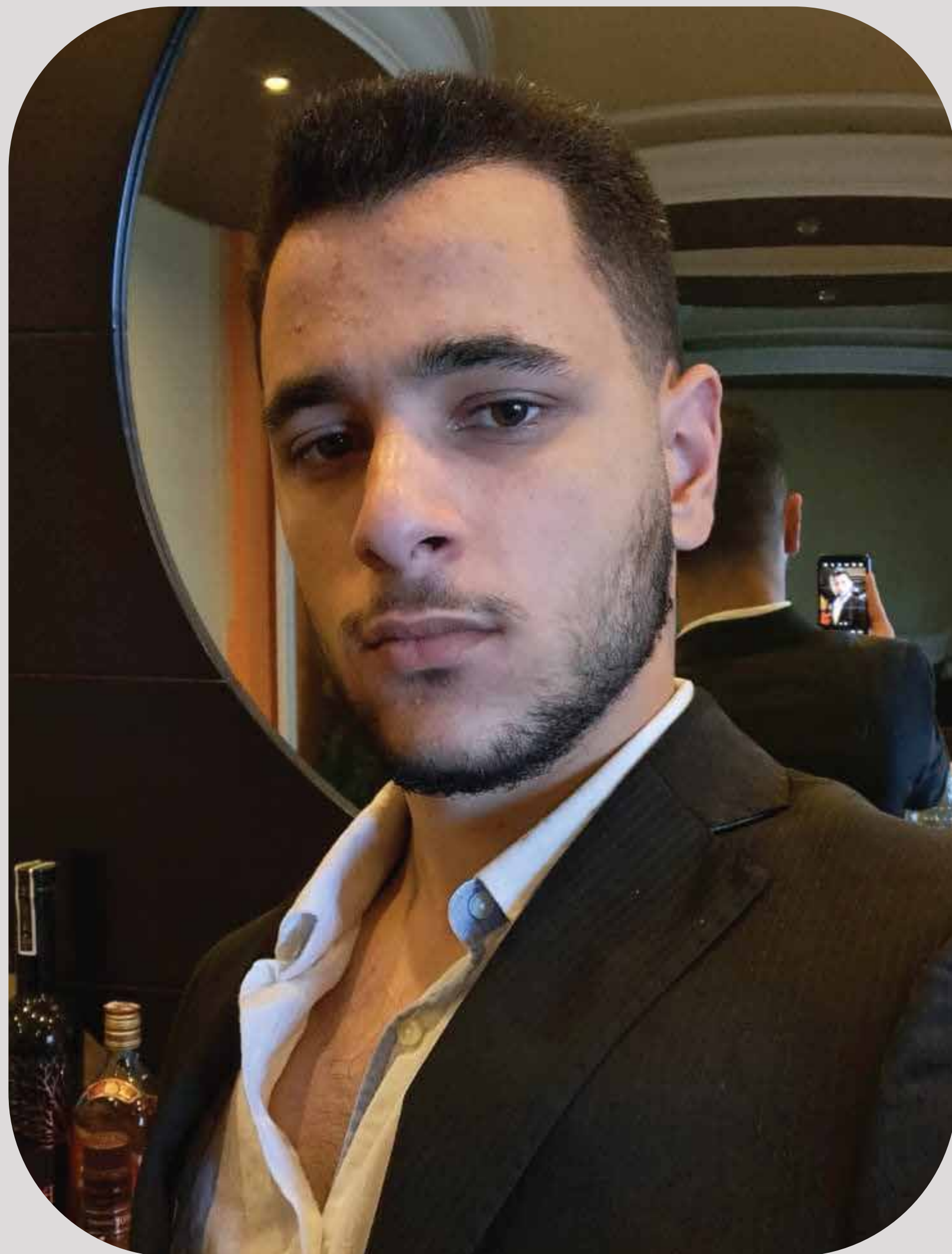


JAD BOU MJAHEB

PORTFOLIO



JAD BOU MJAHEH

Hello Im Jad

I'm a 19 year old Lebanese guy based in Beirut, Currently majoring in Graphic Design in the Lebanese American University. I approach graphic design from an illustrative path, with a nack for illustration, animation and sketching.

EDUCATION

2024 - Present

LAU : Lebanese American University

Majoring Graphic Design
Minoring Animation

SKILLS

Ps

Id

Ai

Ae

 +961 71 911 867

 Jad.boumjahed@lau.edu

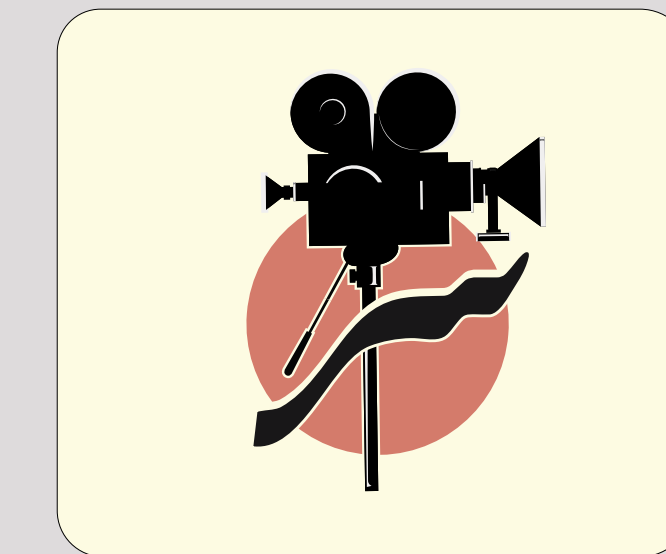
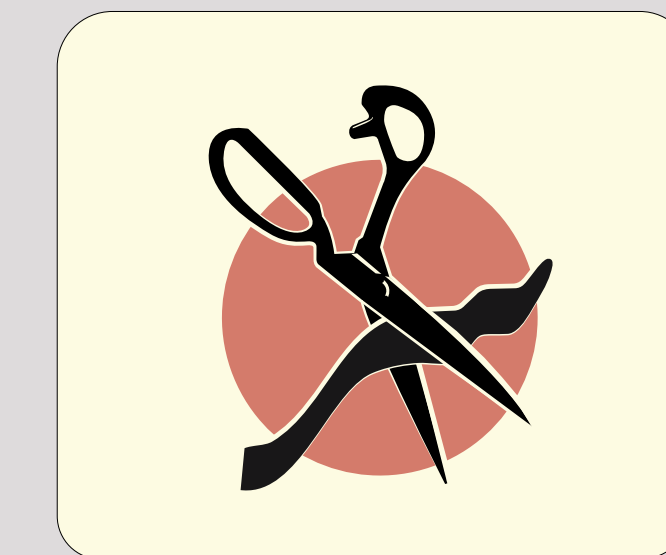
 @devoidapple

BRANDING FOLIO

SARD

SARD Design and Film Festival is a film festival designed for an event set in LAU. The identity of سارد or SARD in English bridges storytelling and structure, rooted in the Arabic meaning of "narration". It represents the shared foundation of both film and design, every frame, design, choice, space and form tells a story. The visual identity merges architectural precision with emotional flows, creating a structured storytelling aesthetic.

Selected student project showcased as part of the Branding Design course in the NASAD Accreditation Exhibition at LAU, Spring 2026.



CHAINSAW

This typeface was made to be a display typeface, inspired by the Husqvarna 262 xp chainsaw which was manufactured in 1989, and was used to win the words logging championship in 1994, using this chainsaw. this chainsaw was the first saw with an air injection.



March 2026.

CHAINSAW

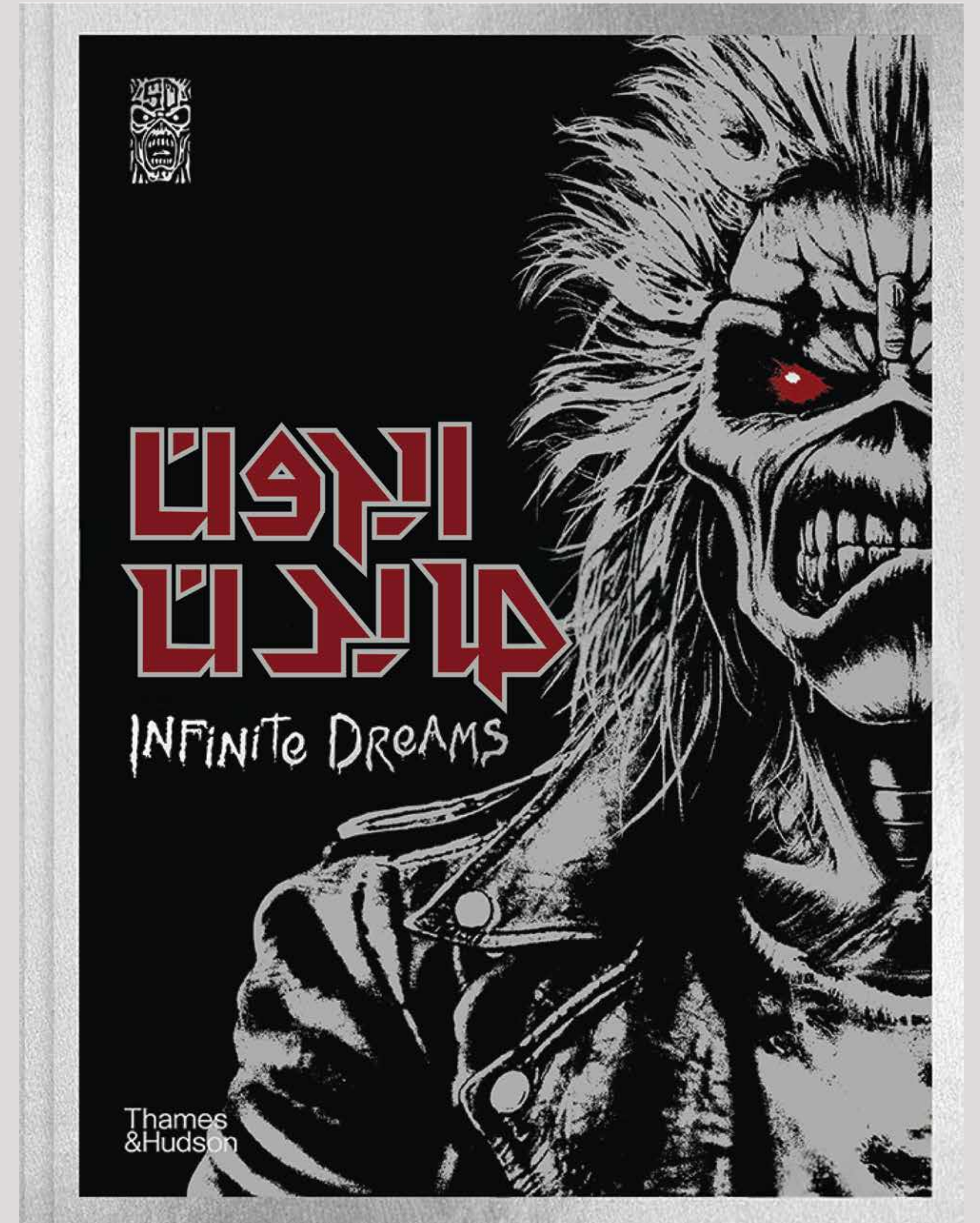
تشارین ساو

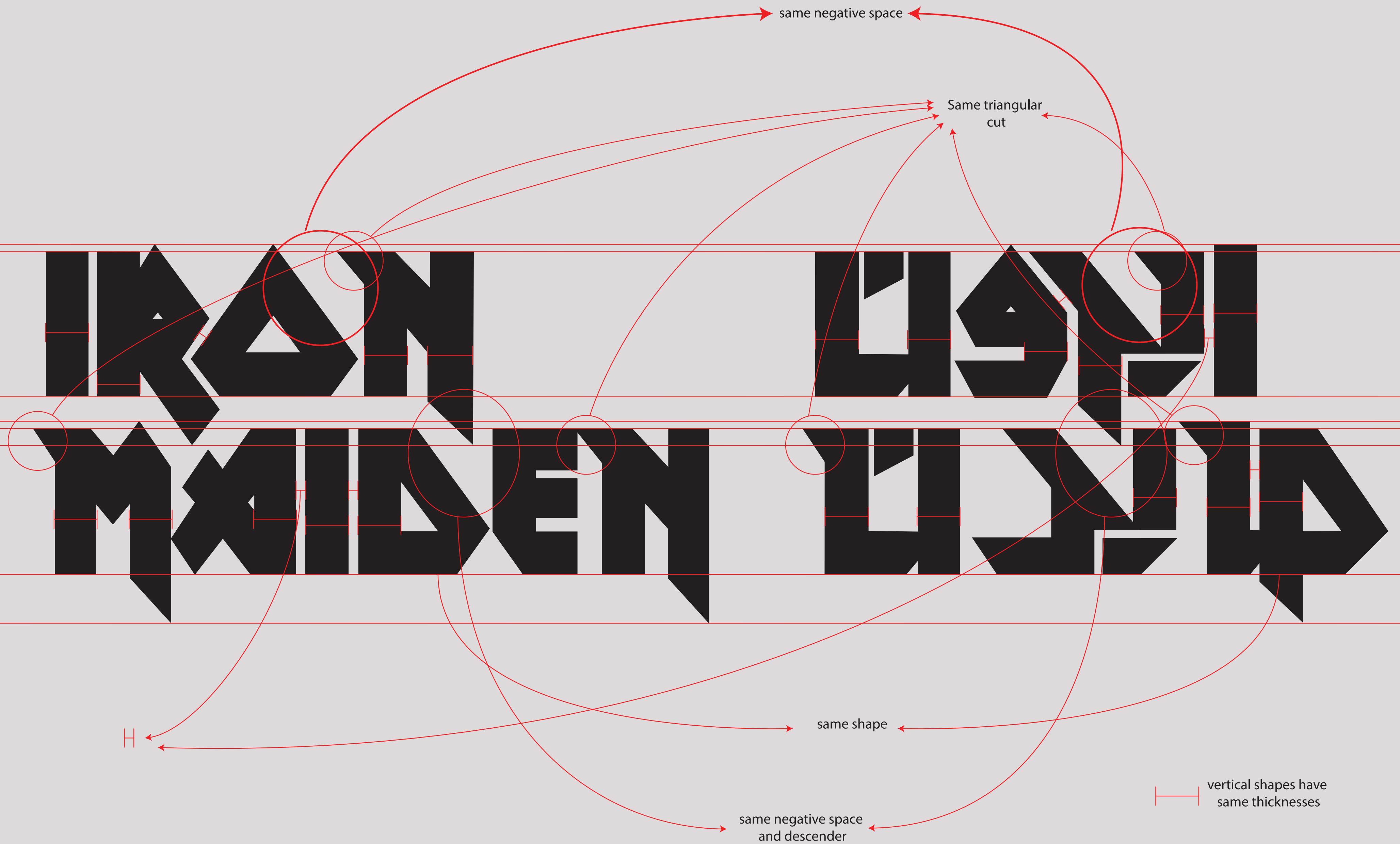
Portfolio - Logo translation

IRON MAIDEN

This project was an exercise made to capture the feeling of a logo but in a different language, being Lebanese, I made it in arabic, I then remaking a poster using the logo.

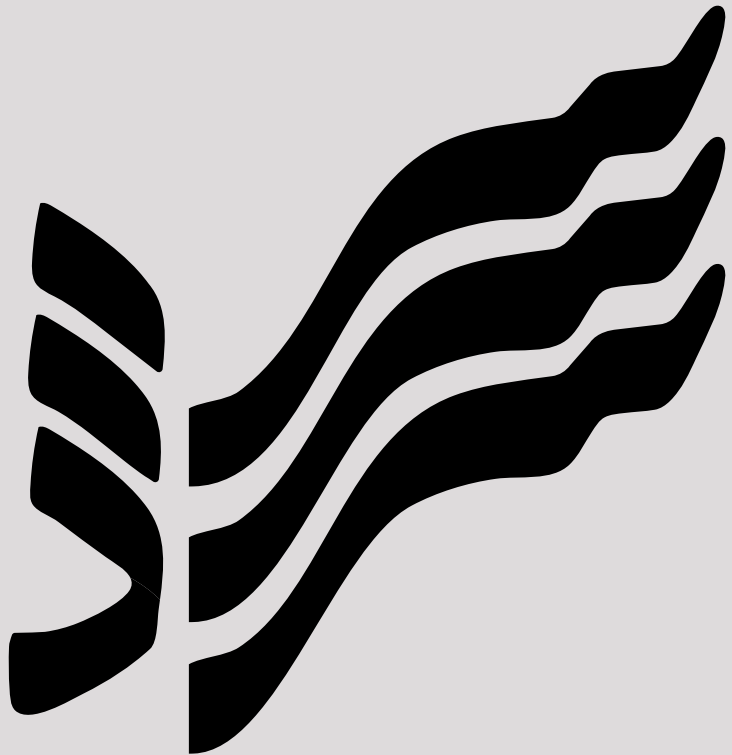
February 2026





LOGO COLLECTION

Logos I made for various brands and identities



EDITORIAL ACCORDION

NEWSLETTER

This project was about designing a 2 color job newsletter about a subject of choice, in my case being the use of graffiti as expression during the 2019 revolution in beirut.



THE MAKING

The project traces the evolution of my artistic identity, shaped by years of practice, music, and physical training. Beginning with imitation and study, my work developed through discipline into a personal style defined by anatomy focused drawing and crosshatching influenced by manga. By connecting visual art with bodybuilding and musical inspiration, the project presents not only technical growth but also a deeper transformation in how I perceive and express form, structure, and character.



Since childhood, I was surrounded by artists. I signed my mother and Uncle were artists. I traced pictures of them showing them to friends pretending they were my work. Later I moved on to drawing characters from video-games I played at the time and more often drew conventionally attractive women's portraits. Still, repetition did its work. Though I tend to butcher it.

Four years ago, my perspective changed. I stopped looking at it as a hobby, and saw it as a professional future. I began studying anatomy and perspective seriously. During COVID, that discipline became a routine. Barely any week passed without me drawing at least three days not only out of inspiration, but persistence.

جاء بومجاهد

١

حصلت على هاتفي الأول في سن متأخرة مقارنةً بحيلي. كنت في الخامسة عشرة من عمري حينها قبل ذلك. كان لدي وصول فقط إلى جهاز آي بود حصلت عليه من والدي، الذي يحيل ذوقه الموسيقي إلى روك السنث سينيوات وقليل من الراب الحديث

٢٨

منذ ذلك الحين، بدأت أستمع إلى الموسيقى على مدار الساعة أثناء الدراسة، ولعب الألعاب على جهاز بلايستيشن ٢ وحتى أثناء التجول في الحي

الصوت

٢٠٢٦

والصورة

بدأت أستمع إلى موسيقى يابانية

مؤخرًا، صادفت عملاً مصوراً وكانت جميع الشخصيات فيه تشير إلى فرق موسيقية أو أغانيها

وبسبب ذلك تعرّفت على جميع أنواع موسيقى المدرسة القديمة كانت قائمة التشغيل الخاصة بي ولا تزال متغيرة باستمرار فهي دائماً متأثرة بالحالة المزاجية والاكتشاف

SCULPTING

As self-conscious as I am now as a kid I was much more. In 9th grade, I was aware of being much skinnier than my peers

I was 40 kg at the age of 16 After official exams, I started working out. شهرًا بعد شهر كبرت وأصبحت أكثر خيرة، وبعد سنة وصل وزني إلى ستين كيلوغراماً في ذلك الوقت بدأت أنظر بإعجاب إلى لاعبي كمال الأجسام .

After drawing them a couple times I recognized my love of drawing muscles. بعد سنتين وصل وزني إلى أوائل السبعينات وكان لكمال الأجسام تأثير كبير على حياتي I had good genetics, proportional muscles, a symmetrical body, rounded shoulders and a thin waist. كان لدي إمكانيات خلال سنتي الثالثة حدث الكثير وصلت إلى خمسة وسبعين كيلوغراماً. وتعلمت تقدير العضليت وجلمت أن أكبر وأن أتنافس كرياضي

THE SELF

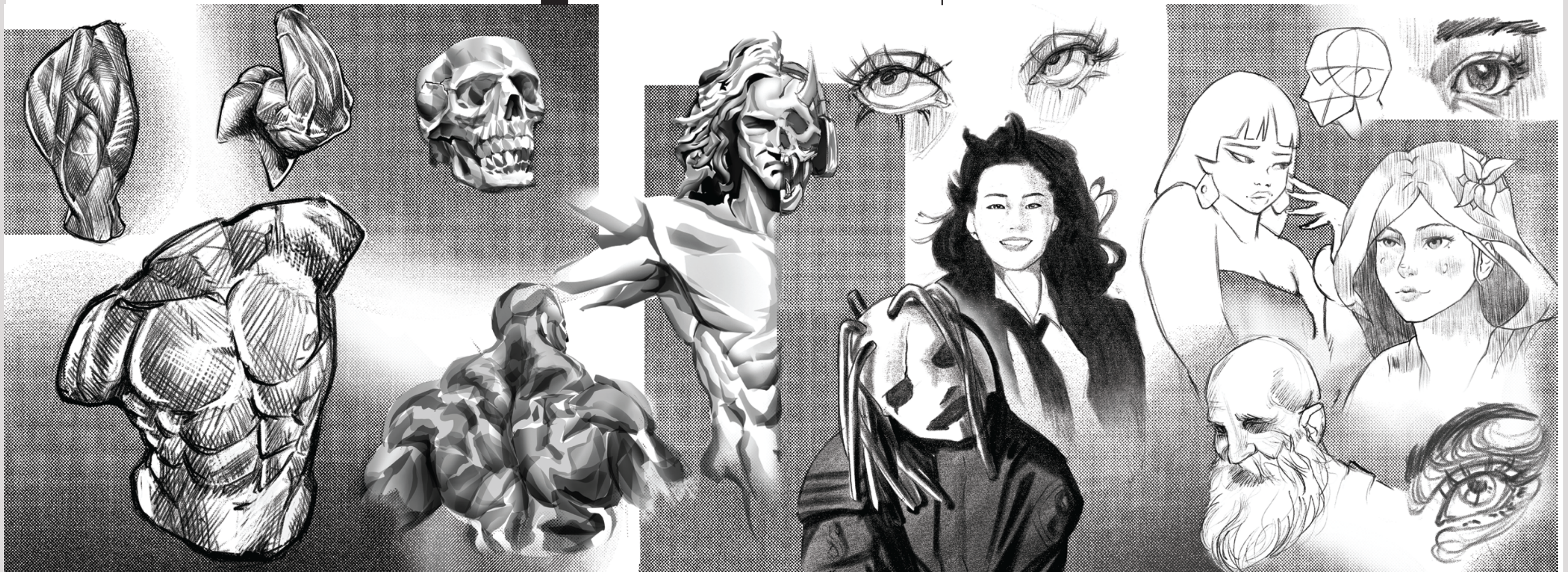
الخط

THE MAKING OF MY STYLE

1/28/2026

JAD BOUMJAHED

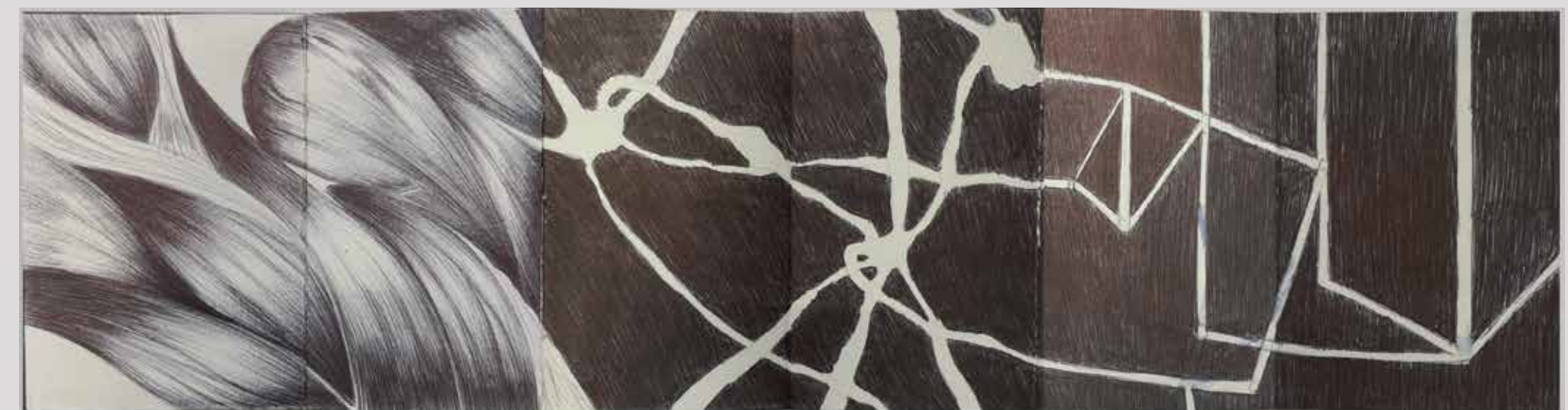
ثلاث سنوات مضت، بينما كنت أدرس أساسيات الفن، كنت أواجه باستمرار أعمالاً فنية جميلة مرسومة While also having great fights and I was always drawing character designs. I watched all the available episodes and started reading the manga. I read a lot and drew panels I liked as studies. Through this process, I developed my cross-hatching style. Years of practicing art, bodybuilding, studying muscles, and drawing consistently made me more confident and skilled at anatomy in my own style.



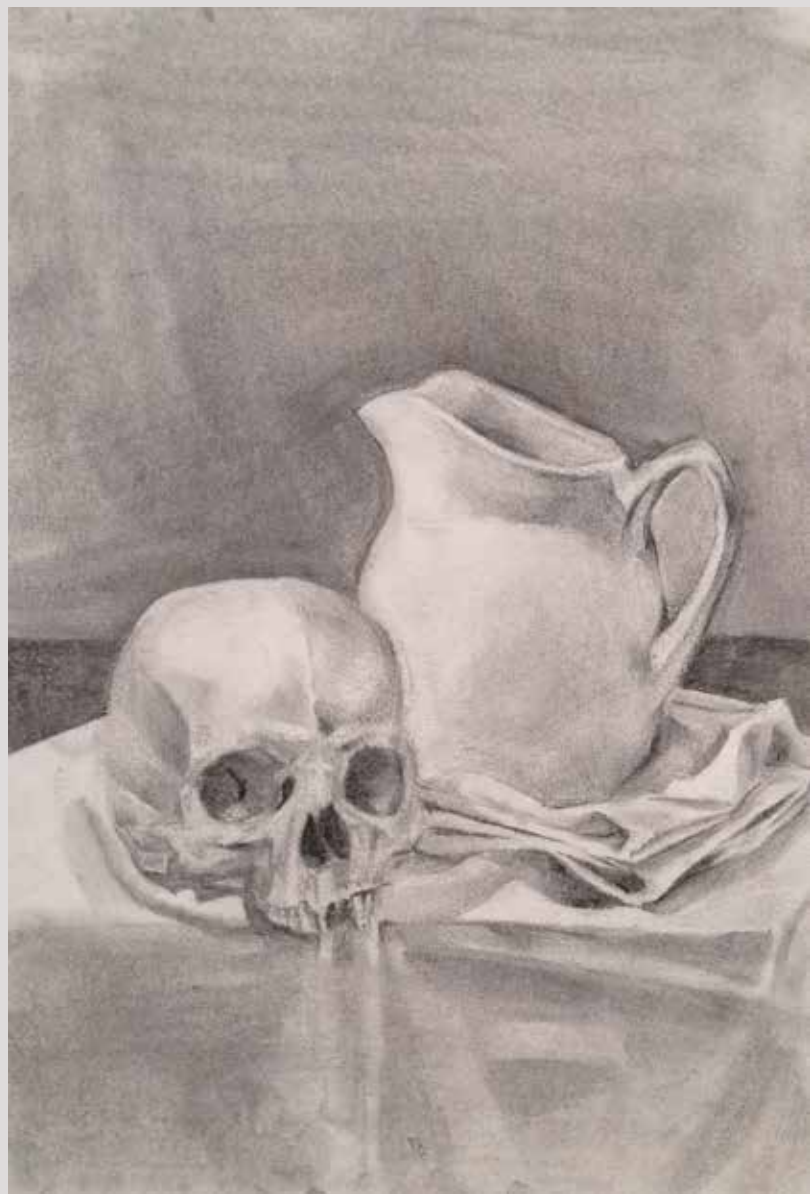
INTERLINKED

The first spread focused on muscles highlighting their structured layout. The second spread turned to neurons, messengers that stimulate muscle movement and regulate bodily responses. Together, they explored the body not as isolated parts but as overlapping systems, which inspired the 3rd spread which symbolizes the systems they make. When the two books are viewed from a particular angle, they align as one, symbolizing unity within complexity. Thus, everything that is natural is linked together, inspiring me to call the books, "interlinked".

May 2025



TECHNICAL SKILLS



Charcoal A2, November 2024



Charcoal A1, Self Portrait
December 2024



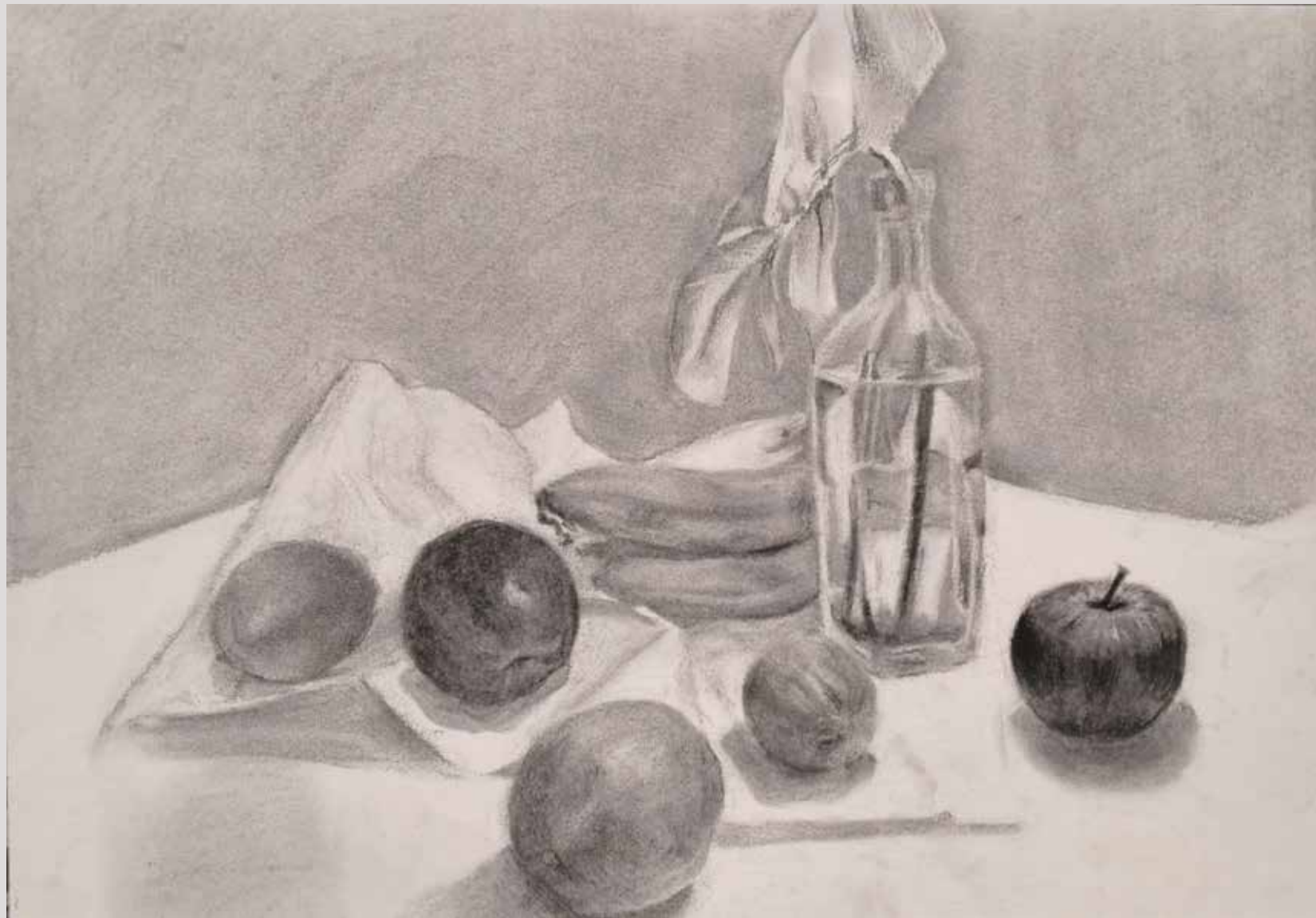
Graphite A3, October 2024



Graphite A3,
October 2024



Digital Art Process, February 2026



Charcoal A2, December 2024



Graphite A3, October 2024



