ALJOHERI

SELECTED DESIGN WORK / 2026

GRAPHIC DESIGN
ILLUSTRATION
PRINT

DESIGN THAT MOVES FROM IDEA TO PRODUCTION.

This portfolio presents a selected group of identity, editorial, illustration and information-design projects developed for brands, organisations and printed communication. Each project is approached as a visual system: concept, hierarchy, application and final production.

I am Abdullah Alzahrani, a graphic designer and illustrator based in Dammam, Saudi Arabia. My work combines visual storytelling with clear communication across brand identities, publications, campaigns and commercial illustration.

MA ILLUSTRATION
Academy of Art University / 2023

BA PRINT DESIGN & ADVERTISING
Umm Al-Qura University / 2010

INDEPENDENT PRACTICE SINCE 2008

SELECTED WORK

01
TEA ONE
Brand Identity / 2025
04–05

02
WHITELENS PRODUCTIONS
Editorial Design & Illustration / 2019
06–07

03
VERBSTORE
Commercial Illustration / E-commerce / 2019
08–09

04
DIETSECRET
Menu Design / Information Design / 2018
10–11

SERVICES
Design Support for Print & Advertising Businesses
12–13

COLLABORATION & CONTACT
Workflow / Availability / Contact
14–15

TEA ONE

A contemporary identity rooted in the ritual of tea.



Tea One is a specialty tea café in Al Khobar. The identity translates the layered experience of traditional tea into a calm, contemporary visual system. A tulip-shaped tea glass merges with the letter T and numeral 1, creating a distinctive mark built around warmth, clarity and cultural familiarity.

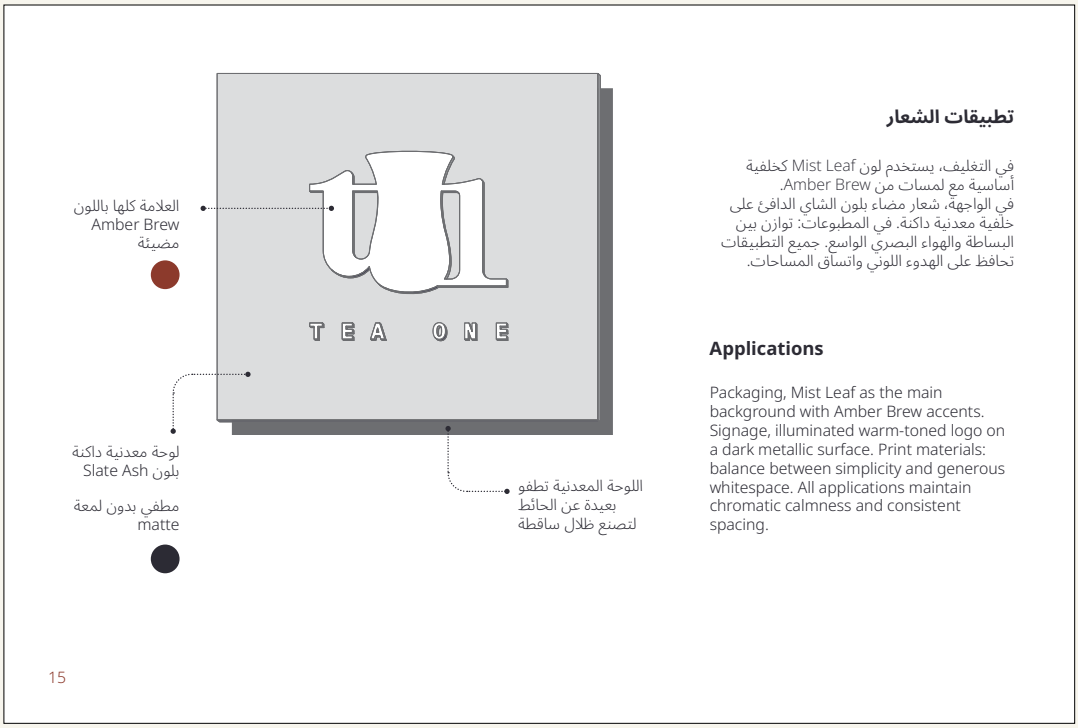
CLIENT
Tea One Café

LOCATION
Al Khobar, Saudi Arabia

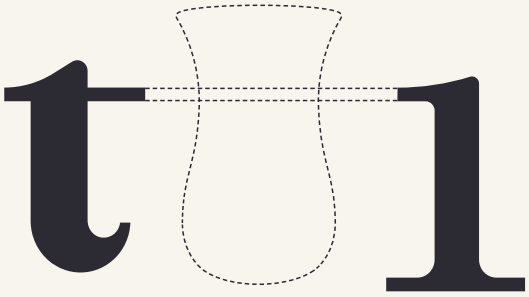
YEAR
2025

SCOPE
Logo design
Visual identity system
Colour and typography
Bilingual brand guidelines
Application concepts

Amber Brew
Mist Leaf
Slate Ash
Violet Dusk



BILINGUAL BRAND GUIDELINES / APPLICATIONS



DESIGN IDEA

The two-layered glass represents the meeting of water and tea. Integrating the T and 1 into the vessel transforms a familiar cultural object into a distinctive brand mark.

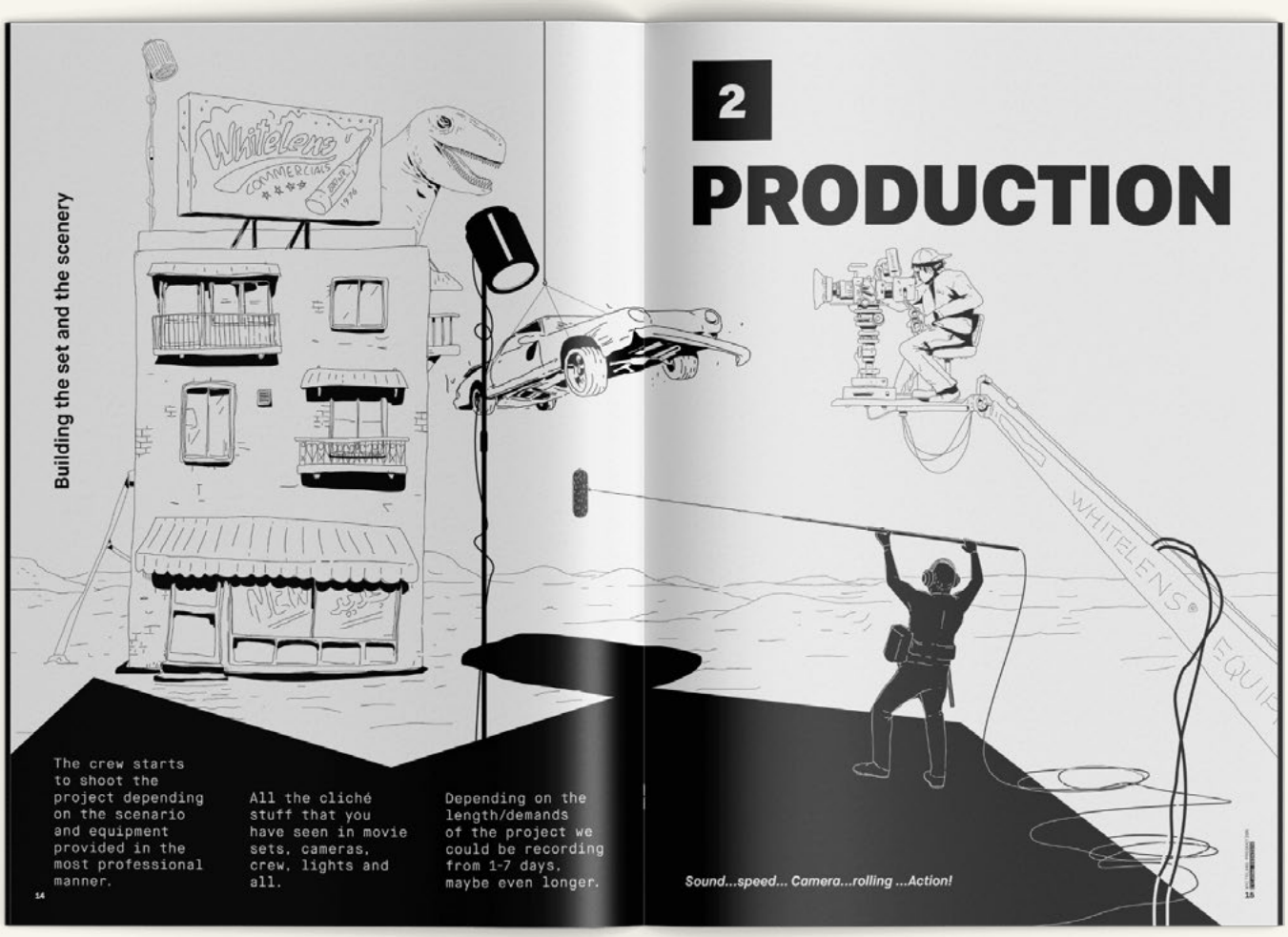
VIEW FULL PROJECT ↗
875 KB



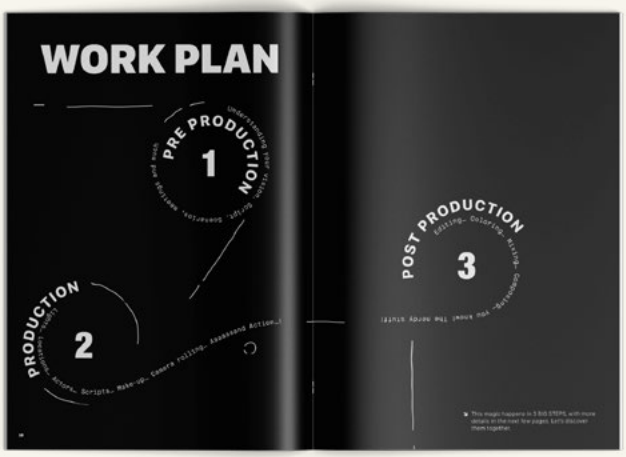
WHITELENS PRODUCTIONS

An illustrated company profile built around the filmmaking process.

Whitelens Productions needed a printable company profile that could explain its services without relying on a conventional corporate format. The booklet was developed as a visual journey through pre-production, production and post-production, combining monochrome illustration, screenplay-inspired typography and continuous transitions between spreads.



SELECTED BOOKLET SPREAD / COMPANY PROFILE





CLIENT
Whitelens Productions

YEAR
2019

SCOPE
Editorial design
Art direction
Vector illustration
Print production

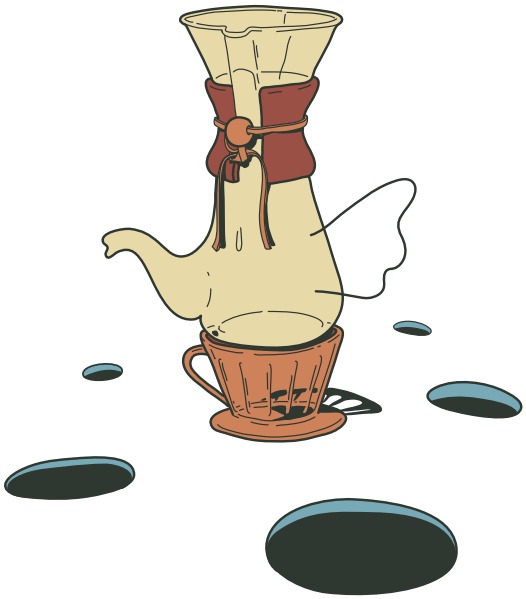
DELIVERABLE
Illustrated company profile

EDITORIAL IDEA
Recurring cables, film reels and production equipment connect the spreads, allowing each stage of the filmmaking process to lead visually into the next.

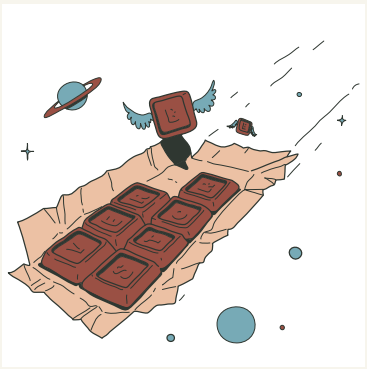
VIEW FULL PROJECT ↗
18.3 MB

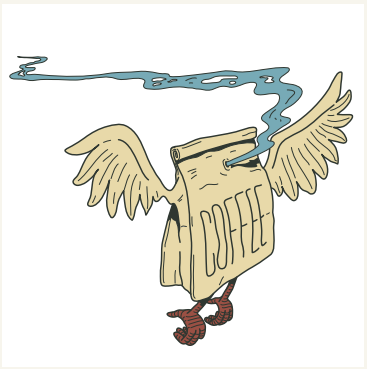
VERBSTORE

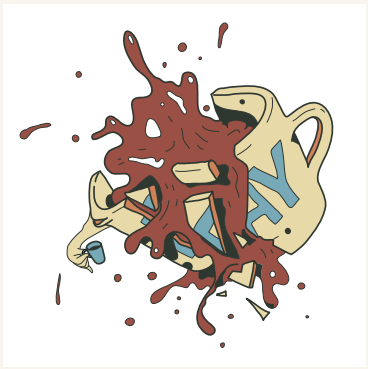
A surreal illustration system for an online coffee equipment store.



PRODUCT CATEGORY ILLUSTRATIONS

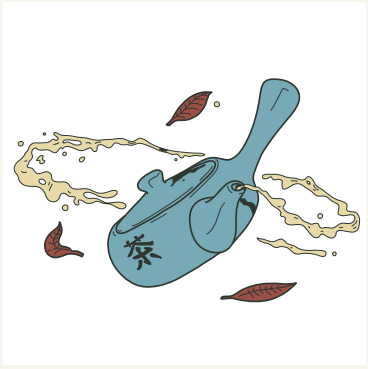












Verbstore needed a distinctive visual language for its e-commerce categories. I developed a series of surreal, limited-palette illustrations inspired by the tools, objects and rituals associated with coffee and tea. The system combines individual product-category artworks with larger customer-segment scenes, allowing each image to function independently while maintaining a consistent visual identity across the store.



OUTDOOR BREWING



FOR CAFÉS & TEA SHOPS



FOR BUSINESSES



FOR HOME BREWING

CLIENT
Verbstore

YEAR
2019

SCOPE
Creative concept
Commercial illustration
Category artwork
Digital asset preparation

DELIVERABLE
E-commerce illustration set

DIETSECRET

A nutrition-focused menu designed for quick comparison and confident ordering.

DietSecret needed a printable restaurant menu that could communicate more than product names and prices.
I organised each meal around its nutritional information, integrating protein, carbohydrates and fat into a clear visual hierarchy.
Charts, dotted connections and classified-document details extend the brand's "secret file" concept while keeping the menu practical for everyday ordering.





CLIENT
DietSecret Restaurant

YEAR
2018

SCOPE
Menu architecture
Editorial design
Information design
Print-ready artwork

DELIVERABLE
Multi-page printed menu



NUTRITION DATA HIERARCHY

Nutritional data is integrated into the menu hierarchy rather than treated as secondary information, allowing customers to compare meals without interrupting the visual flow.

VIEW FULL PROJECT ↗
29.8 MB

DESIGN SUPPORT FOR PRINT & ADVERTISING BUSINESSES

I provide flexible external design support for print shops and advertising businesses that need reliable project execution without maintaining a full-time designer.

01 — PRINT PRODUCTION SUPPORT

File correction, resizing, bilingual typesetting, bleed and safe-area setup, CMYK preparation, font and image checks, and press-ready PDF delivery.

02 — CAMPAIGN ADAPTATION

One approved visual direction adapted consistently across flyers, posters, roll-up banners, storefront graphics and digital formats.

03 — BUSINESS DESIGN SYSTEMS

Compact identity and communication packages for businesses that need a coherent set of practical applications without commissioning an extensive brand programme.

WHITE-LABEL COLLABORATION

Projects can be developed and delivered under your business name. Direct contact with the end client remains optional and is agreed before work begins.

دعم تصميمي للمطابع ووكالات الدعاية والإعلان

أقدّم دعمًا تصميميًا خارجيًا مرنًا للمطابع ووكالات الدعاية التي تحتاج إلى تنفيذ موثوق للمشاريع، دون الحاجة إلى مصمم متفرغ دائم.

١ — تجهيز ملفات الطباعة

تصحيح الملفات، ضبط المقاسات والمساحات الآمنة والهوامش الممتدة، تجهيز ألوان CMYK، مراجعة الخطوط والصور، وتصدير ملفات PDF جاهزة للإنتاج.

٢ — تكييف الحملات والمقاسات

تطوير اتجاه بصري رئيسي واحد، ثم تكييفه باتساق للمنشورات، والبوسترات، والرول أب، ولوحات الواجهات والمقاسات الرقمية.

٣ — أنظمة تصميم للأعمال

حزم هوية واتصال عملية للأنشطة التي تحتاج إلى مجموعة تطبيقات مترابطة، دون تحميل العميل نطاق مشروع هوية شامل لا يحتاجه.

التعاون باسم المنشأة

يمكن تطوير المشاريع وتسليمها باسم منشأتكم، مع بقاء التواصل المباشر مع العميل اختياريًا وفق الاتفاق المسبق.

آلية تعاون واضحة

١ — استلام المتطلبات

ترسل المطبعة أو الوكالة المقاسات، والنصوص، وملفات الهوية، والمراجع والموعد المطلوب.

٢ — اعتماد نطاق العمل

يتم تأكيد المخرجات، والتكلفة، والجدول الزمني وعدد التعديلات المشمولة قبل بدء المشروع.

٣ — التصميم والمراجعة

يُطوّر الاتجاه المتفق عليه ويُقدّم للمراجعة، ثم تُنفّذ التعديلات المحددة ضمن نطاق المشروع.

٤ — التسليم الإنتاجي

تُراجع الملفات النهائية وتُسلّم بالمقاسات والصيغ المطلوبة للطباعة أو الاستخدام الرقمي.

AVAILABILITY

Based in Dammam, Saudi Arabia.

Available for scheduled freelance and white-label collaboration. Urgent work is accepted only when the scope and deadline are confirmed in advance.

FROM BRIEF TO PRESS-READY DELIVERY.

من موجز المشروع إلى ملف جاهز للطباعة.

ABDULLAH ALZAHRANI
ALJOHERI

Graphic Designer & Illustrator
مصمم جرافيك ورسّام

Dammam, Saudi Arabia
الدمام، المملكة العربية السعودية

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+966 56 934 6490
aljoheri.com

Available for project-based and white-label collaboration.
متاح للمشاريع المستقلة والتعاون باسم المطبعة أو الوكالة.

SCAN TO SAVE CONTACT

امسح لحفظ جهة الاتصال

ALJOHERI

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