KEY VISUALS

MEDIA DESIGN

BRANDING

SALLA & ZED

AMR SHENDY

SENIOR GRAPHIC DESIGNER

+10 Yrs Exp
Gulf Market

EXPERT IN
SALLA
ZED

PORTFOLIO

Get Srarted



Shendy Studio

2026

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أهـــلا
Hello
Hola
Helo



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About me

i'm **Amr Shendy**

Date Of Birth
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Egyptian

Proficiency in English
Conversational

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Background

I'm a senior graphic and multimedia designer with over ten years of combined experience in the creative industry. Passionate about creating impactful, visually engaging, and effective design solutions, I bring a strong mix of creativity, practical thinking, and brand understanding to every project.

My expertise spans a wide range of design disciplines, including:

Throughout my career, I've worked on many freelance, client-based, remote, and full-time projects across Egypt and Gulf-based markets. I have collaborated with companies and clients in different industries, including e-commerce, healthcare, medical clinics, cosmetics, logistics, tourism, hospitality, government-related projects, and corporate brands.

These experiences have allowed me to deliver diverse, professional, and market-ready visual solutions while building trust through designs that are clear, consistent, and aligned with each brand's goals.

Here is my Behance account, where you can find a selection of the projects I have contributed to across branding, advertising, social media, e-commerce, and visual design.

Success partners

BSF

NESCAFÉ

أحلام الجزيرة
للمقاولات والصيانة

CUPRA

جمعية البدائع الخيرية

زد أكاديمي

موفي muvi CINEMAS سينما

SUNRISE
Alex Avenue Hotel

simfer

Taxi F

العبد

city CLUB

LTUC

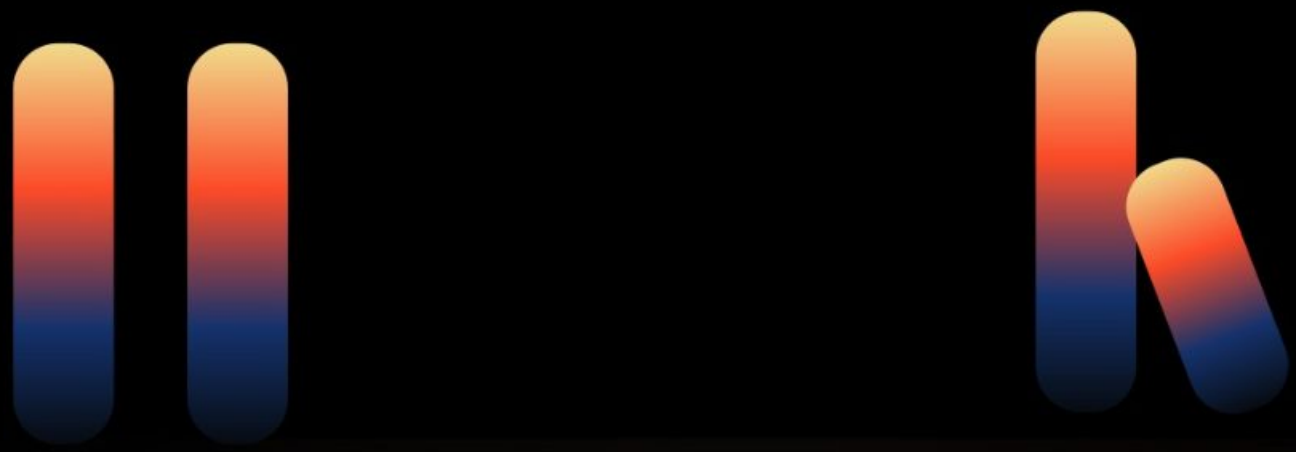
PIECELL

IZZ AL MUSTAQBAL
عز المستقبل

Mood

بَدِيهَة
Badeehah

ORG



ولكن لعل استنادك علي شريك يحقك واقع طموحاتك

But leaning on the right partner can launch your ambition

ربما تراها عينيك لحظة توقف

Perhaps your eyes will see it pause moment.

Master**Visaual**

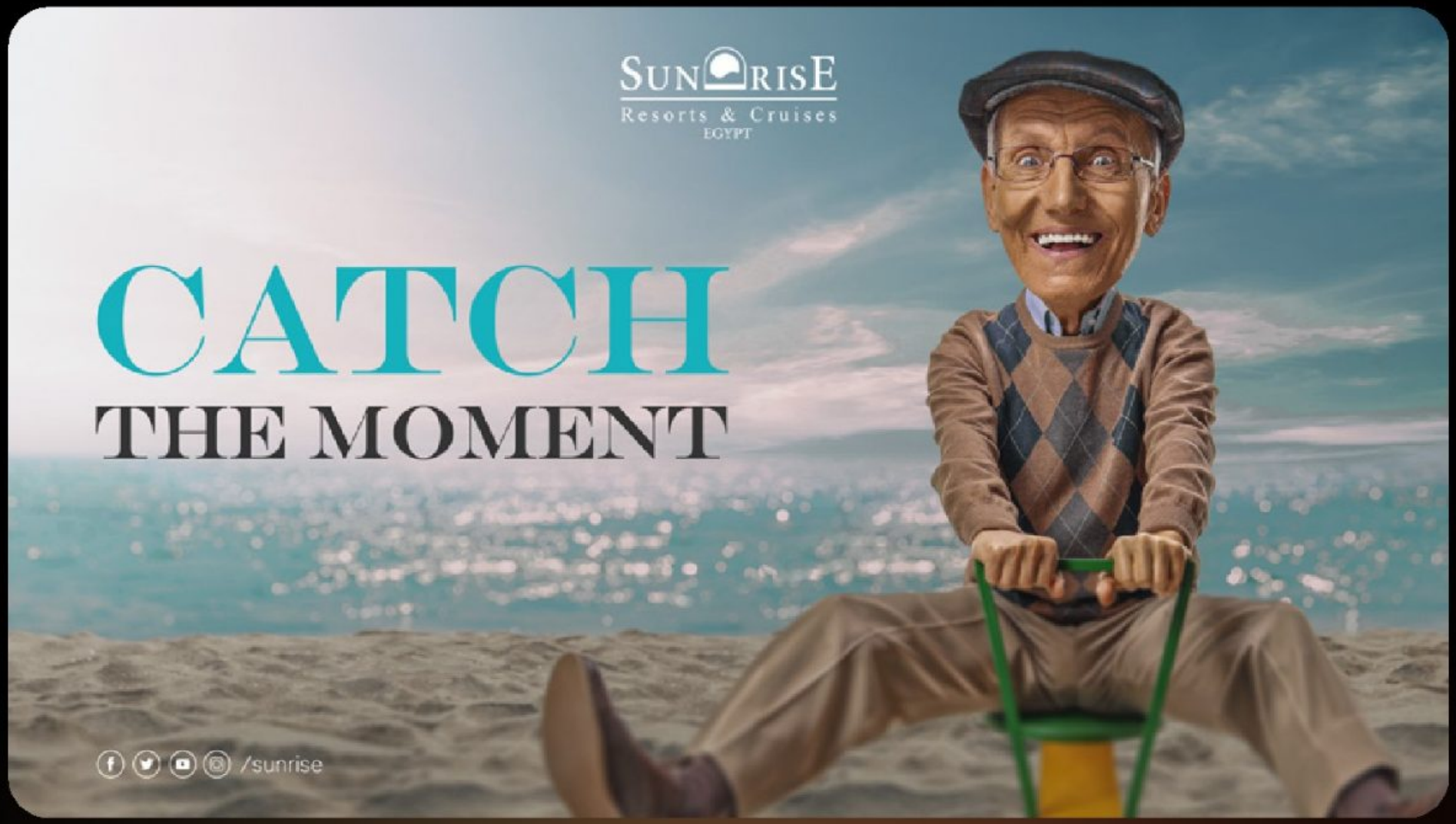
MasterVisual is a creative portfolio section that presents the overall visual direction, design style, and quality of the work. It reflects a modern, clean, and professional approach focused on creating strong visuals that help brands appear clear, attractive, and memorable.

Client : Golf Club **industry :** Sports **Service :** visual **Location :** Egypt



Golf Club is a sports brand in Egypt, and this visual was designed to create an energetic and inviting campaign for a golf experience. The concept combines a bright outdoor atmosphere, dynamic player expressions, and supporting golf elements such as the cart, clubs, and open field to communicate fun, movement, and premium leisure. The final design delivers a clean and engaging sports visual suitable for social media, digital advertising, and promotional campaigns.

Client : sunrise hotel **industry :** Tourism **Service :** visual **Location :** Egypt



Visual created for Sunrise Hotel – Resorts & Cruises targeting senior travelers. The concept highlights joy, relaxation, and enjoying special moments through a cheerful elderly character on the beach with the slogan "Catch The Moment."The visual reflects a warm tourism atmosphere that matches the hotel's identity in Egypt.

Client : sunrise hotel **industry :** Tourism **Service :** visual **Location :** Egypt



Visual created for Sunrise Hotel – Resorts & Cruises targeting senior travelers. The concept highlights joy, relaxation, and enjoying special moments through a cheerful elderly character on the beach with the slogan "Catch The Moment."The visual reflects a warm tourism atmosphere that matches the hotel's identity in Egypt.

Client : CUPRA **industry :** CARS **Service :** visual **Location :** KSA



For this visual, I wanted to create a premium automotive scene that captures CUPRA's bold and sophisticated personality. The warm desert tones, modern architectural background, and strong car positioning were combined to deliver a cinematic composition that feels powerful,elegant, and exclusive.

Client : Refresh **industry :** Health **Service :** visual **Location :** UAE



A playful advertising visual designed to connect the product with comfort and freshness during travel. The scene uses a humorous driving concept, oversized product placement, and a cheerful character to create a memorable brand moment.

Client : Davidoff **industry :** Foods **Service :** visual **Location :** Egypt



A surreal advertising concept designed to express the idea of staying awake through a playful visual metaphor. The oversized tired character, the dog, and the clean indoor setting create a humorous scene that highlights the product message in a memorable way.

Client : Nescafe **industry :** Foods **Service :** visual **Location :** Egypt



Nescafe is a food and beverage brand in Egypt, and this visual was created to deliver a warm, emotional, and memorable coffee experience.The design combinesstrong product placement with a lifestyle scene that reflects comfort, connection, and everyday shared moments.Using a calm residential background, soft composition, and nostalgic storytelling, the visual builds a deeper emotional link with the audience.The final result presents Nescafe as more than a coffeeproduct, positioning it as part of meaningful memories and daily life experiences.

Client : City Club **industry :** Sports **Service :** visual **Location :** Egypt



City Club is a sports brand in Egypt, and this visual was created to showcase the club's dynamic and diverse athletic environment. The concept brings together multiple sports in one powerful composition, using action-driven poses, outdoor court scenery, and dramatic visual balance to highlight energy, performance, and team spirit. The final design presents City Club as an active and modern destination for sports and recreation, making it suitable for promotional campaigns, social media content, and brand awareness materials.

Client : Golf Club **industry :** Sports **Service :** visual **Location :** Egypt



Golf Club is a sports brand in Egypt, and this visual was designed to create an energetic and inviting campaign for a golf experience. The concept combines a bright outdoor atmosphere, dynamic player expressions, and supporting golf elements such as the cart, clubs, and open field to communicate fun, movement, and premium leisure. The final design delivers a clean and engaging sports visual suitable for social media, digital advertising, and promotional campaigns.

Client : Shine **industry :** Beauty **Service :** visual **Location :** KSA



Shine is a beauty brand in KSA, and this visual campaign was designed to present the product in a premium, elegant, and feminine way. The concept focused on combining soft lifestyle photography, luxury lighting, clean product placement, and bold Arabic typography to highlight the LED beauty mask as a modern skincare solution. The final design creates a polished and trustworthy brand image suitable for e-commerce banners, social media campaigns, and digital advertising.

Client : Elabd **industry :** Foods **Service :** visual **Location :** Egypt



A surreal advertising concept designed to express the idea of staying awake through a playful visual metaphor. The oversized tired character, the dog, and the clean indoor setting create a humorous scene that highlights the product message in a memorable way.

Media**Design**

Social Media Design focuses on creating modern and engaging visuals for digital platforms. The designs are made to attract attention, deliver the message clearly, and support the brand's presence through posts, stories, campaigns, and promotional content.

Client : Sunrise **industry :** Hotels **Service :** Media Designs **Location :** Egypt









This project was designed for Sunrise, a hotel and resort brand in Egypt, to create fresh and relaxing vacation-themed media visuals. We used turquoise tones, travel elements, pool scenes, and summer lifestyle imagery to reflect comfort and holiday vibes. The designs focused on promoting resort experiences, travel excitement, and family-friendly moments in an attractive way. The final result gave the brand a vibrant media presence that inspires bookings and improves audience engagement.

Client : Amas Group **industry :** Home Appliances **Service :** Media Designs **Location :** Iraq













This project was designed for Amas Group, a home appliances brand in Iraq, to create professional and engaging media visuals. We used realistic lifestyle scenes to showcase ovens, air conditioners, heaters, and kitchen appliances. The designs focused on product benefits, comfort, and seasonal usage in a clear and attractive way. The final result gave the brand a strong visual presence that improves product awareness and customer engagement.

Client : Lusense **industry :** Beauty **Service :** media Designs **Location :** Omen



This project was designed for Lusense, a beauty brand in Oman, to present its skincare products in a soft and elegant style. We used natural tones, clean product scenes, and lifestyle visuals to reflect purity and care. The designs focused on highlighting the brand identity and product benefits in a calm, attractive way. The final result gave the brand a refined media presence that improves trust and customer engagement.

Client : izzcarent **industry :** Cars **Service :** Media Design **Location :** Omen













This project was designed for Izzcarent, a car rental brand in Oman, to create premium and professional social media visuals. We used strong car imagery, travel-inspired scenes, and elegant typography to reflect comfort and reliability. The designs highlighted rental offers, VIP service, and featured vehicles in a clear and attractive way. The final result gave the brand a polished media presence that builds trust and improves customer engagement.

Client : Hamtro **industry :** Buity **Service :** Media design **Location :** KSA













This project was designed for Hamtro, a pet supplies brand in Saudi Arabia, to create playful and engaging social media visuals. We used bright green and orange tones, pet images, and friendly Arabic messages to match the brand's fun identity. The designs highlighted offers, product benefits, and helpful pet care content in a clear way. The final result gave the brand a lively media presence that attracts pet owners and improves engagement.

Client : Joy **industry :** Foods **Service :** Media design **Location :** KSA



Joy is a food brand in KSA, presented through a clean and colorful media design campaign that focuses on product photography, bright color contrast, and appetizing dessert presentation. The visuals highlight the product in a modern lifestyle style suitable for sharing and gifting moments, creating a polished promotional set for social media, branding, and digital advertising.

Client : Jahmi **industry :** Service **Service :** Media design **Location :** KSA





Jahmi is a service brand in KSA, presented through a media design campaign focused on promoting e-commerce solutions in a simple and attractive way. The visuals combine lifestyle scenes, Salla store interfaces, customer messages, and business growth elements to show how brands can sell professionally from home or launch like major merchants. The final result is a clear promotional concept suitable for social media, service marketing, and digital advertising.

Client : Protin mood **industry :** Suplements **Service :** Media Design **Location :** KSA

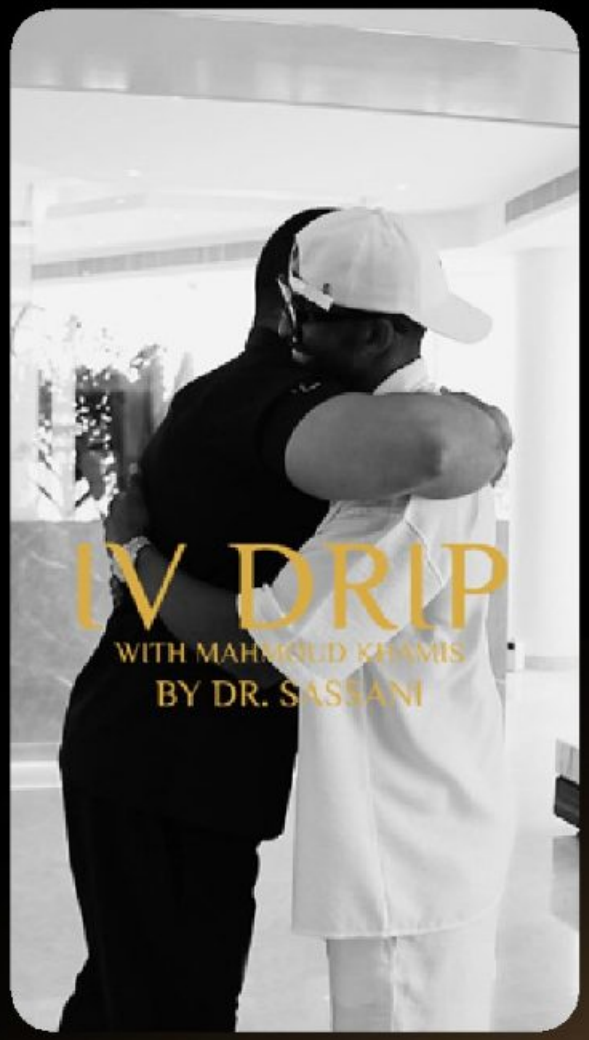




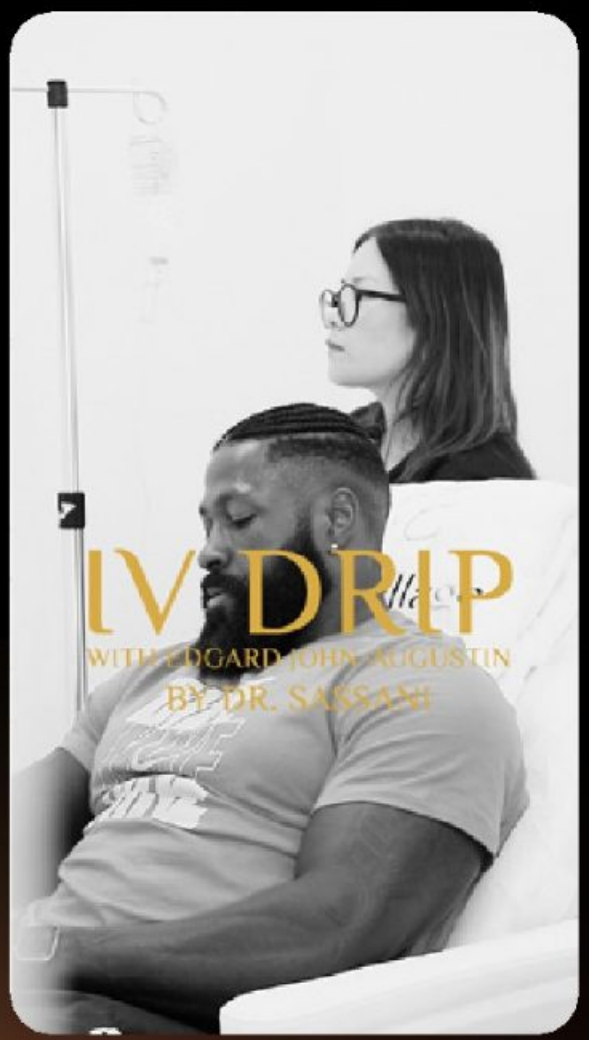


Protein Mood is a supplements brand project in KSA focused on creating bold, modern, and eye-catching media designs. The visuals were designed to promote fitness and nutrition products in a dynamic way, highlighting energy, performance, and product value while keeping the brand look professional and attractive.

Client : Excahllenge **industry :** Clinics **Service :** Media ds **Location :** UAE







Exchallenge is a clinic-based project in the UAE focused on creating clean and professional media designs. The visuals were designed to present medical and beauty services in a modern, elegant, and trustworthy way while keeping the brand appearance simple, clear, and visually attractive.

Client : Alovera **industry :** Clinics **Service :** Media design **Location :** KSA







Alovera is a clinic-based project in KSA focused on creating clean, modern, and attractive media designs. The visuals were designed to promote medical and beauty services in a clear, professional, and trustworthy way while maintaining a soft and elegant brand appearance.

Client : Blaban **industry :** Foods **Service :** Media design **Location :** KSA





This project was designed for Blaban, a food brand in Saudi Arabia, to create fun and memorable media visuals. We used a bright blue identity, playful product styling, and a character mascot to make the brand feel friendly and unique. The designs focused on presenting the product in a creative way that grabs attention on social media. The final result gave the brand a joyful visual style that improves recognition and engagement.

Client : Zmord **industry :** Beauty **Service :** Media design **Location :** KSA







This project was designed for Blaban, a food brand in Saudi Arabia, to create fun and memorable media visuals. We used a bright blue identity, playful product styling, and a character mascot to make the brand feel friendly and unique. The designs focused on presenting the product in a creative way that grabs attention on social media. The final result gave the brand a joyful visual style that improves recognition and engagement.

03

Salla & Zed

Salla and Zid Stores Design focuses on creating professional, modern, and user-friendly e-commerce store visuals. This section includes homepage banners, product layouts, store sections, visual identity applications, and design elements that help the store look more attractive, organized, and ready to increase customer trust and sales.

Client : Rawnq **industry :** Perfume **Service :** Salla Designs **Location :** KSa













This project was designed for Rawnq, a Saudi perfume brand, to present its products in a premium and elegant way. We used dark green, gold tones, smoke effects, and luxury visuals to reflect the oud and fragrance identity. The design included Salla banners and product creatives that highlight the product value clearly. The final result created a refined store look that builds trust and improves product presentation.

Client : Alhzary **industry :** Pharmcy **Service :** Salla Designs **Location :** Ksa

























This project was designed for a pharmacy and personal care store to create a clean and engaging shopping experience. We developed a set of Salla banners featuring key categories such as skincare, haircare, supplements, and personal hygiene. The design used soft, colorful visuals and clear product presentation to make browsing easier and more attractive. The final result gave the store a modern look that improves category visibility and overall customer experience.

Client : Itunes **industry :** Musics **Service :** Salla Designs **Location :** Ksa



This project was designed for iTunes, a music store in the Saudi market, to present musical instruments in a clear and attractive way. We created Salla banners with a soft blue visual style, Arabic messaging, and clean product-focused layouts. The designs highlight instruments, payment options, and learning-related offers to make the store feel accessible and professional. The final result delivered a modern music shopping experience with strong visual consistency and better product presentation.

Client : GM Group **industry :** Electronics **Service :** Salla Banners **Location :** Egypt









This project was designed for GM Group, an electronics store in Egypt, to create bold and eye-catching Salla banners. The designs used strong colors, clean product layouts, and clear Arabic messages to highlight offers and store sections. We focused on making each banner visually attractive while keeping the content easy to read and understand. The final result gave the store a modern promotional look that improves customer attention and product visibility.

Client : Gabrial **industry :** Cars **Service :** Salla Designs **Location :** KSA




يوم التأسيس
Saudi Founding Day
إرث يُـــ

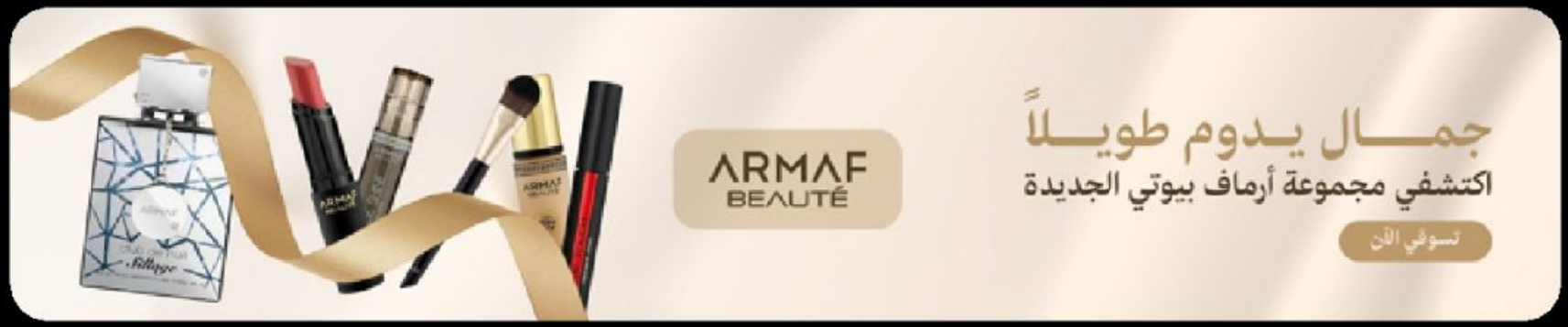






This project was designed for Gabrial, a car accessories and parts store in Saudi Arabia, with a strong and clean visual direction. We created Salla banners that highlight major vehicle brands, suspension products, and key store categories in a clear way. The designs combined bold layouts, automotive imagery, and Arabic promotional messaging to attract attention quickly. The final result gave the store a professional look that strengthens brand presence and improves product presentation.

Client : Negm **industry :** Beauty **Service :** Salla Baners **Location :** KSA







This project was designed for Negm, a beauty store in Saudi Arabia, to showcase skincare, makeup, and fragrance products in a soft and elegant way. We created Salla banners with clean layouts, pastel colors, and clear Arabic messages that match the beauty industry. The designs focused on highlighting product groups while keeping the store visually calm and professional. The final result gave the store a refined look that improves category presentation and customer experience.

Client : My Code **industry :** Games **Service :** Salla Designs **Location :** KSA





This project was designed for My Code, a gaming store in Saudi Arabia, to present digital products and game-related offers in an exciting visual style. We created Salla designs using bold colors, gaming characters, and clear product cards to attract the target audience. The layout focused on showing offers, app access, and popular gaming categories in a simple and engaging way. The final result delivered a dynamic store look that improves product visibility and matches the gaming market.

Client : Zhraa **industry :** Flowers **Service :** Salla designs **Location :** KSA











This project was designed for Zhraa, a flower store in Saudi Arabia, to present gifting and floral products in a soft and elegant style. We created Salla designs with light purple tones, floral visuals, and clear Arabic messages that reflect the brand's delicate identity. The banners focused on offers, payment options, and product variety while keeping the layout clean and attractive. The final result gave the store a charming and professional look that enhances customer experience and product presentation.

Client : Narfeen **industry :** Perfume **Service :** Salla Designs **Location :** KSA



















This project was designed for Narfeen, a Saudi perfume brand, to showcase oud, bukhoor, and fragrance products in a premium style. We created Salla designs using deep red, gold tones, and elegant product visuals to reflect luxury and authenticity. The banners focused on best sellers, new arrivals, offers, and easy payment options in a clear layout. The final result gave the store a refined look that improves product appeal and customer trust.

Client : Ablaj **industry :** Electronics **Service :** Zed Designs **Location :** KSA



This project was designed for Ablaj, an electronics store in Saudi Arabia, to present tech products in a modern and bold style. We created Zed designs using purple and yellow tones with clean product-focused layouts. The banners highlighted mobile accessories, smart devices, projectors, and payment options clearly. The final result gave the store a professional look that improves product visibility and customer engagement.

Client : Nobtah **industry :** Flowers **Service :** Salla Designs **Location :** KSA









This project was designed for Nobtah, a flower and plant store in Saudi Arabia, to present its products in a natural and fresh style. We created Salla banners using green tones, clean layouts, and plant-focused visuals. The designs highlighted ready gifts, indoor plants, and decorative plant accessories in a clear way. The final result gave the store a calm and professional look that improves product presentation and customer experience.

Client : Boom **industry :** Games **Service :** Zed Designs **Location :** KSA







This project was designed for Ablaj, an electronics store in Saudi Arabia, to present tech products in a modern and bold style. We created Zed designs using purple and yellow tones with clean product-focused layouts. The banners highlighted mobile accessories, smart devices, projectors, and payment options clearly. The final result gave the store a professional look that improves product visibility and customer engagement.

Client : Venus **industry :** Games **Service :** Zed Designs **Location :** KSA









This project was designed for Boom, a gaming store in Saudi Arabia, to create an energetic and modern visual identity. We created Zed banners using bold purple tones, popular game visuals, and clear Arabic messaging. The designs highlighted game categories, payment options, and featured titles in an engaging way. The final result gave the store a dynamic look that matches the gaming audience and improves product visibility.

Visual **Identity**

MasterVisual is a creative portfolio section that presents the overall visual direction, design style, and quality of the work. It reflects a modern, clean, and professional approach focused on creating strong visuals that help brands appear clear, attractive, and memorable.

Client : Maqam Al saba **industry :** Music **Service :** Identity **Location :** KSA

















This project was designed for Protein Mood, a supplements brand in Saudi Arabia, to build a bold and energetic visual identity. We created a strong brand direction using neon green, black tones, and fitness-inspired product visuals. The identity included logo usage, color system, packaging style, and digital brand applications. The final result gave the brand a powerful and modern look that fits the supplements and fitness market.

Client : Manara Sharq **industry :** Real State **Service :** Identity **Location :** Kuwit









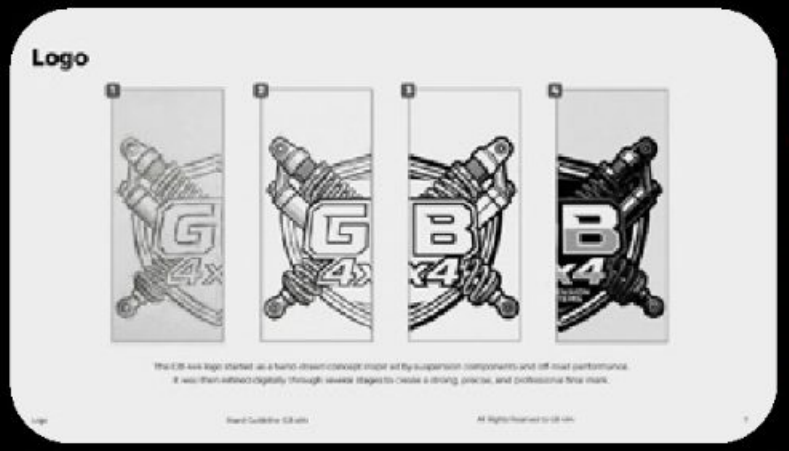




Blue	BAGE	BR Bage	WH Gray	White
#7c6429	#ae8c2f	#896918	#494949	#FFFFF

This project was designed for Manara Sharq, a real estate company in Kuwait, to build a professional and trustworthy visual identity. We used navy blue, gold, and clean neutral tones to reflect stability, elegance, and business credibility. The identity included logo applications, stationery, branded items, and a clear color system. The final result gave the brand a polished corporate look that fits the real estate market.

Client : GB 4X4 **industry :** Cars **Service :** identity **Location :** KSA





















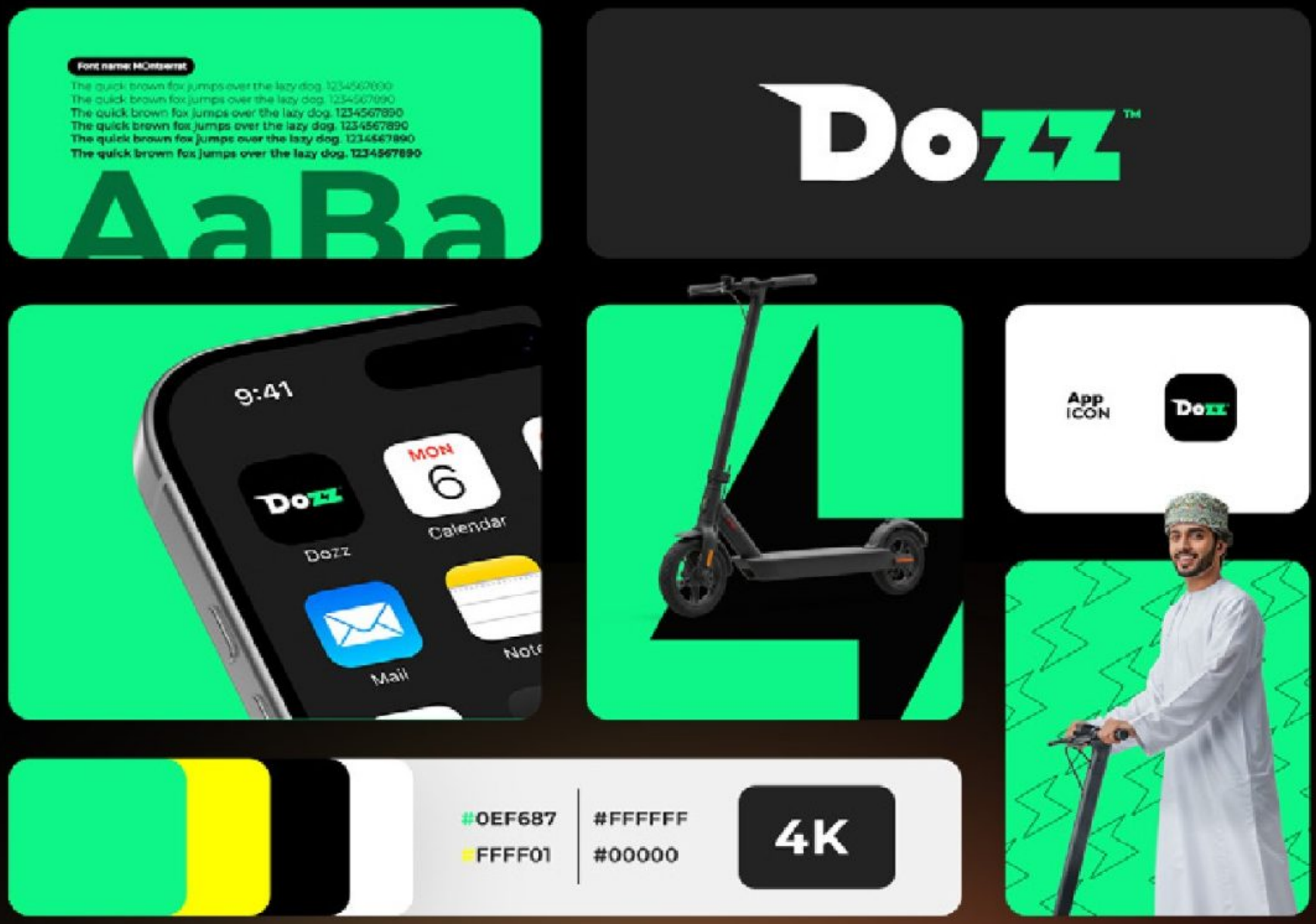
This project was designed for GB 4X4, a Saudi automotive brand, to build a strong and rugged visual identity. We used black, red, and metallic tones to reflect performance, power, and off-road durability. The identity included logo development, color system, brand applications, and workshop visuals. The final result gave the brand a bold and professional look that fits the 4x4 and car accessories market.

Client : Thulaty **industry :** Electronics **Service :** Visual Identity **Location :** Omen



This project was designed for Thulaty, an electronics brand in Oman, to build a clean and modern visual identity. We used purple, yellow, and soft accent colors to create a bold and memorable brand style. The identity included logo applications, packaging, business cards, shopping bags, and digital brand materials. The final result gave the brand a professional look that improves recognition and supports a stronger customer experience.

Client : Dozz **industry :** Skoter service **Service :** visual **Location :** Omen



This project was designed for Dozz, a scooter service brand in Oman, to build a bold and modern visual identity. We used bright green, black, and yellow tones to create an energetic and tech-driven brand style. The identity included logo usage, typography, app icon, color system, and digital brand applications. The final result gave the brand a strong visual presence that feels fresh, fast, and easy to recognize.

Client : Badeehah **industry :** Tech **Service :** VisulIdesntity **Location :** KSA



Badeehah

Badeehah is a technology company specialized in building e-commerce stores, developing websites and applications, and delivering innovative digital solutions that help businesses and entrepreneurs grow and move confidently into the future.













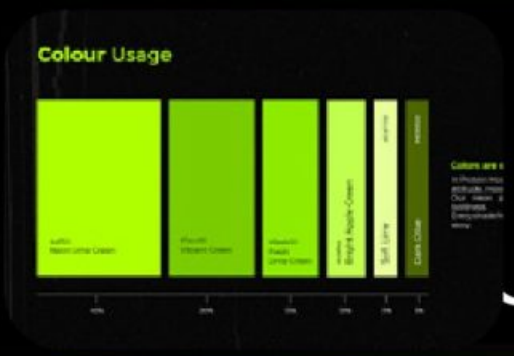




Client : Protein Mood **industry :** Suplements **Service :** Identity **Location :** KSa















This project was designed for Protein Mood, a supplements brand in Saudi Arabia, to build a bold and energetic visual identity. We created a strong brand direction using neon green, black tones, and fitness-inspired product visuals. The identity included logo usage, color system, packaging style, and digital brand applications. The final result gave the brand a powerful and modern look that fits the supplements and fitness market.

Client : Torpicna **industry :** juices **Service :** visual **Location :** Kuwit



Tropicana is a visual identity project for a juice and beverage brand in Kuwait. The identity was designed to create an elegant, modern, and memorable brand look through refined colors, clean typography, and consistent visual applications that reflect a premium and professional feel.

Thank you for viewing my portfolio. This profile showcases selected works in branding, visual identity, social media design, advertising banners, and Salla & Zid store designs. I look forward to creating clean, modern, and professional visuals for your brand.

I believe design is not decoration —-

it’s communication with emotion

Let’s work together and create something visually strong.

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SHENDY.STUDIO