

DESIGN PORTFOLIO

Abdelmadjid Hocine

Senior Art Director | Motion Designer



ABOUT ME

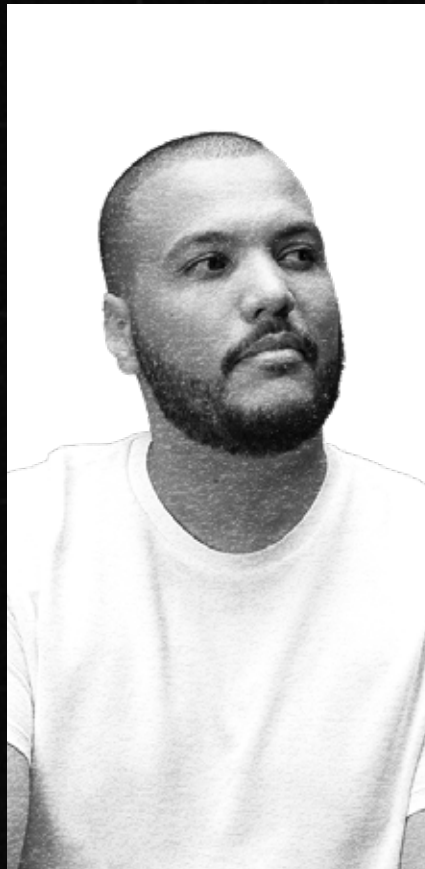
I turn creative ideas into eye-catching designs and fun visual experiences, managing projects from start to finish while keeping things fresh and collaborative. My style blends strategic thinking with a sharp eye for detail, always aiming to wow clients.

I'm a pro at Adobe Photoshop, Illustrator, and InDesign, whipping up everything from bold branding to sleek layouts. For animations that grab attention, I lean on After Effects and Premiere Pro to craft motion graphics that tell stories in style.

When it comes to 3D, Blender is my playground! I build detailed models, animations, and renders that bring projects to life, from photorealistic visuals to quirky experiments.

With a mix of creativity, teamwork, and technical know-how, I'm here to create designs that leave a lasting impression.

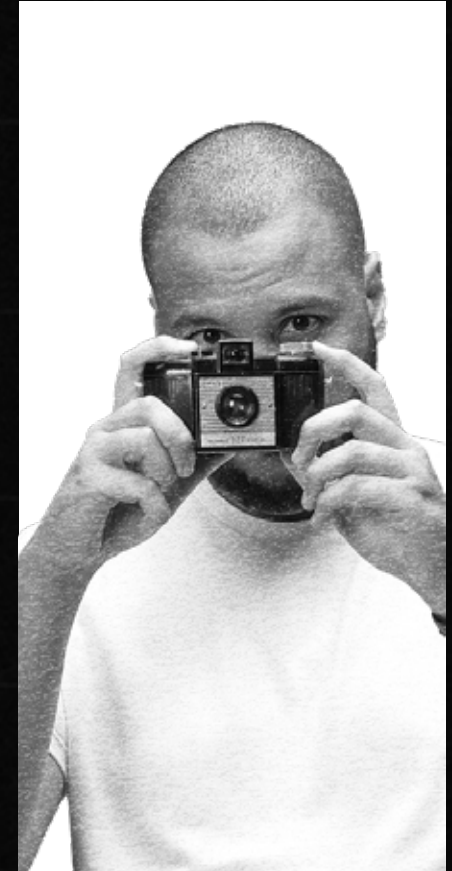
CREATIVE



RESILIENT



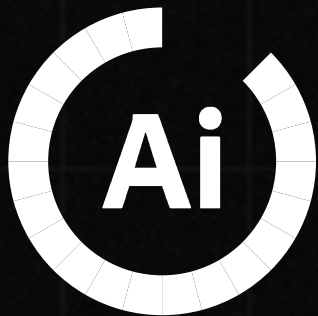
INNOVATIVE



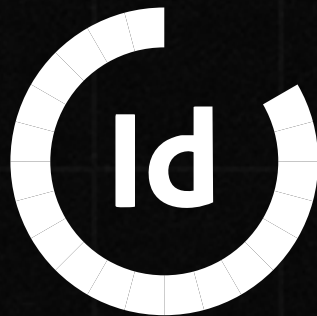
SKILLS & EXPERTISE



Photoshop



Illustrator



Indesign



After Effects



Premiere Pro



Blender

Graphic Design

Motion Design

3D Design

Leading

Social Media Design

Creative AI

Event Design



VISION & PHILOSOPHY

VISION:

Every day, I wake up driven by a passion to design creative and impactful ideas. My goal is to become one of the greatest designers in the region, crafting visual experiences that communicate unique messages. I see my role as a designer as a way to shape the world through creativity, offering solutions that connect deeply with people.

In the future, I aspire to thrive as a creative director in the Middle East, leading projects that push the boundaries of innovation and design. By staying attuned to trends and aligning them with my clients' visions, I aim to elevate creativity and set new benchmarks in the industry.

My legacy is to inspire others to think outside the box by evolving existing trends into extraordinary concepts. Above all, I strive to enjoy my design journey while creating messages that resonate and leave lasting impressions.

PHILOSOPHY:

I believe in harmonizing creativity and strategy by starting with a solid foundation and shaping it with imaginative flair. To overcome challenges, I break them into manageable pieces, solving each one effectively. At the heart of my work is storytelling, a principle that shapes every project and decision.

When collaborating with clients and teams, I prioritize listening to align my methods with their perspectives. This ensures my work reflects their vision while captivating the audience. By focusing on design principles like emphasis and hierarchy, I guide attention and craft meaningful narratives.

My creativity is driven by inspiration from everywhere—whether it's renowned designers, dedicated colleagues, or enthusiasts who pour passion into their craft. Each piece of art I encounter contributes to my creative reservoir. Platforms like Pinterest, Behance, and Vimeo provide endless inspiration, helping me refine my skills and expand my horizons. In every project, I aim to create designs that inspire and elevate, leaving behind a legacy of innovation.

EXPERIENCE



2022



2023



2023



2024

Throughout my design career, I've been fortunate to gain diverse experiences that have shaped my skills and perspective. My journey began in 2017 with freelance projects, starting within my university's scientific club. In 2022, I took on my first onsite role in Algiers, the capital of Algeria, where I began building the professional expertise I needed. In 2023, I moved to Qatar, where I expanded my experience by working in the hospitality industry, event management, and marketing sectors.

BRANDS I DESIGNED FOR



LOGOFOLIO

MY PREVIOUS LOGOS



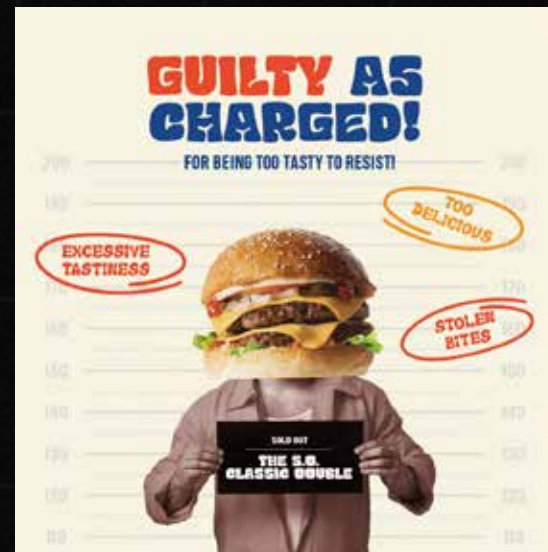
ALGERIAN UNION BANK
بنك الاتحاد الجزائري



SOCIAL MEDIA

SOLD OUT

A Saudi burger brand built on bold flavors and an even bolder personality. I was brought in to help shape their social media presence through a distinctive collage-style design approach. The goal was to create content that felt fun, irreverent, and scroll-stopping — mixing typography, imagery, and graphic elements in a way that matched their playful and humorous brand voice. Each post was crafted to feel visually chaotic in a deliberate way, reflecting the brand's unapologetic attitude and love for good food.



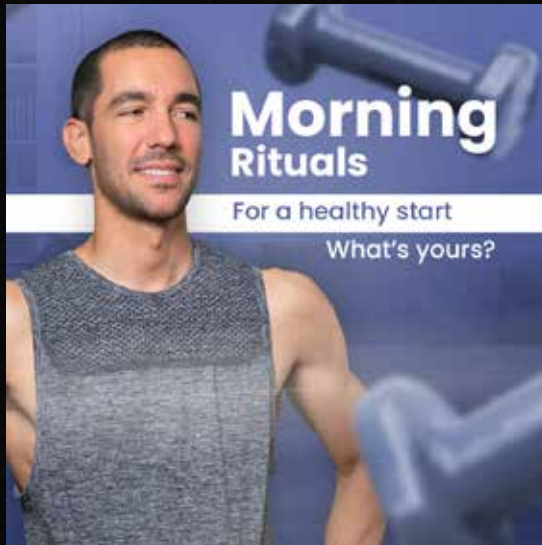
TAKARA

A premium Asian cuisine brand from Saudi Arabia with a strong emphasis on quality and presentation. I was tasked with designing social media content that would do justice to the refinement of their dishes and the elegance of their brand identity. Every post was carefully composed to highlight the visual appeal of their food while maintaining a consistent and sophisticated aesthetic. The design language leaned into clean layouts, rich textures, and a color palette that felt both premium and authentically Asian.



VITAWELL

A self-initiated concept project that allowed me to explore the world of lifestyle and wellness branding freely. Without the constraints of a client brief, I designed a full series of social media posts that communicate health, balance, and positive living. This project was an opportunity to experiment with visual storytelling, typography choices, and color systems that are common in the wellness industry, while pushing for something that felt fresh and modern rather than generic.



BIELLA

A well-established Italian restaurant brand in Qatar, widely known and loved for their authentic pizzas and pasta dishes. I was responsible for designing their social media content, creating posts that capture the warmth, authenticity, and appetite appeal of Italian cuisine. The design work balanced food photography presentation with strong typographic elements and a visual identity consistent with the brand's Italian roots. The goal was to make every post feel like an invitation to the table.



LORD OF THE WINGS

A highly popular Lebanese food chain with a strong fanbase, operating across Qatar. Known for their chicken wings and vibrant menu, the brand needed social media content that matched their high energy and bold personality. I designed a series of posts that combined strong visual hierarchy, appetizing food presentation, and punchy copy layouts. The work was focused on capturing the excitement around their offerings while staying true to the brand's established identity.



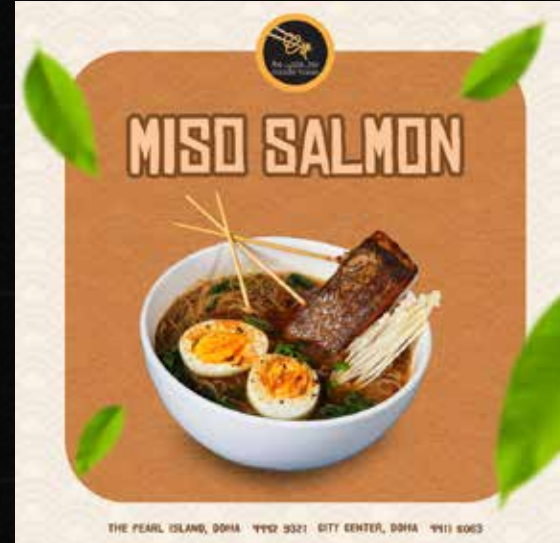
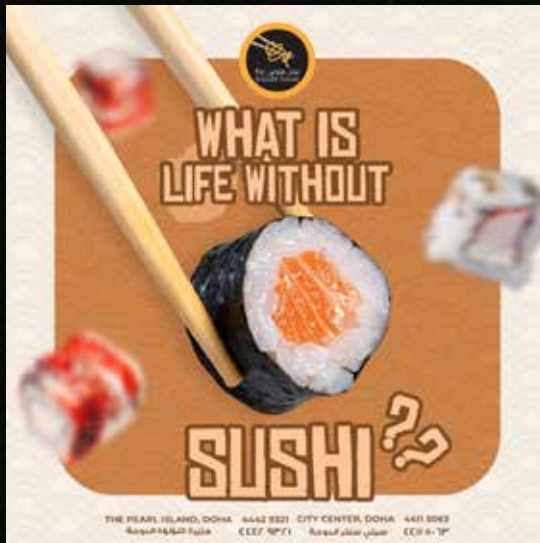
MAYSOUN

A Mediterranean restaurant brand operating in Qatar, offering a menu deeply rooted in the flavors and traditions of the Mediterranean region. I designed their social media content with the goal of translating that culinary warmth and richness into a compelling visual experience. The posts were crafted to feel inviting and authentic, drawing on warm tones, generous food imagery, and design choices that reflect the culture and heritage behind the cuisine. Each piece of content was built to connect emotionally with the audience.



THE NOODLE HOUSE

A well-known Asian dining brand originally established in Dubai, with a strong presence in Qatar. Celebrated for their noodles, sushi, and Pan-Asian offerings, the brand has a distinct identity that blends casual dining with quality ingredients. I designed a series of social media posts that highlight the diversity and appeal of their menu, using dynamic layouts and rich food visuals to communicate freshness and flavor. The content was created to resonate with a cosmopolitan audience familiar with Asian food culture.



LE DIPLOMATE

A professional laundry and dry-cleaning company based in Algeria, offering a range of pressing and garment care services. I handled their social media design, creating content that communicates their expertise and reliability in a clean and visually appealing way. The posts were designed to educate and engage their audience, presenting the brand as a trustworthy and modern solution for everyday garment care needs. The visual approach was kept sharp and professional, reflecting the precision the brand brings to its work.



1001 COFFEE

One of Algeria's most recognized and beloved coffee brands, carrying a strong sense of local heritage and cultural identity. I designed a series of social media posts that celebrate both the quality of their coffee and the rich traditions surrounding coffee culture in Algeria. The content blended warmth, nostalgia, and modern design sensibilities to create posts that feel simultaneously familiar and fresh. Each design was crafted to reinforce the brand's position as a household name while keeping their social presence engaging and current.



OGAMI

A premium real estate brand offering high-end residential properties with a focus on luxury living and architectural quality. I was tasked with creating social media content that reflects the exclusivity and prestige of their developments. The design approach was deliberately refined and minimal, allowing the properties to take center stage while the visual framing communicated aspirational living. Every post was built to speak to a discerning audience looking for more than just a home — an elevated lifestyle.



MILKO

An Algerian dairy brand with a broad product range that includes milk and yogurt products consumed daily by families across the country. I designed a series of social media posts that bring freshness, energy, and visual appetite appeal to their everyday products. The content was crafted to feel warm and family-oriented, using bright visuals and friendly design language to reinforce the brand's place in Algerian households. The goal was to make familiar products feel exciting and worth celebrating on social media.



DZPRINTED

An Algerian company operating in the 3D printing space, offering innovative manufacturing and printing solutions to businesses and individuals. I created their social media content with the aim of communicating the cutting-edge nature of their services in a clear and visually compelling way. The posts were designed to demystify 3D printing for a broader audience while positioning the brand as a forward-thinking and capable partner. The visual style leaned into a modern, tech-forward aesthetic that reflects the precision and innovation behind their work.



GOLDFOOD

A brand with a specialized focus on honey and natural beverages, built around the idea of wholesome and quality food products. I designed their social media posts to emphasize the natural origins and premium quality of what they offer. The visual direction drew on rich, earthy tones and clean layouts that communicate health, authenticity, and trust. Each post was crafted to highlight the care and quality behind the product, helping the brand build a stronger connection with health-conscious consumers.



IGAL FOOD

An Algerian company specializing in cookies, snacks, and sweet treats, with a product range that appeals to a wide and diverse audience. I designed their social media content to feel playful, colorful, and irresistibly appetizing, reflecting the joy and indulgence that comes with their products. The posts were built around strong visual appetite appeal, combining product-focused imagery with dynamic graphic elements and energetic layouts. The aim was to make every post feel like a celebration of good taste and everyday pleasure.



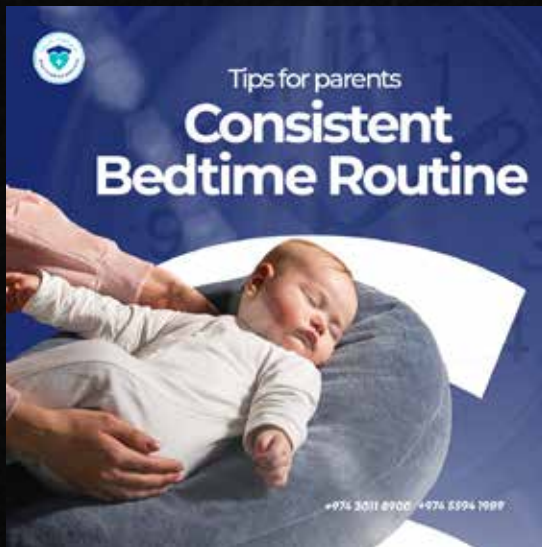
LINKWAVE

An internet and telecommunications service provider delivering connectivity solutions to homes and businesses. I was responsible for designing their social media presence, creating content that communicates the reliability, speed, and accessibility of their services. The visual approach was modern and tech-forward, using clean layouts and a professional color palette to position Linkwave as a dependable and contemporary brand in the connectivity space. The content was designed to be clear, direct, and confidence-inspiring for their target audience.



MOSI

A medical and healthcare company based in Qatar, dedicated to providing professional care and health services. I designed their social media content with a careful balance between clinical professionalism and human warmth, ensuring the brand felt approachable without compromising its credibility. The posts covered a range of health topics and service highlights, always maintaining a tone and visual style that would resonate with patients and caregivers alike. The goal was to build trust and awareness through consistent and thoughtful design.



SWAREEN

An Algerian brand rooted in the world of sweets and confectionery, offering a range of traditional and modern treats that carry a strong sense of local culture and festivity. I created a series of social media posts that lean into the colorful, celebratory nature of their products, using vibrant visuals and joyful design choices to reflect the happiness their sweets bring to people. The content was crafted to connect with a wide Algerian audience, evoking nostalgia, warmth, and the simple pleasure of sharing something sweet.



OVERALL BRANDING

ROWAD 2024

Led the creative direction and visual execution for the 10th ROWAD Entrepreneurship Conference & 3rd Arab SMEs Summit 2024 in Qatar. I managed multidisciplinary creative teams across branding, motion graphics, stage visuals, screen content, and experiential design, ensuring cohesive execution from concept to final delivery. My role focused heavily on leadership, workflow management, and maintaining a high creative standard across all event touchpoints, helping deliver an impactful experience for one of Qatar's leading entrepreneurship and SME platforms.



ROWAD 2025

Directed the creative vision and execution for the ROWAD Entrepreneurship Conference 2025, overseeing branding systems, animations, digital assets, stage visuals, and event screen content. I led creative teams and coordinated closely with production and marketing departments to ensure seamless delivery across all platforms. My responsibilities focused on creative leadership, team management, and delivering a unified visual experience that strengthened the event's identity and elevated audience engagement throughout the conference.



CONTACT



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Thank you

