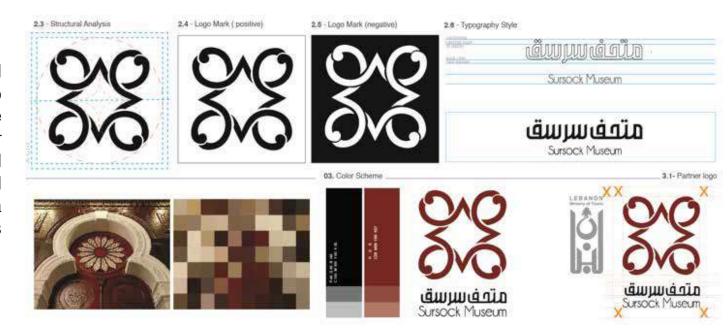

TYPE: UNIVERSITY PROJECT
YEAR: SECOND YEAR
FIELD: ENVIRONMENTAL DESIGN
TOOLS: ADOBE ILLUSTRATOR
        ADOBE PHOTOSHOP

PROJECT DETAILS:

We were assigned to choose a historical site and conduct an on-site visit to document the key items and motifs the place is known for. Based on our research, we selected colors and typography that reflect its heritage and visual character. We then developed a complete stationery set that preserves and enhances the site's original identity.

TYPE: UNIVERSITY PROJECT
YEAR: SECOND YEAR
FIELD: VISUAL IDENTITY DESIGN
TOOLS: ADOBE ILLUSTRATOR
        ADOBE PHOTOSHOP

2.3 - Structural Analysis

2.4 - Logo Mark (positive)

2.5 - Logo Mark (negative)

2.6 - Typography Style

Sursock Museum

متحف سرسق
Sursock Museum

03. Color Scheme

متحف سرسق
Sursock Museum

3.1- Partner logo

متحف سرسق
Sursock Museum

05. Stationary Design

06. Pattern Design

PROJECT DETAILS:

We were assigned to rebrand a local company by designing a new logo and packaging that align with the brand's identity and function. We carefully selected colors that reflect the brand's purpose and incorporated distinctive, memorable characters to enhance recognition.

TYPE: UNIVERSITY PROJECT
YEAR: SECOND YEAR
FIELD: PACKAGING
TOOLS: ADOBE ILLUSTRATOR
        ADOBE PHOTOSHOP

BEFORE

AFTER

MONOGRAM:

LOGOTYPE:

CAFE NAJJAR

CAFE NAJJAR

CAFE NAJJAR

Magazine Layout and Poster

PROJECT DETAILS:

We selected a topic to feature in a magazine, focusing on creating a clear layout and strong visual hierarchy between design elements. Additionally, we designed the back cover as a poster for a drug awareness campaign initiated by our university.

COVER PAGE

FRONT PAGE

TYPE: UNIVERSITY PROJECT
YEAR: SECOND YEAR
FIELD: TYPOGRAPHY AND LAYOUT
TOOLS: ADOBE ILLUSTRATOR
        ADOBE PHOTOSHOP

Loomé Website

PROJECT DETAILS:

We created an imaginary brand and designed a detailed profile for it, optimized for a laptop layout to enhance the user experience, showcasing how thoughtful design can bring a fictional identity to life in a realistic and engaging way.

TYPE: UNIVERSITY PROJECT
YEAR: SECOND YEAR
FIELD: WEBDESIGN
TOOLS: ADOBE ILLUSTRATOR