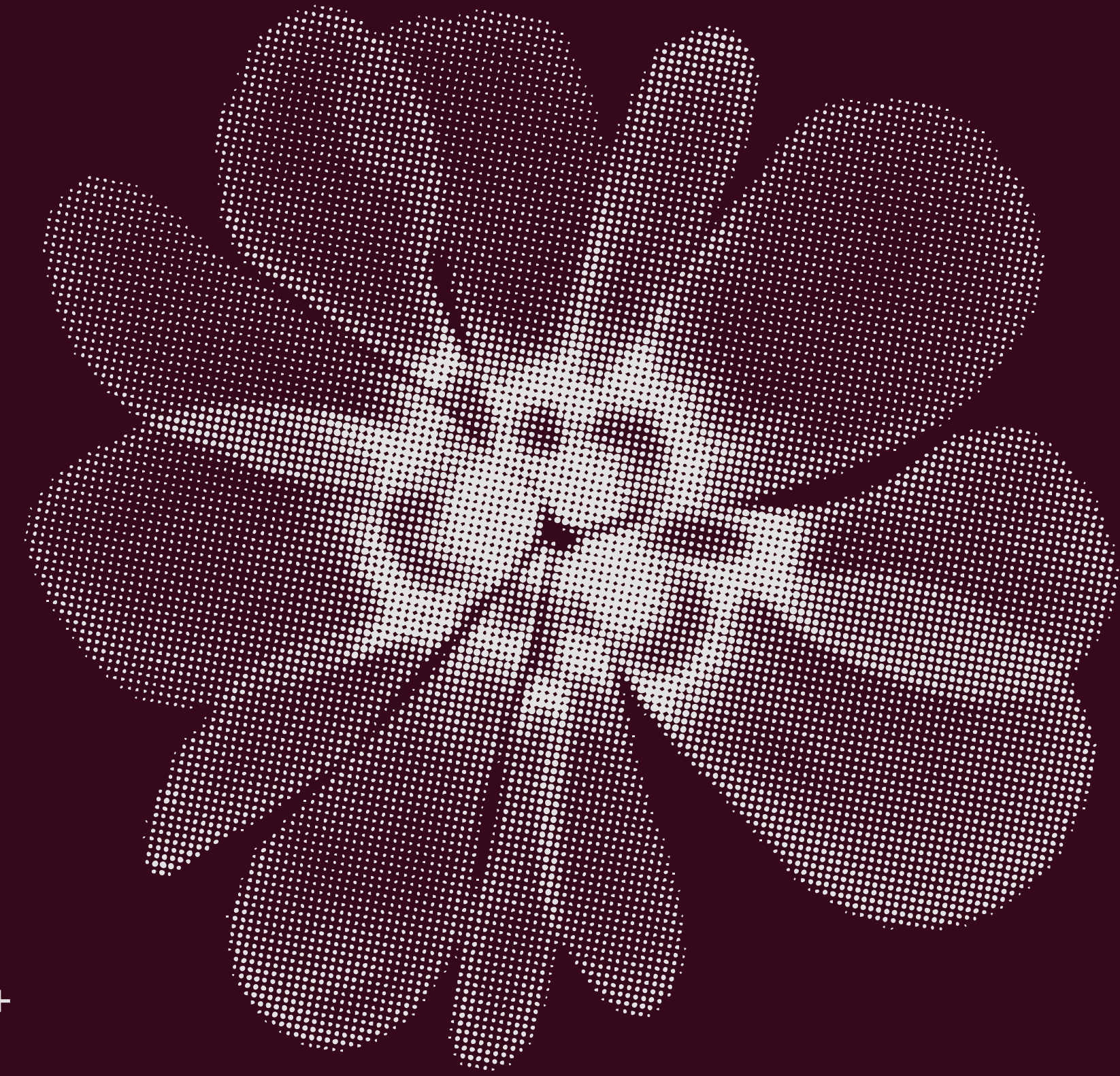


ملف الأعمال

DESIGN PORTFOLIO

تعريف *ABOUT*

Len Kattan (b. 1998), is a graphic designer and self-taught artist with 2+ years of experience in branding, event visuals, and social media design. She develops visual directions and translates concepts into polished, production-ready deliverables—ranging from brand identities and campaign assets to event collateral and presentation templates. Her work is defined by thoughtful storytelling, strong layout sensibility, and detail-driven execution.



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01

EVENTS

EVENT BRANDING



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IGNITION BLUE

IGNITE '26 BY SEDCO

This branding direction was developed to feel premium and elevated while still staying true to Sedco's original identity. Under Larissa Van Alles' supervision at WKK, the visual approach retained Sedco's core blue palette and reworked it through cleaner typography, soft gradient elements, and a more refined composition, creating a modern event look with a clear connection to the brand's established identity.

IGNITE '26
BY SEDCO CAPITAL

Aa Aa

Orlean

Canela Deck

ع
سليم
عربي
أب
◆

MOCKUPS

DIGITAL INVITATIONS



IGNITE'26 BY SEDCO

These mockups were created to show how the event branding extends into digital assets in a clear and polished way. The invitation design applied the same premium visual direction through the use of Sedco's core blue palette, soft light gradients, and clean typography, resulting in a sleek digital asset that feels aligned with the overall event identity.

KEY VISUAL MOODBOARD

FOUNDING DAY

Since the branding itself was already established, this stage focused on building moodboards that helped translate it into a clearer direction for the key visuals. By pulling from the brand's existing cultural cues, tones, imagery, and heritage-inspired elements, the moodboards helped define the atmosphere and overall look before moving into execution, shaping visuals that felt aligned with the governmental identity and the intended creative direction.



KEY VISUAL

يوم بدينا



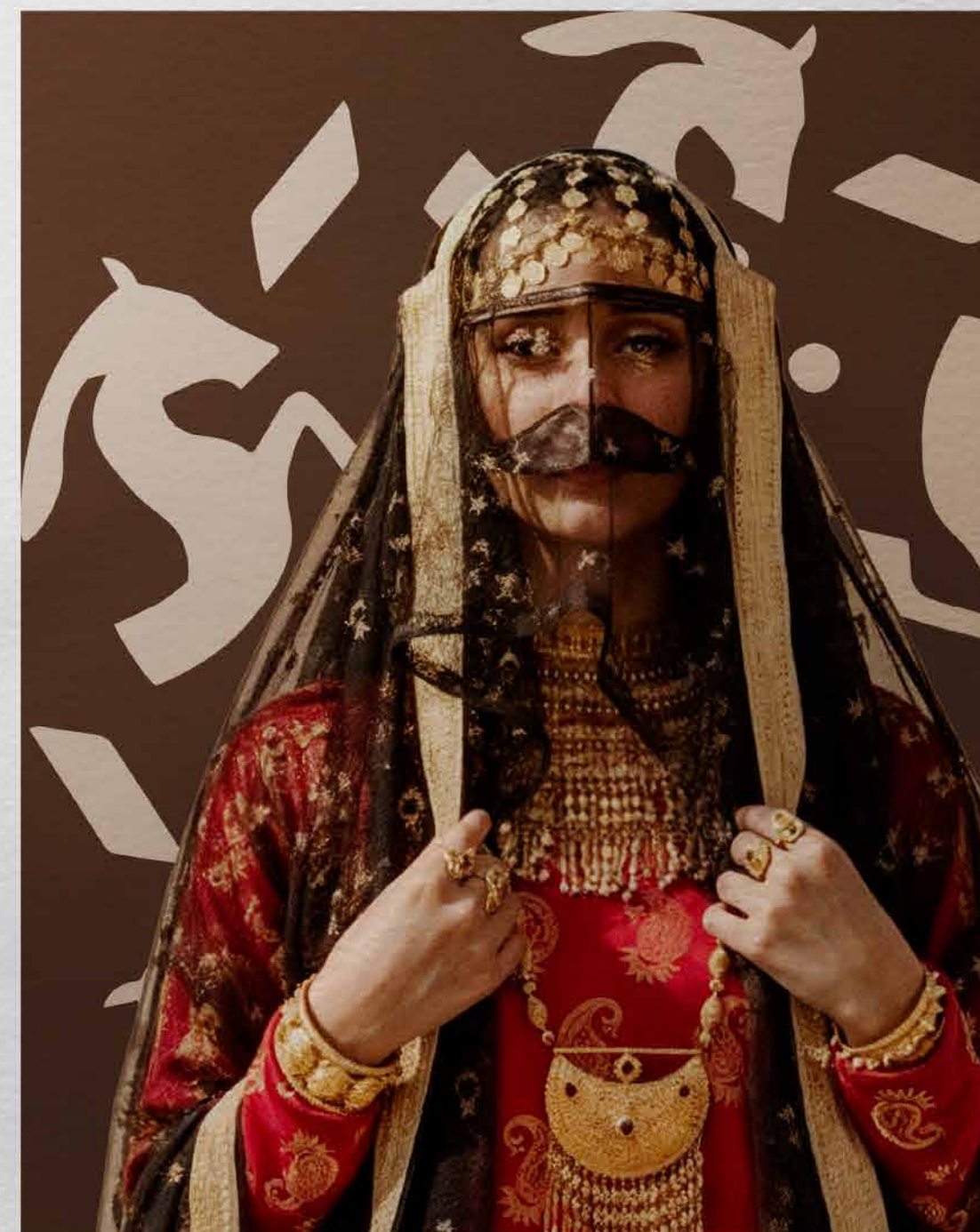
بإدارة
Managed by

أصول
OSOOL

أبراج العليا
OLAYA TOWERS

KEY VISUAL

يوم بدينامي



غرناطة مول
Granada Mall

إدارة
Managed by

أصول
OSOOL



SPACIAL DESIGNS

FOUNDING DAY

These booth and activation designs were developed to reflect the cultural richness of Founding Day through a more immersive spatial experience. By drawing on heritage-inspired materials, traditional patterns, and warm earthy tones, the direction helped shape an environment that felt authentic, visually engaging, and aligned with the spirit of the occasion. The spatial elements were treated as part of the event's storytelling, resulting in booths and activations that felt cohesive and rooted in the overall theme.



FOUNDING DAY EVENT



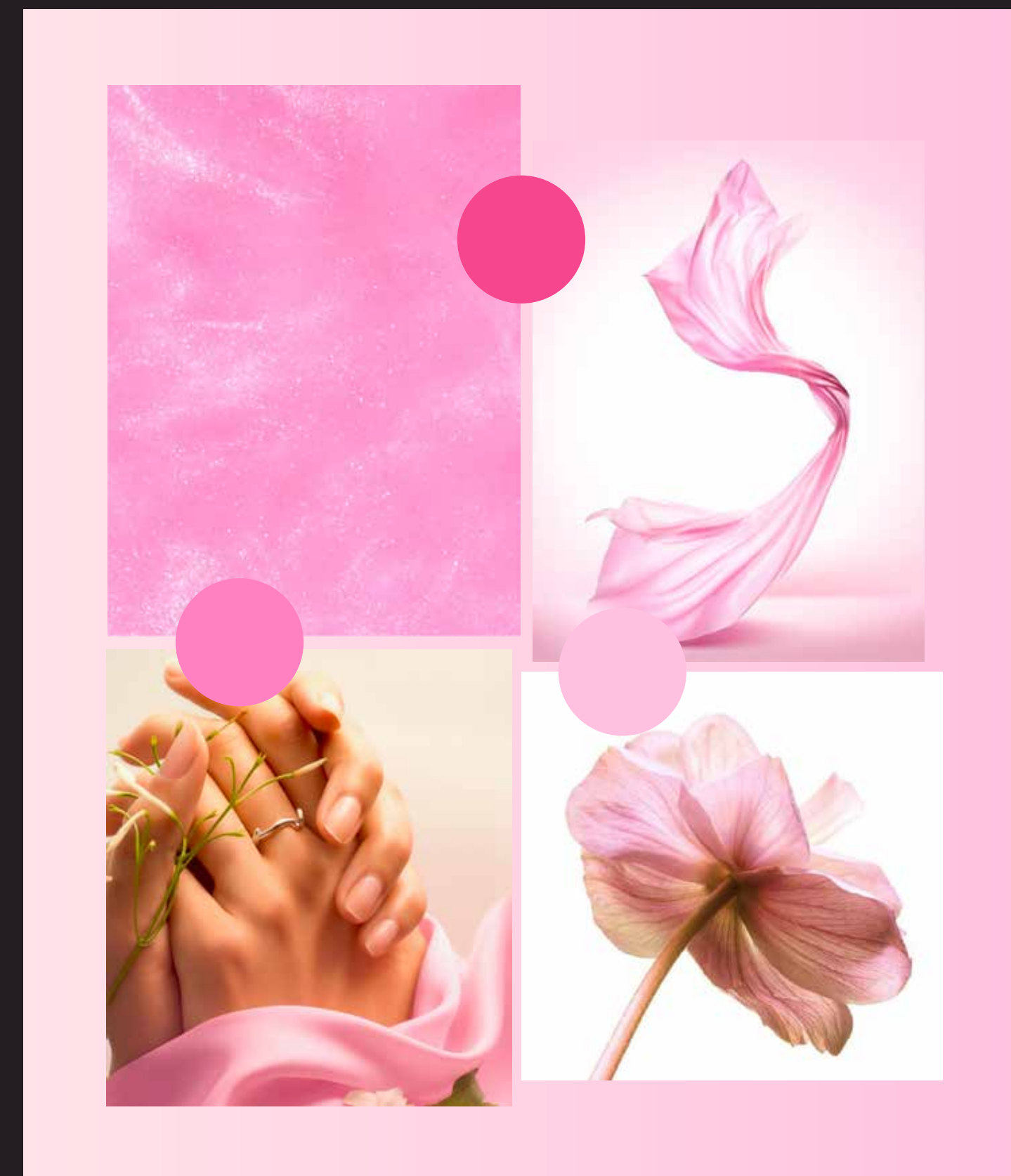
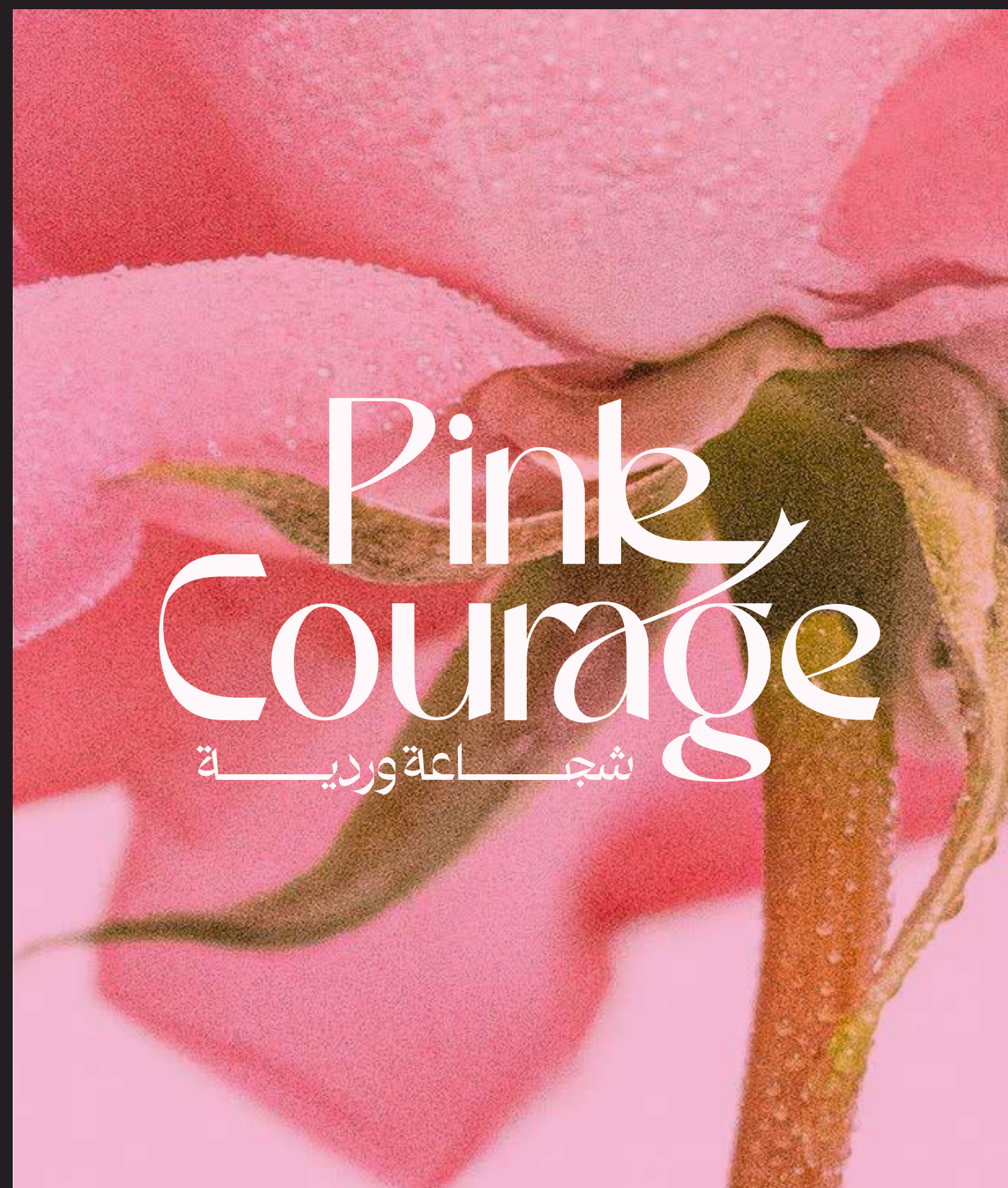
DESIGN PORTFOLIO

EVENT BRANDING



BREAST CANCER

This branding direction was developed to translate the event theme into a softer and more emotionally driven visual identity. Through the use of pink tones, floral imagery, and flowing fabric elements, the visuals were shaped to feel delicate yet strong, helping create a key visual system that expressed both sensitivity and resilience in a more thoughtful and intentional way.



KEY VISUAL

Courage Blooms in Pink

الشجاعة تزهر بالوردي

Pink
Courage

شجاعة وردية

بإدارة
Managed by

أصول
OSOOL



EVENT BRANDING

BREAST CANCER

This branding direction was developed to establish the overall visual identity of the event, using soft pink tones, ribbon-inspired forms, and delicate yet confident visual cues to shape its look and feel. Based on this direction, the key visual was then created as an extension of the branding, translating those elements into a more cohesive final outcome. This process helped show how the branding was first defined and then carried through into the key visual with clarity and intention.

THE PINK
BOOTH

Aa

KEY VISUAL

THE PINK BOOTH

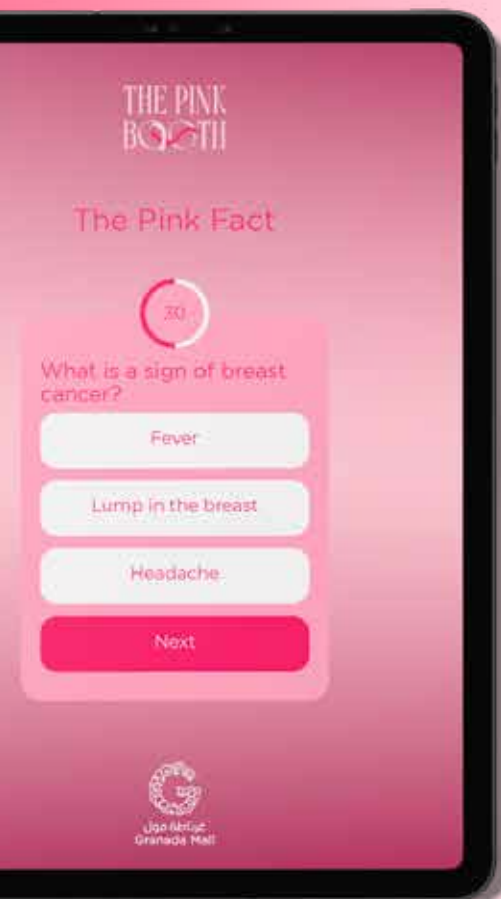


غرنطة مول
Granada Mall

SPACIAL DESIGNS

BREAST CANCER

These booth and activation designs were developed to extend the branding into a physical experience that felt soft, polished, and inviting. By carrying the pink palette, gradients, and ribbon-inspired forms into the spatial elements, the direction helped create a cohesive environment that translated the event identity beyond digital visuals. This process supported the creation of booth and activation designs that felt aligned with the concept while maintaining a clear and engaging presence within the space.



EVENT BRANDING

BREAST CANCER

This branding direction was developed to establish a soft visual identity for this asset's event, using pink gradients, ribbon-inspired iconography, and elegant typographic treatments to shape the overall look and feel. Based on this direction, the key visual was then created by extending those elements into a larger concept, translating the identity into a more expressive final outcome. This process shows how the branding was first defined as a visual system, then carried into a key visual with more clarity and impact.



KEY VISUAL

Make A Difference, Together.



THE
PINK
CART
الوردية الحرة

EVENT BRANDING



EID AL-FITR

This branding direction was developed to create a festive and energetic visual identity for the Eid Al-Fitr event. Through the use of bright gradients, playful geometric elements, and bold Arabic typography, the creative process focused on building a look that felt lively, contemporary, and celebratory while still remaining visually clear and cohesive. The direction was shaped to reflect the joyful spirit of Eid in a more modern and graphic way, resulting in branding that feels vibrant, engaging, and suitable for the event atmosphere.



KEY VISUAL MOODBOARD

VALENTINE'S DAY

This moodboard was developed to explore the visual direction of the Valentine's Day event by bringing together contrasting romantic cues, from soft florals and dreamy outdoor elements to vintage-inspired details and richer, textures. Based on this exploration, the key visuals were created in different directions, each translating selected moodboard elements into a more defined concept. This process shows how the initial references were refined into distinct visual outcomes that carried the event theme in clear and intentional ways.



KEY VISUAL



نزدھر معاً
BLOOM TOGETHER

بإدارة
Managed by

أصول
OSOOL



KEY VISUAL CONCEPT

BLOOM نزدھر معاً TOGETHER



بإدارة
Managed by

أصول
OSOOL

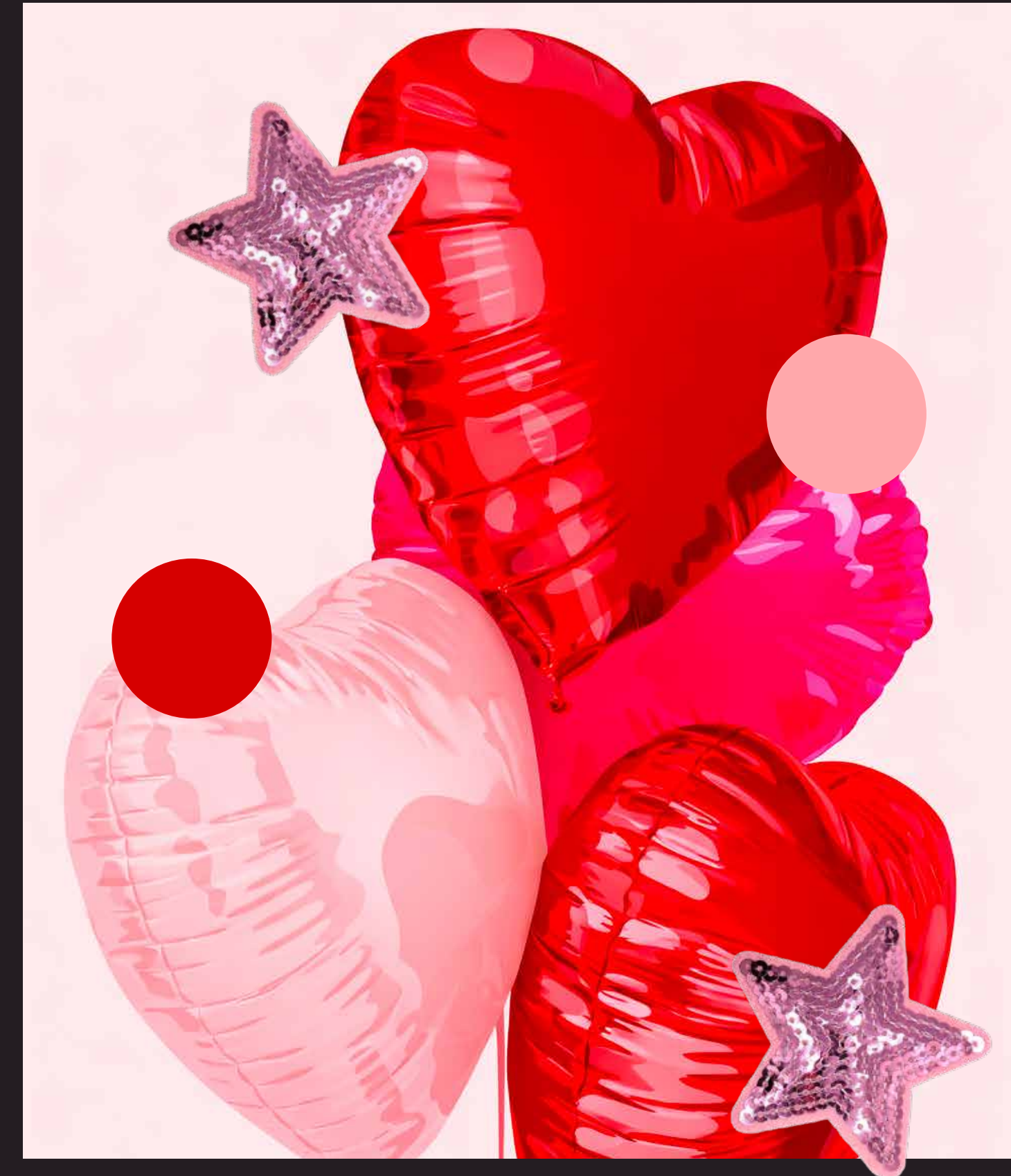
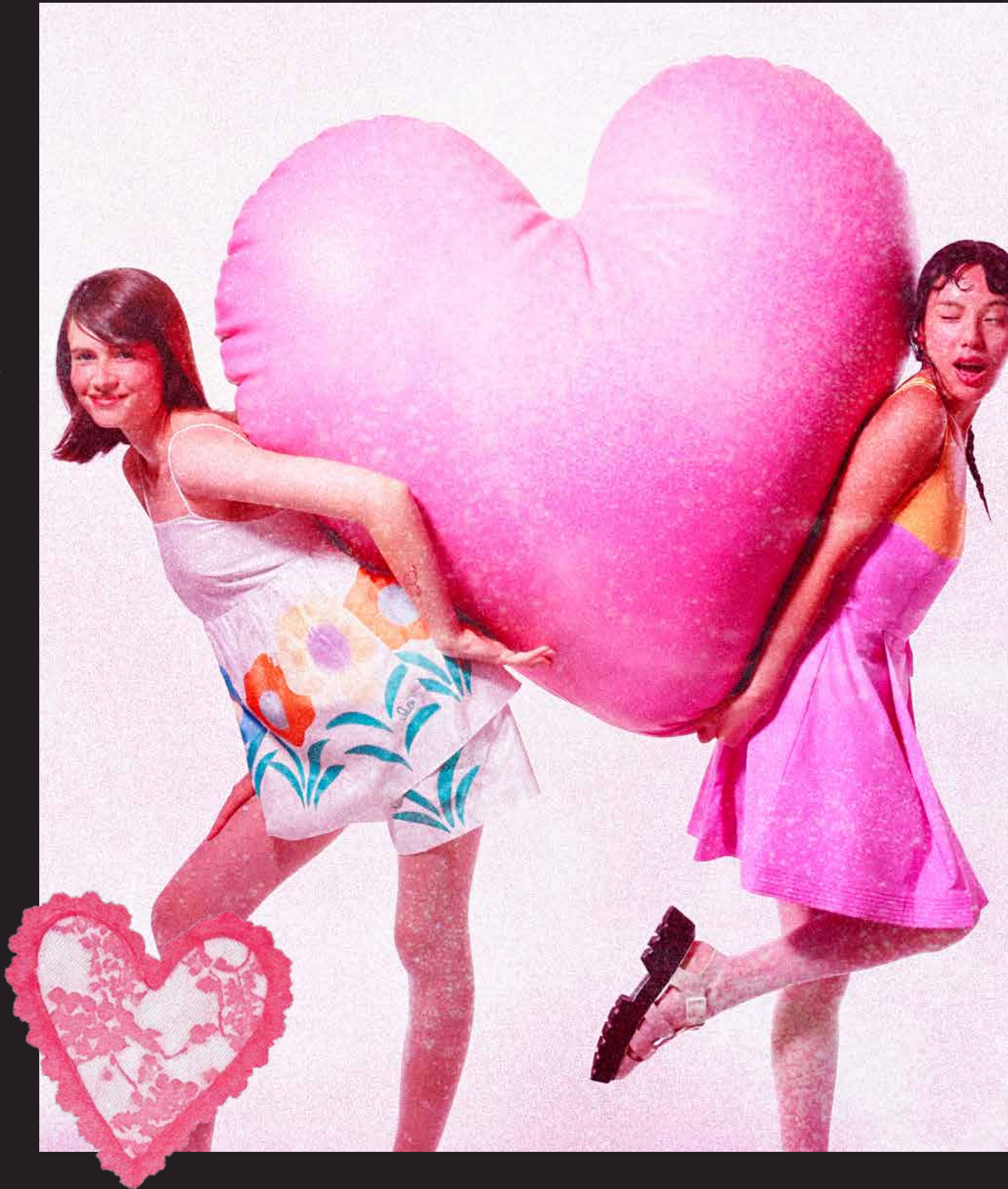


KEY VISUAL MOODBOARD



VALENTINE'S DAY

This moodboard was developed to explore a more playful and expressive visual direction for the Valentine's Day event, using glossy heart forms, soft pink tones, and lively romantic imagery to shape the overall mood. Based on this direction, the key visual was created by translating those elements into a more defined concept that felt warm, engaging, and emotionally driven. This process shows how the initial moodboard helped guide the final visual outcome with more clarity and personality.



KEY VISUAL



إدارة
Managed by

أصول
OSOOL



SPACIAL DESIGNS



VALENTINE'S DAY

These booth and activation designs were developed to extend the Valentine's Day branding into a more immersive physical experience. By carrying the romantic color palette, heart-shaped forms, and soft expressive details into the spatial elements, the direction helped create an environment that felt playful, warm, and visually engaging. This process shows how the event identity was translated beyond graphics into booth and activation designs that felt cohesive and aligned with the overall concept.



KEY VISUAL MOODBOARD



FLAG DAY

This moodboard was developed to establish the visual direction for the Flag Day event by focusing on the flag's movement, texture, color, and symbolic presence. Based on this direction, the key visuals were then created by translating those elements into more expressive scenes that felt impactful, and closely tied to the spirit of the occasion. This process shows how the initial visual exploration helped shape key visuals that carried the concept with more clarity and intention.



KEY VISUAL

يوم العلم السعودي

SAUDI FLAG DAY

KEY VISUAL

يوم العلم السعودي

SAUDI FLAG DAY



غرنطة مول
Granada Mall

إدارة
Managed by

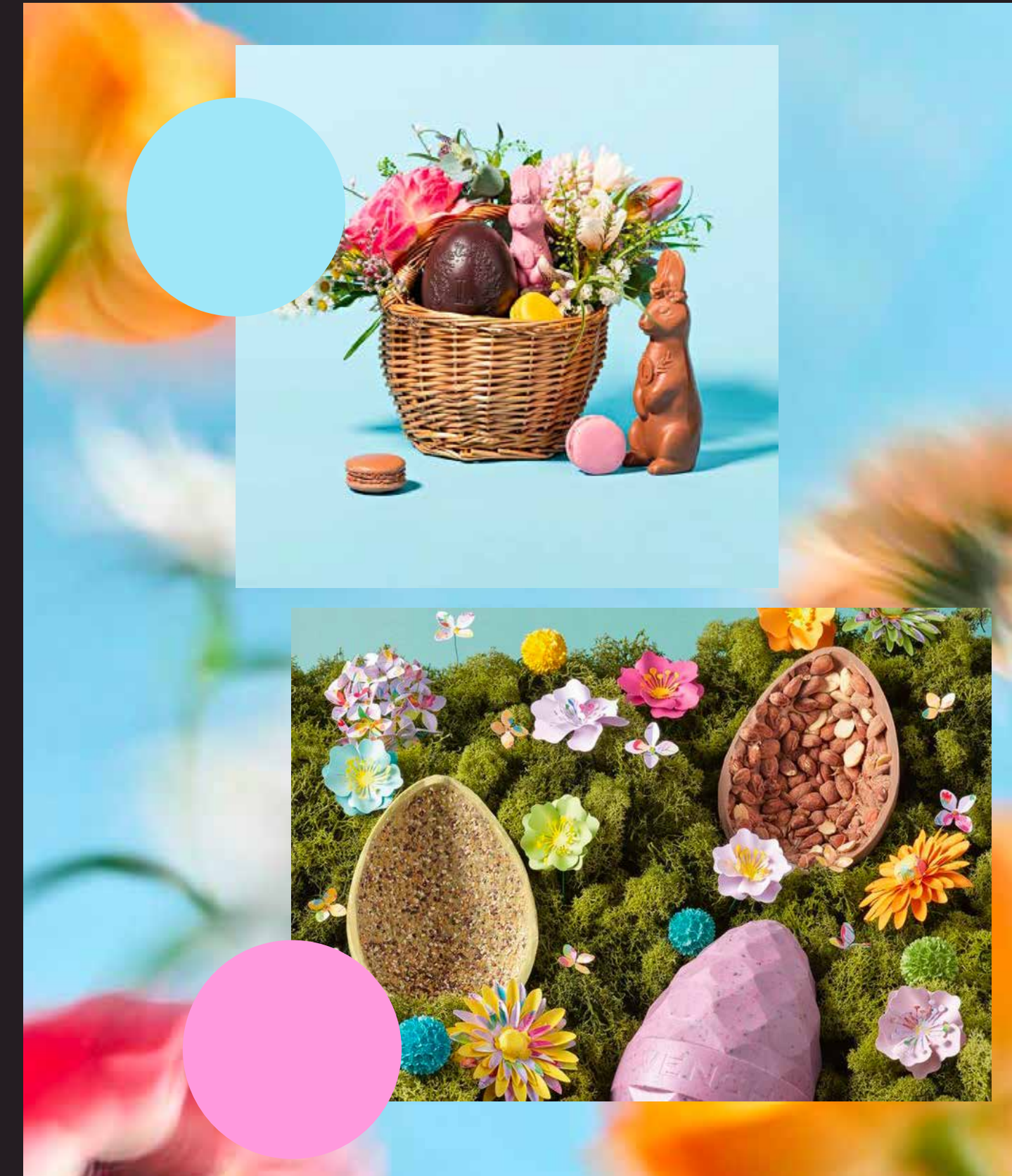
أصول
OSOOL

KEY VISUAL MOODBOARD



EASTER

This moodboard was developed to establish a playful and seasonal visual direction for the Easter event, using spring florals, pastel tones, rabbits, and decorated eggs to shape the overall mood. Based on this direction, the key visual was then created by translating those elements into a more cohesive scene that felt festive, inviting, and aligned with the family-friendly nature of the event. This process shows how the initial moodboard helped guide the final visual outcome with more clarity and intention.



KEY VISUAL



The Spring Hub

ISHBILIA'S 2026 EASTER EVENT



ISHBILIA
RESIDENTIAL COMPOUND

02

BRANDING

RETAIL BRANDING

ZANABEEL

This branding was developed as part of a hiring assignment for Zanabeel, with the direction focused on creating a soft and distinctive retail identity that felt feminine, handcrafted, and visually warm. Through the use of floral-inspired motifs, a peach-toned palette, and elegant Arabic typography, the branding was shaped to reflect the brand's delicate and gift-oriented nature while maintaining a polished and cohesive look. The result was an identity that felt inviting, memorable, and aligned with the character of the brand.



TAG MOCKUP



ZANABEEL

This direction was then extended across the mockups to show how the branding could be applied in a cohesive and practical way. The tag design carried the same warm palette, elegant typography, and soft visual language established in the branding, helping the identity feel consistent across retail and packaging touchpoints. This helped present the brand not only as a logo, but as a more complete visual system.

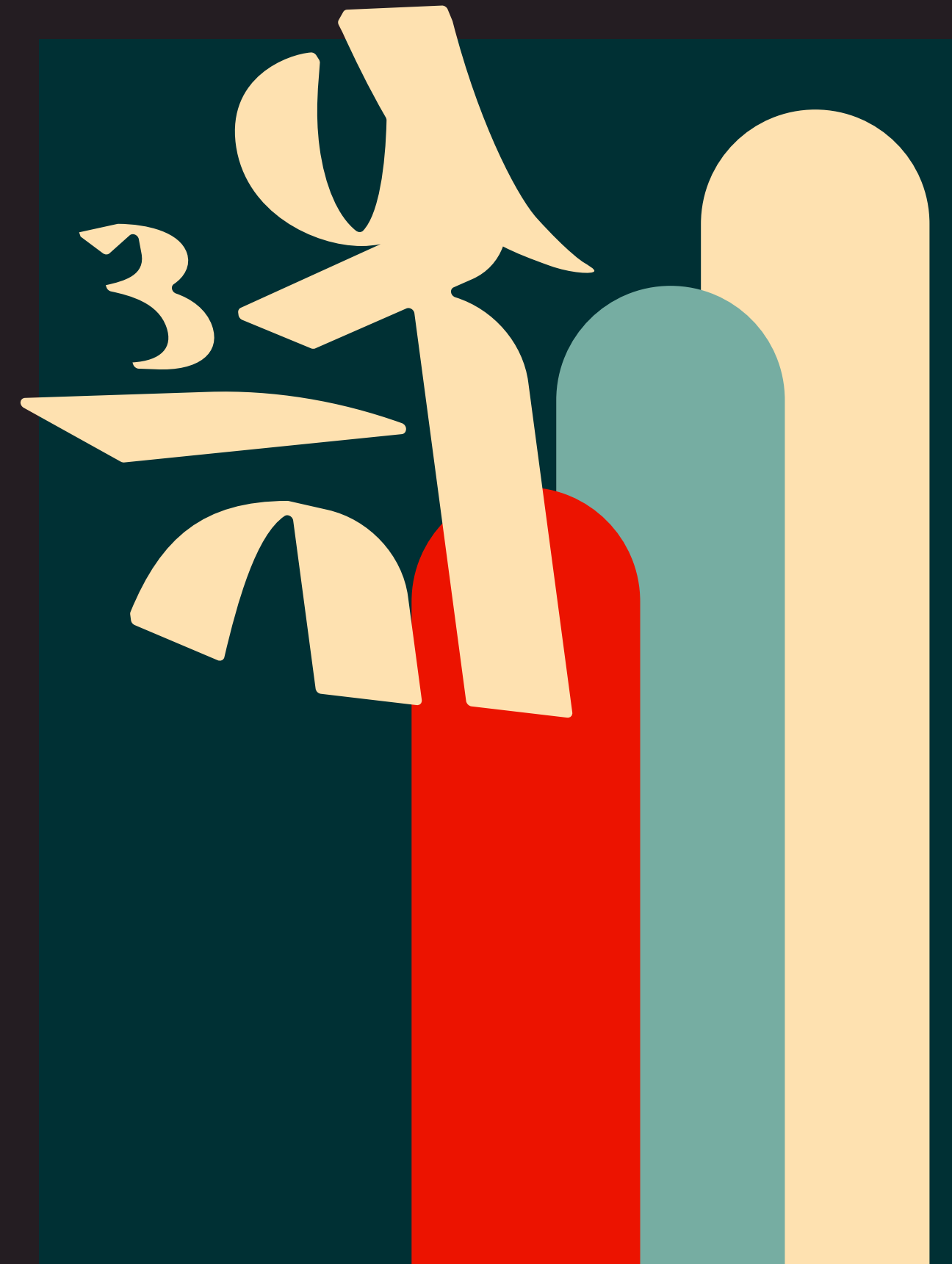
MOVIE BRANDING



ADDAD

The branding uses a nostalgic 70s-inspired visual language, combining retro typography, bold Arabic letterforms, and a warm cinematic palette. Its grainy textures, saturated tones, and abstract compositions reflect the surreal nature of time travel. The poster extends this world through a taxi caught in a cosmic burst, using film grain, light streaks, and dramatic contrast to create a retro sci-fi feel while keeping the Arabic title as the main visual anchor.

ADDAD



DESIGN PORTFOLIO

POSTER DESIGN

عذاب

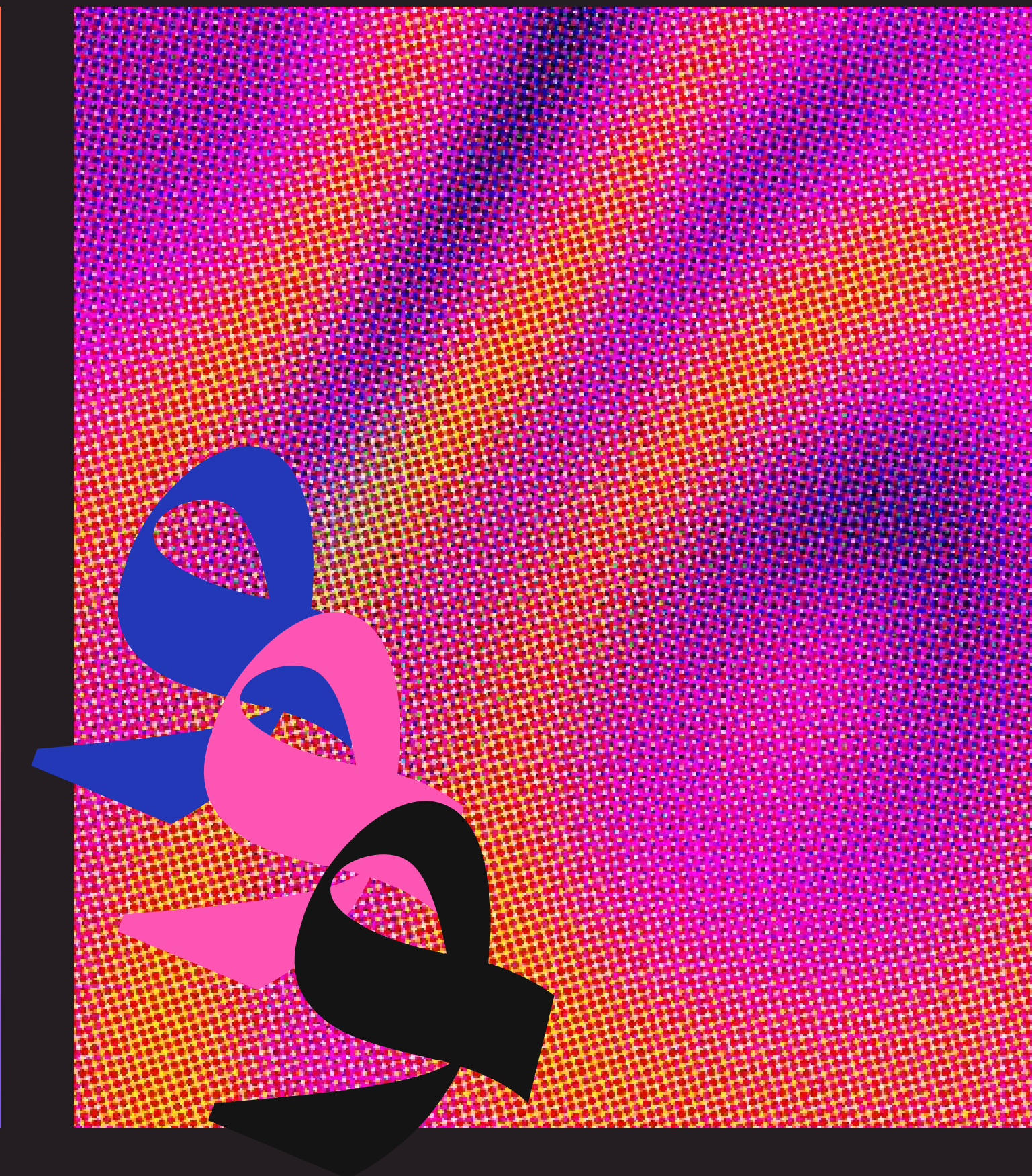


اخراج
عبدالغني الصائغ

MOVIE BRANDING

WE'LL BE BACK

This movie branding explores a bold, experimental visual language, using vibrant gradients, halftone textures, and distorted elements to reflect a futuristic, cinematic tone. The color palette feels energetic and immersive, creating a sense of motion and tension. Typography plays a central role, with stylized Arabic lettering acting as both a graphic and narrative element. The result is a striking identity that feels contemporary, dynamic, and visually charged.



POSTER DESIGN

سكود قلبي

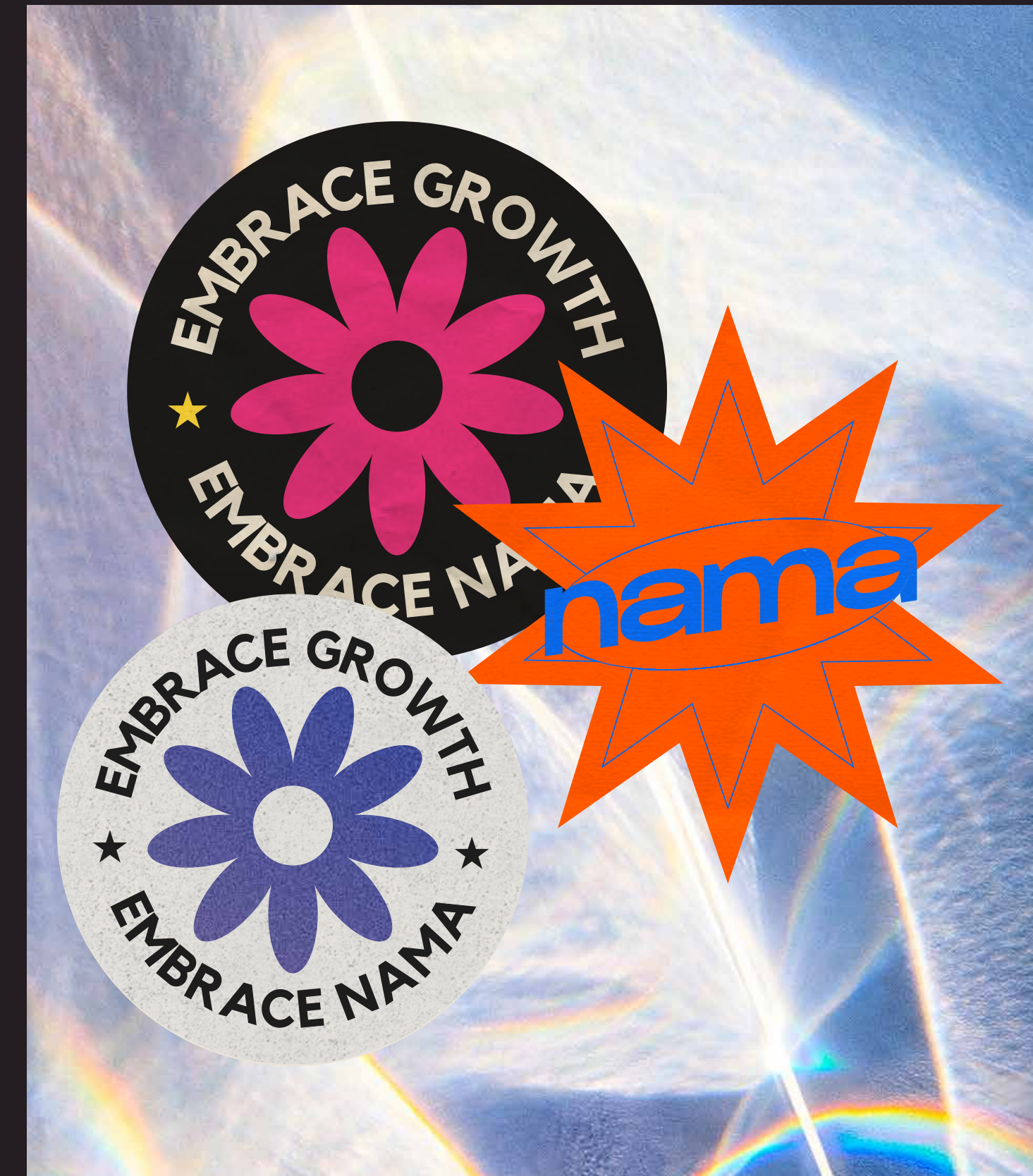
كتابة: عمر أشموني

إخراج: عبد الغني المائغ

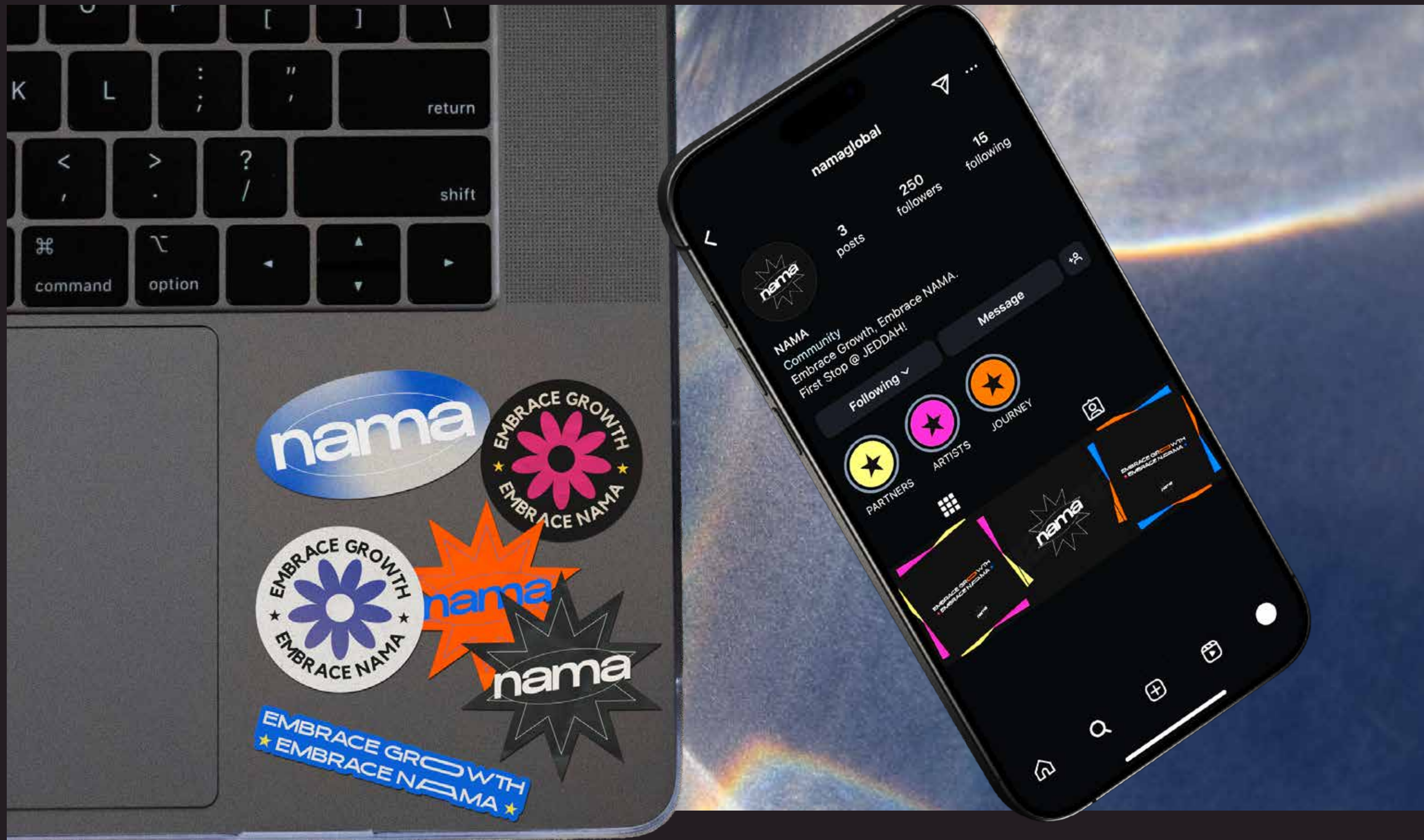
BRANDING

NAMA

The branding explores a textured, colorful visual language, using gradients, grain, and layered materials to create a lively and expressive identity. Playful elements like starbursts, stickers, and bold typography give it a community-driven feel that's dynamic and approachable. The elements system brings this to life through adaptable graphics; badges, icons, and compositions that can shift across applications while maintaining a cohesive, vibrant look.



MOCKUPS



NAMA

The mockups highlight how the brand comes to life across its main touchpoints (stickers and social media) using a bold, textured, and playful visual system. The vibrant colors, grainy finishes, and layered elements translate seamlessly into physical and digital formats, reinforcing a strong and recognizable identity. Across applications, the elements remain flexible yet cohesive, allowing the brand to feel expressive and community-driven while maintaining consistency in tone and style.

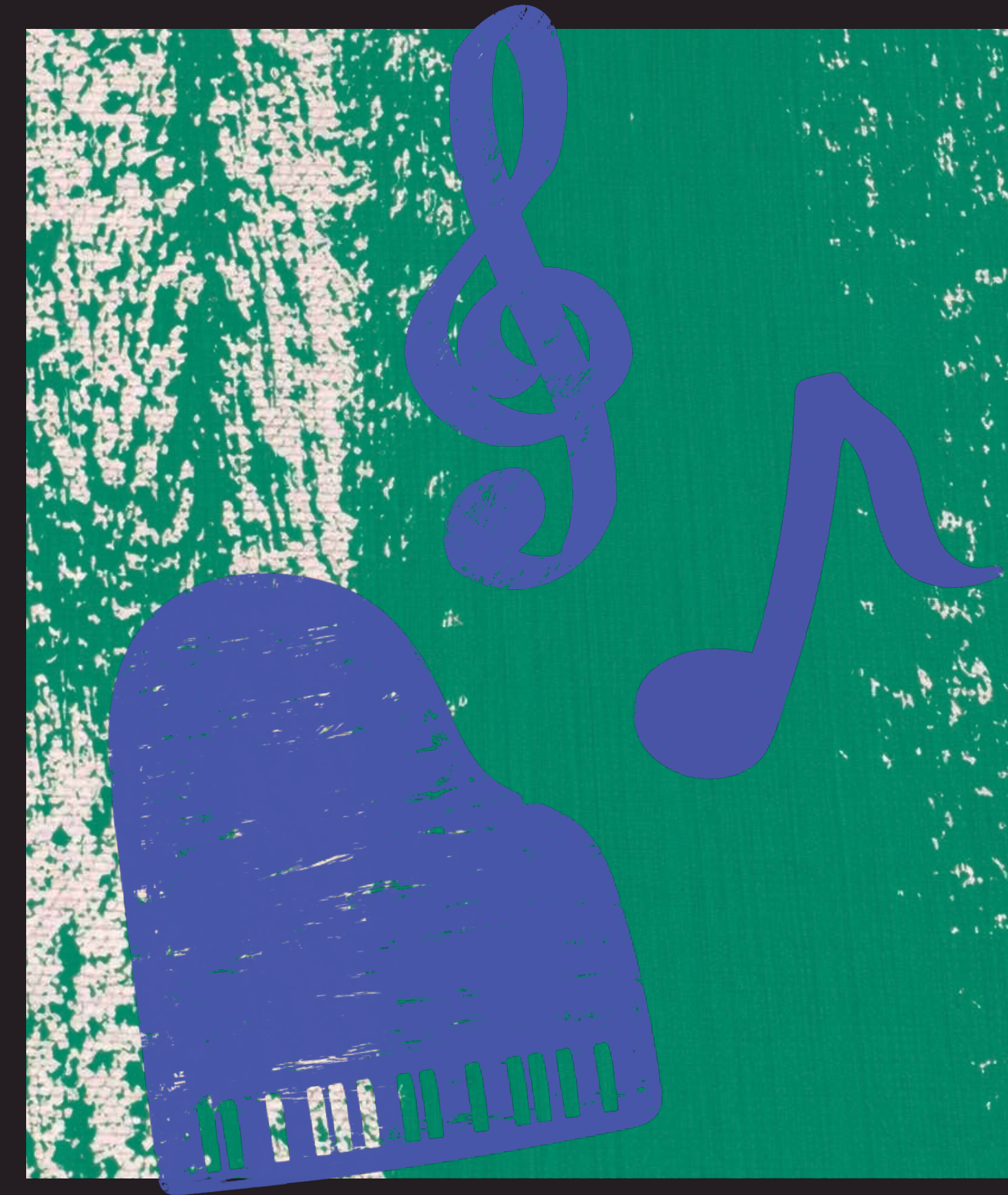
ENTERTAINMENT BRANDING



NASAYEM

The branding balances a playful, musical spirit with a clean and approachable visual language, creating an identity that feels welcoming for children while still refined enough for families. Developed under the supervision of Dema Al-Ghubaiwi at Hekaya Studios, it uses textured elements, musical motifs, and soft yet vibrant colors to bring warmth and energy without feeling overly childish. Across applications, the system maintains this balance—combining expressive shapes and icons with structured layouts to ensure the brand feels lively, inclusive, and thoughtfully designed.

NASAYEM



DESIGN PORTFOLIO

POSTER MOCKUP



NASAYEM

The poster mockup translates the branding into a real-world context, showcasing how the identity engages audiences in public spaces. The composition combines bold color blocking, musical elements, and a child-centered visual to create an inviting and lively atmosphere. It maintains the brand's balance between playfulness and structure—using expressive visuals while keeping the layout clean and legible, ensuring it resonates with both children and their families.

F&B BRANDING

ASAHI

This branding draws heavily from Japanese culture and visual identity, combining traditional symbolism with a bold, contemporary edge. The system uses strong contrasts, iconic motifs, and a rich color palette to create a striking and memorable presence that feels both authentic and modern. Custom illustrations—specifically curated and crafted for the brand—play a central role, adding depth and uniqueness while reinforcing the cultural narrative. The result is a cohesive identity that feels expressive, refined, and deeply rooted in its inspiration.

ASAHI



DESIGN PORTFOLIO

MOCKUPS



ASAHI

The packaging brings the Japanese-inspired identity into a bold, product-focused format, using rich blacks, strong red accents, and custom illustrations to create a striking shelf presence. Each packaging sticker introduces a different visual motif—such as waves, dragons, and rising sun elements—while still feeling connected through the same graphic style. This makes the packaging feel collectible, recognizable, and cohesive across the full product range.

REBRANDING CONCEPT



MERAKI

This rebranding assignment transforms Meraki from a local café into a high-fashion brand, shifting its identity toward a more premium and refined space. The visual direction focuses on elegance and simplicity, using minimal compositions, soft textures, and a neutral palette to evoke a sense of luxury. Typography and mark-making are kept clean yet expressive, balancing sophistication with subtle character. The result is a cohesive identity that feels elevated and fashion-forward, while remaining timeless and understated.



MOCKUPS



MERAKI

The visual language is translated into photography and video through a refined, editorial approach that emphasizes composition, lighting, and mood. Soft shadows, natural light, and carefully framed moments create a sense of quiet luxury with a strong fashion-forward presence. Across imagery, the identity is expressed through minimal yet impactful scenes, where movement, texture, and styling reflect the brand's elegance, resulting in a cohesive, cinematic, and elevated visual direction.

REBRANDING CONCEPT

MACHII

This rebranding concept centers on a serene, calming identity inspired by Japanese culture and tea rituals. The visual language uses soft, harmonious colors, flowing lines, and minimal compositions to evoke balance, mindfulness, and quiet refinement. Illustrative elements like clouds and sun motifs reinforce this tranquil atmosphere, while clean, elegant typography keeps the identity modern and cohesive.



MOCKUPS



MACHII

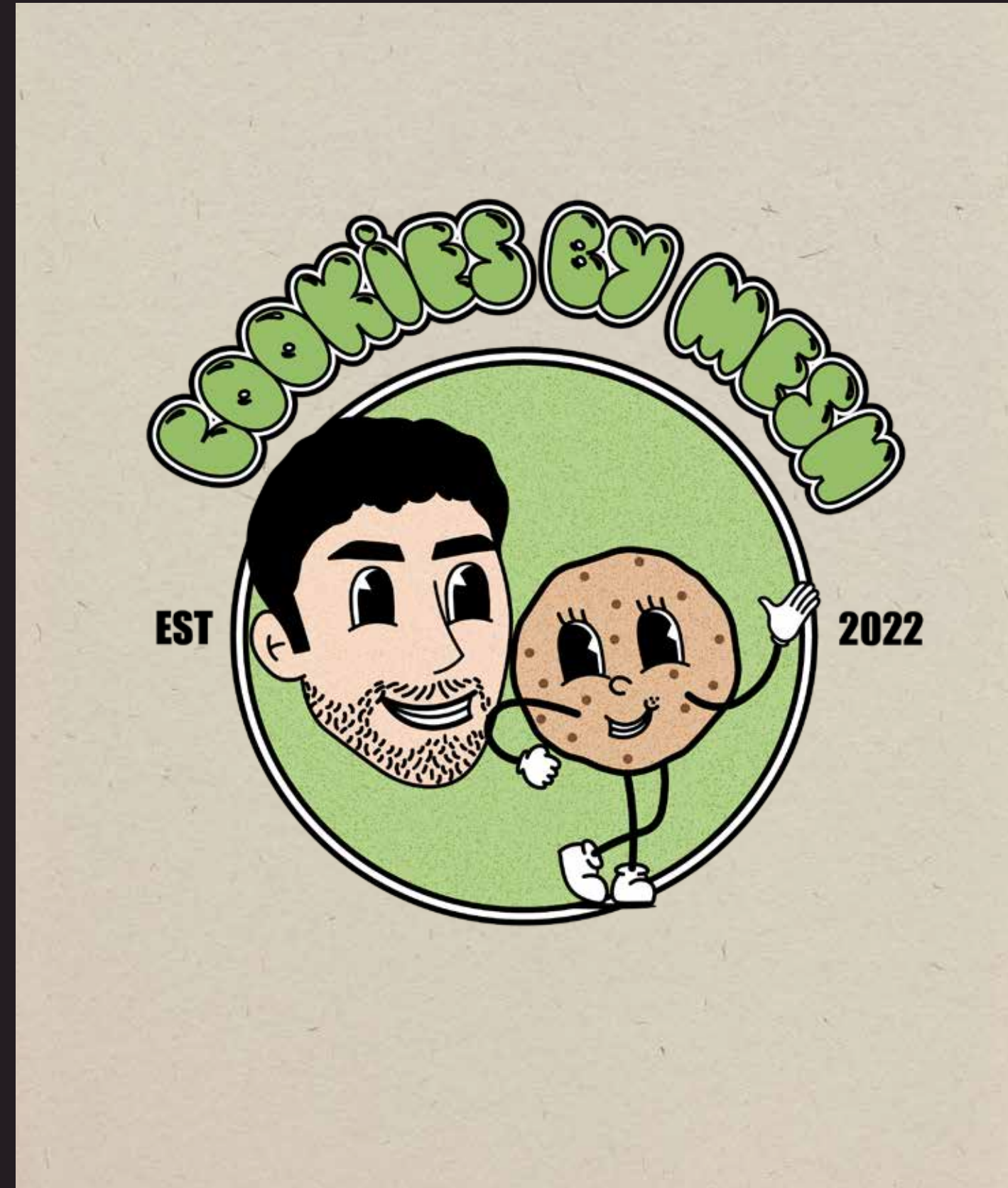
The packaging mockups bring the serene brand identity into a tangible form, using deep green tones and minimal layouts to reflect calmness and quality. The hand-drawn illustrations play a central role, adding an organic, human touch that aligns with the ritualistic and crafted nature of matcha. Flowing lines, cloud elements, and the sun motif create a sense of movement and tranquility across the packaging, while maintaining a clean and cohesive structure. The result feels refined, intentional, and visually soothing, reinforcing the brand's calm and mindful essence.

REBRANDING CONCEPT



COOKIES BY MESH

This rebranding concept draws from retro visual language to create a warm, welcoming, and cozy identity. Soft textures, muted tones, and playful typography evoke a sense of nostalgia, making the brand feel familiar and comforting. Illustrative elements add personality and charm, reinforcing a friendly, approachable tone while keeping the overall look cohesive and intentional. The result is a brand that feels inviting, homey, and full of character.



MOCKUPS



COOKIES BY MESH

The packaging extends the retro-inspired identity into a tactile, cozy experience, using soft, natural materials and warm tones to reinforce a sense of comfort and familiarity. The playful illustrations become repeatable patterns, adding charm and personality while making the brand feel approachable and memorable. Across the packaging, the design remains simple yet expressive—balancing nostalgic visuals with clean layouts to create a cohesive, inviting system that feels both homey and thoughtfully crafted.

03

PROJECTS

STOREFRONT STICKER DESIGNS

SAYA5

These storefront stickers are designed to be bold and eye-catching while incorporating decorative elements inspired by Ramadan. The use of rich reds and warm yellows creates strong visual contrast, helping the designs stand out and attract attention from a distance. Ornamental motifs and simplified illustrations add a festive, cultural layer, balancing graphic impact with a sense of tradition. The result is a cohesive set of visuals that feel vibrant, celebratory, and contextually rooted in the Ramadan atmosphere.



PR KIT DESIGN

LUGMETY

This PR kit was designed as a premium Eid experience for Lugmety's loyal customers, focusing on elegance, quality, and thoughtful detailing, all done under Dema Al-Ghubaiwi's supervision at Hekaya Studios. The use of deep blacks and rich gold accents creates a refined, celebratory feel that aligns with the occasion while elevating the brand. Every element—from the packaging to the inserts and accessories—follows a cohesive, minimal yet luxurious visual language. The result is a curated unboxing experience that feels exclusive, polished, and fitting for Eid gifting.



LUGMETY



DESIGN PORTFOLIO

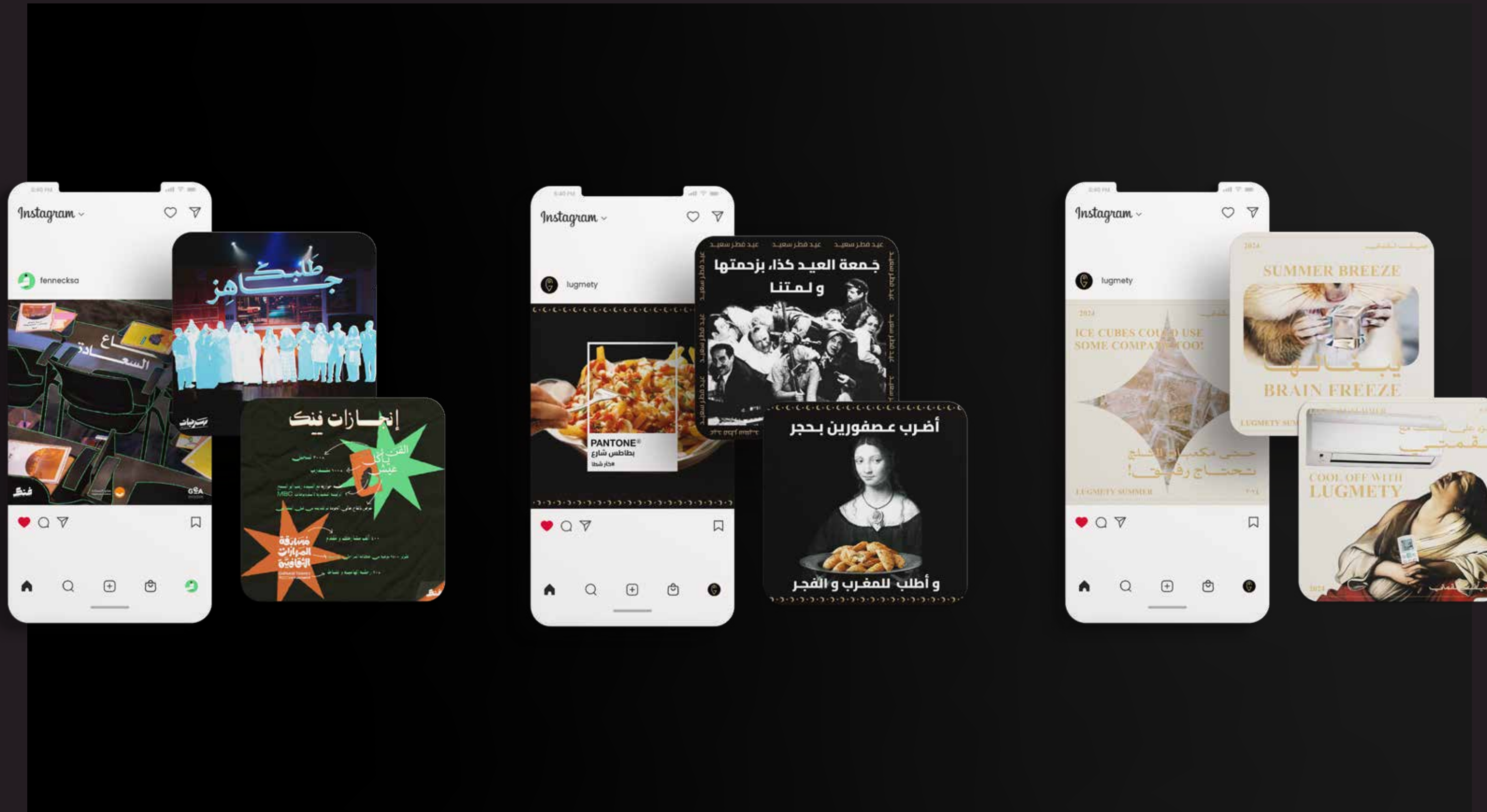
BOOK COVER DESIGN

MY JOURNEY BOOK

This book cover was designed as a continuation of the first edition, maintaining visual consistency while introducing a subtle evolution in form and expression. The layout, typography, and overall structure echo the original design, ensuring a clear connection between both parts. At the same time, the central graphic element introduces a fresh variation, adding contrast and distinction without disrupting the series' identity. The result is a cover that feels cohesive within the collection, yet distinct enough to stand on its own.



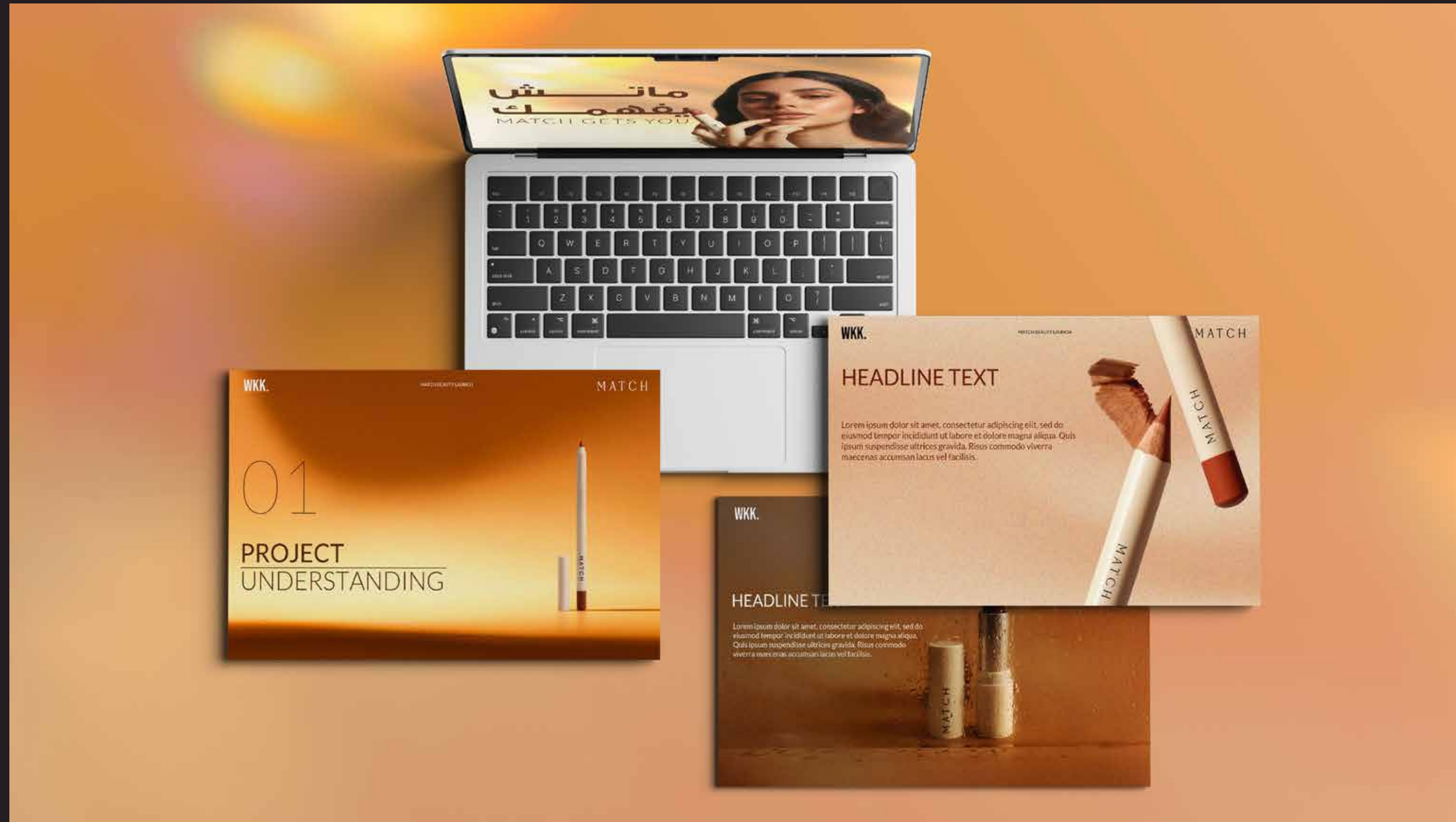
SOCIAL MEDIA DESIGNS



SOCIAL MEDIA POSTS

These social media posts showcase a range of visual directions tailored to different brand identities while maintaining a strong sense of composition and storytelling. Each set adapts its tone through color, typography, and imagery—whether bold and graphic or soft and editorial—to suit the brand it represents. While two of the series belong to the same brand and maintain a cohesive look, the contrasting set highlights versatility in approach, demonstrating the ability to shift visual language while keeping designs engaging, clear, and platform-appropriate.

PROPOSAL TEMPLATE DESIGN



MATCH BEAUTY

This proposal template was designed as a pitch deck for Match Beauty's launch event, focusing on a clean yet visually engaging presentation style. The layout balances minimal structure with warm, gradient tones to create a polished and attractive look that keeps the content clear and easy to follow. AI-generated imagery is integrated seamlessly to enhance the visuals while maintaining consistency across slides. Developed under Larissa Van Alles' supervision, the result is a cohesive, modern template that feels refined, on-brand, and presentation-ready.

KEY VISUAL MOODBBOARD



EID AL-ADHA

The moodboard sets a playful Eid Al-Adha direction through glossy 3D elements, bright colors, sweets, gifts, and soft floral references. Developed under Larissa van Alles' supervision, it creates a joyful, family-friendly foundation for the key visual. The final key visual brings this to life through cheerful children, interactive 3D elements, and a warm outdoor setting, creating a vibrant and inviting Eid atmosphere.



KEY VISUAL

عيد
أطفال
مبارك



غرناطة مول
Granada Mall

إدارة
Managed by

أصول
OSOOL

التواصل
GET IN TOUCH

لبن
LEN
فطان
KATTAN

LKATTAN14@GMAIL.COM