

Zahraa Serhan

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Education

Islamic university of Lebanon
Bachelor of Arts in Graphic Design / GPA 3/4

2021-2025

Portfolio Projects

Graduation Project – Children’s Illustrated Story

- Developed original story concept.
- Illustrated a full children’s storybook and designed characters.
- A full visual identity, layout, cohesive illustration system and print ready files.

Visual Identity Design – Nonprofit Organization

- A full comprehensive branding system, including logo, typography, color palette and visual guidelines to strengthen organizational identity.
- Brand Awareness Campaign including Posters, brochures, social posts designed to communicate brand identity to the audience.

Visual Identity Design - Cosmetics Brand

- Developed brand identity and product packaging, integrating illustration and visual storytelling for a premium aesthetic.
- A social media campaign translated the brand values into a refined visual language aligned with target audience positioning.

Packaging Design - Marshmallow Brand, olive oil brand, and promotional product

- Using Illustration Style create a unique and illustrated packaging concept for the product, emphasizing a modern visual storytelling and brand differentiation.
- Designed innovative die-cut packaging, integrating structural design with visual identity to elevate user interaction and brand perception.

Fitness Social App — UX/UI Design

- Conducted UX research through competitive analysis and personas to understand trainee and trainer needs, goals, and challenges.
- Designed user flows, wireframes, and a modern UI system in Miro and Figma, covering onboarding, trainer profiles, personalized workouts, progress tracking, and communication.

Skills

Design Softwares :

- Proficient in Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- Basics in After Effects
- basics in Figma / Miro

Design Fundamentals :

- Strong foundation in design principles : typography, color theory, layout design, composition, visual hierarchy and illustration fundamentals.

Design Specialization :

- Experienced in visual identity, packaging, book covers, and editorial design, illustration art, along with UX / UI (interactive and digital design).
- Skilled in storytelling, concept development, and prepress preparation for print production.