

● PORTFOLIO · SELECTED WORK 2017–2026

# SAMI *Hadi*

SAMI MOHAMMED HADI · PORTFOLIO FOR GRADUATE STUDY IN DESIGN AND NEW MEDIA

Graphic & motion designer, production lead and system builder. I design identities, signs and motion, run the production floor that turns them into things you can *walk past* — and built the software that runs it.

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[ *bin hadi* ]



From network cables to lit signs — and back to code. I learned to think in **systems** as a network engineer, to sell ideas when I founded my own studio and advertising company, to **make** them at scale in a production facility, and then built the software that runs it.

1st

in class — B.Sc. Network Engineering, Al-Andalus University for Science & Technology (AUST)

12×

growth in monthly sales after Excellence Agency became a production facility

2

diplomas — graphic design, and motion graphics (After Effects & Premiere Pro)

سامي هادي

Bilingual logotypes are where my practice started; *kinetic Arabic typography* is the research I want to pursue next.

## THE PATH

2026

### Creator of EXerb — work-order system

Conceived, designed and built (AI-assisted) the web system Excellence Factory uses to run every job from brief to delivery.

NOW

### Operations Manager — Excellence Agency, Saudi Arabia

Led the agency's transformation from a design studio into a production facility for signage, lightboxes and printed products. Monthly sales grew more than twelvefold.

BEFORE

### Founder — Awraaq advertising company

Brand identities, print, campaigns and motion for local businesses, schools and education offices, as art director, designer and content writer.

BEFORE

### Network Engineer — 3+ years

Network engineering, alongside IT support, development and programming work.

EDUCATION

### B.Sc. Network Engineering — AUST

Four-year degree, graduated first in class.

EDUCATION

### Diplomas — Graphic design · Motion graphics

Including certification in Adobe After Effects and Adobe Premiere Pro.

## WHAT I DO

Brand identity & logotypes · Signage & lightboxes · Motion graphics ·  
Print, packaging & editorial · Campaigns & information design ·  
Production & operations · Systems & tools

# SELECTED *work*

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Every project lists its year, client, my exact role and its context — live client work, self-initiated concept or own brand — with process notes where available. Projects produced with Excellence Agency are credited as “contributed to the design”.

01 / 15

● PRODUCT DESIGN & DEVELOPMENT

# EXERB — WORK-ORDER SYSTEM

EXerb (WOS) — the work-order system I conceived, designed and built

YEAR  
2026

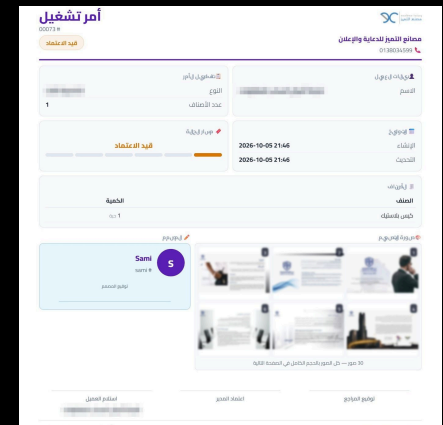
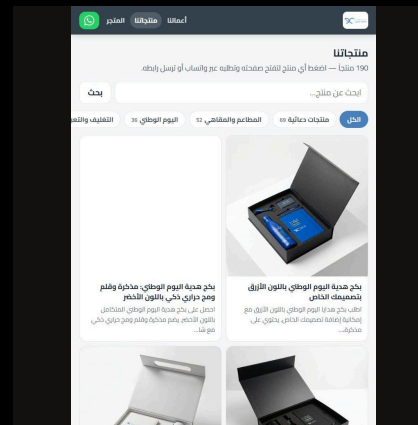
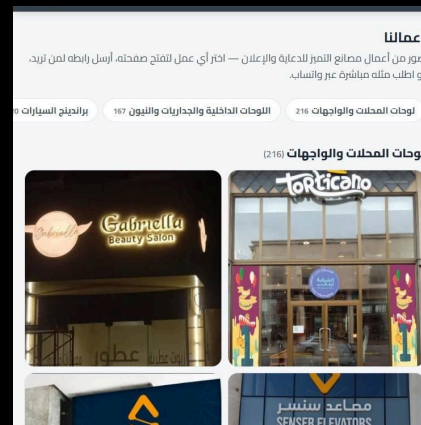
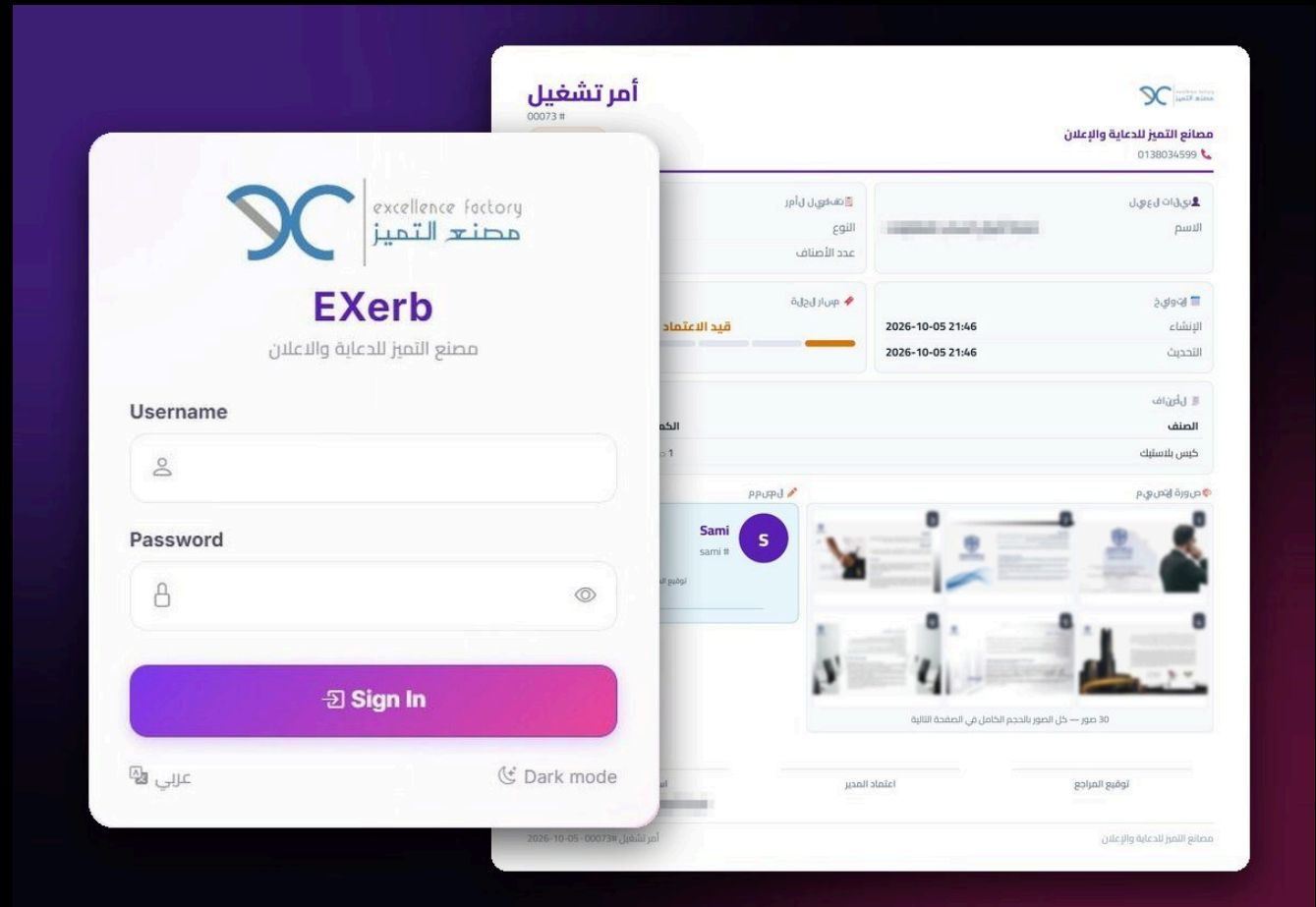
CONTEXT  
Internal system — live, in daily use

CLIENT  
Excellence Factory (internal system)

ROLE  
Concept, product design and development (AI-assisted)

PROCESS  
Mapped the factory's job flow, simplified the stages, then designed and built the order, approval, gallery and catalogue screens; released as V1, then V1.1.

EXerb — internally WOS, the Work Order System — is the web system I conceived, designed and built to run the factory. Inside, every job gets a work order: client and order details, a stage tracker, items and quantities, the approved design images, the assigned designer, and sign-off lines for the reviewer, the manager and the client. Outside, the same system publishes the factory's public pages: a works gallery of more than 1,100 photos in eight categories and a catalogue of 190 products that customers can share or order through WhatsApp. It works in Arabic and English with light and dark modes, runs on the company's own server, and replaced an older free-hosted version when the staff moved to it in October 2026. Client names in the work-order screenshot are blurred.



02 / 15

● LIGHTBOX · PRODUCTION

# AL-WUSUM GRILL LIGHTBOX

Lightbox Sign — Al-Wusum Al-Arabia Grill Restaurant

YEAR  
2024

CONTEXT  
Live client project (via Excellence Agency)

CLIENT  
Al-Wusum Al-Arabia (via Excellence Agency)

ROLE  
Contributed to the design; managed production and installation as Operations Manager

PROCESS  
Site photos → day and night visual proposals → fabrication → installation.

An illuminated lightbox for a grill restaurant's façade. The project moved from site photos and day/night visual proposals to fabrication and installation. The before-and-after images show how the design was tested against the real storefront at night, where the Arabic name and food imagery had to read clearly from the street.



وكالة التميز الجوهري للخدمات  
excellence agency  
التميز الجوهري

Light box

Store View

Box Design

وكالة التميز الجوهري للخدمات والإعلام  
CR.2062617288  
July 4, 2024

Before



Total size 10.2 m



Night Preview



Light box ارتفاع 3.4 متر عرض 3 متر مجموع 10.2 متر

بوكس المنيوم - باك لايت مع مطبوع جودة عالية - غطاء ارامي شفاف

لوحة اعلانية قابلة للتغيير بالداخل - ضمان لمدة عام



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● PRODUCTION & FABRICATION

## FROM THE FACTORY FLOOR

*Excellence Factory — signs, spaces, vehicles and the fabrication behind them*

### YEAR

2024-2026

### CONTEXT

Live client projects

### CLIENT

Clients of Excellence Factory — shops, restaurants, companies and events in Saudi Arabia

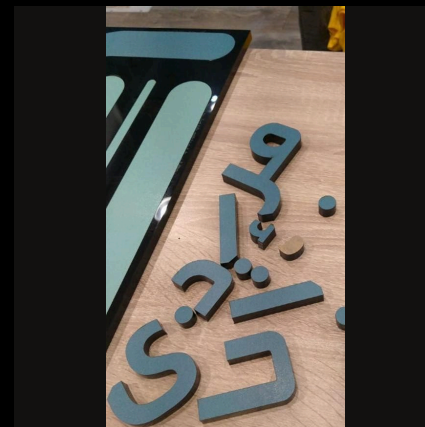
### ROLE

Operations Manager — led production and installation; contributed to the design (agency team)

### PROCESS

Brief → production files → fabrication (cut acrylic, channel letters, metal) → installation and night test.

A selection from the factory's public gallery: illuminated shop signs, interior lettering, vehicle wraps, an exhibition stand, packaging and trophies — and the fabrication behind them, from channel letters and polished metal to cut acrylic before installation. I run the production floor that made these pieces; the designs come from the agency team, with my contribution.



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● POSTER SERIES

## “SAD” — UNICEF POSTER CONCEPT

“Sad” — a poster series for UNICEF (self-initiated concept)

YEAR  
2018

CONTEXT  
Self-initiated concept

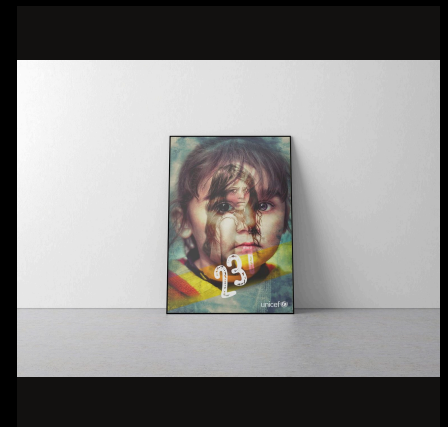
CLIENT  
Self-initiated concept for UNICEF

ROLE  
Designer — art direction and photo treatment

PROCESS  
Portrait selection → texture and colour treatment → typographic band → framed mock-ups.

A series of awareness posters built on children's portraits. Each face is aged and textured, then crossed by a single yellow band carrying a hand-written number, so the viewer meets the child first and the statistic second. Shown in framed mock-ups and published on Behance as “Sad”.

ALSO ON BEHANCE ➤



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● PACKAGING

## BURGER KING — PACKAGING CONCEPT

*Burger King — takeaway packaging (self-initiated concept)*

YEAR

2018

CONTEXT

Self-initiated concept

CLIENT

Self-initiated concept

ROLE

Designer

A packaging exercise that carries the Burger King identity across a takeaway range — food boxes, a paper bag, a cup, a burger sleeve and an embossed stamp — tested in photographic mock-ups.

ALSO ON BEHANCE [➤](#)



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● OWN BRAND

# SAMI STUDIO

*Sami Studio – identity for my own studio*

YEAR

2017

CONTEXT

Own brand

CLIENT

Sami Studio (my own studio)

ROLE

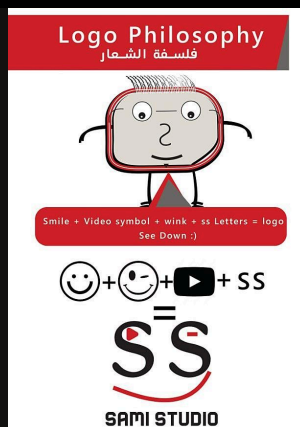
Founder and designer

PROCESS

Notebook sketches → logo philosophy → mascot → stationery, merchandise and signage.

The identity for my own design studio. The SS mark is built from a smile, a wink and a video 'play' symbol, and a TV-headed mascot, Mr. Mimo, walks people through the brand — from the first notebook sketches to stationery, bags, T-shirts and signage.

ALSO ON BEHANCE ↗



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● IDENTITY & PRINT

## MADRID — AGENCY, SHOPS & RESTAURANTS

*Brand identities for clients in Madrid*

YEAR

2018

CONTEXT

Live client projects

CLIENT

Matisse Marketing Digital and shops and restaurants in Madrid, Spain

ROLE

Designer

Identity and print work for clients in Madrid: the butterfly mark and stationery for Matisse Marketing Digital, a logo for the Capprichi fashion store (shown on its shopfront), marks for San Marzano and Gran Bazar, and an identity, offers and menus for Bibi Persian Restaurant and local cafés.



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● PACKAGING

# FOOD & COFFEE PACKAGING

Food and coffee packaging

YEAR

2019-2021

CONTEXT

Live client projects

CLIENT

Food and coffee brands in Saudi Arabia

ROLE

Designer

Pouches, labels and coffee-shop packaging: the Dima range of ready-to-cook foods and teas, Mubannah's Khawlani coffee set, and Arabic-coffee, nut and spice packs — each built around bold Arabic lettering and appetising photography.

ALSO ON BEHANCE ➤



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● HOSPITALITY IDENTITY

## CAFÉ & RESTAURANT IDENTITIES

*Café and restaurant identities*

YEAR

2021

CONTEXT

Live client projects

CLIENT

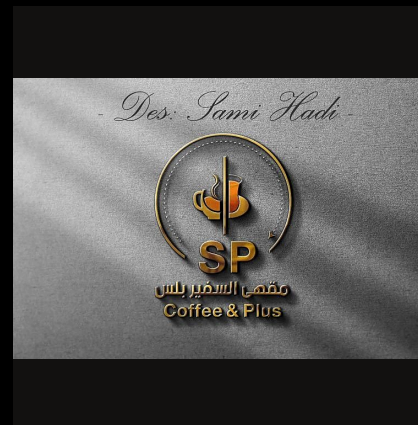
Abraj Al-Hind restaurant, Al-Safeer Plus café, Al-Kaifa Arabic coffee

ROLE

Designer

Marks for the hospitality trade: a domed Arabic–Hindi logo for the Abraj Al-Hind restaurant with its uniform and takeaway system; the SP mark and menu for Al-Safeer Plus café; and a calligraphic roundel for Al-Kaifa Arabic coffee.

ALSO ON BEHANCE ↗



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● CAFÉ IDENTITY

# YAROOQ KAIF CAFÉ

Yarooq Kaif — Café Identity

YEAR

2024

CONTEXT

Live client project (via Excellence Agency)

CLIENT

Yarooq Kaif café (via Excellence Agency)

ROLE

Contributed to the design

A playful Arabic logotype and pattern for a juice and coffee café, applied to cups and packaging. The wordmark keeps the hand-drawn character of Arabic script while staying legible at small sizes.



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● PUBLIC CAMPAIGN

# COVID-19 AWARENESS

COVID-19 Public Awareness Campaign

YEAR

2020

CONTEXT

Live public campaign (via Awraaq)

CLIENT

Schools, an education office and local businesses (via Awraaq)

ROLE

Art director, designer and content writer

PROCESS

Short Arabic messages → pictograms → floor stickers, roll-ups and social posts.

A public-health communication system produced at the start of the pandemic: floor stickers for queues and schools, roll-up banners, social media posts and infographics. Designed to be understood at a glance by children and adults, combining short Arabic messages with clear pictograms.

ALSO ON BEHANCE ➤



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● CORPORATE IDENTITY

# ABHA TOWN CONTRACTING

Abha Town Contracting – Corporate Identity

YEAR

c. 2019–2020

CONTEXT

Live client project (via Awraaq)

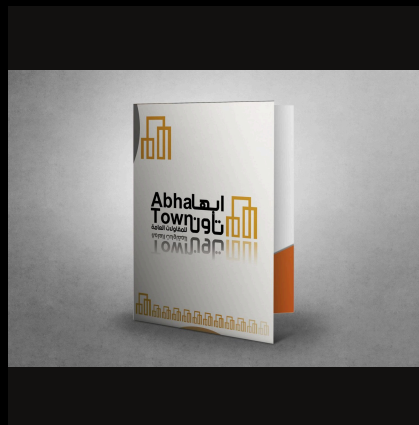
CLIENT

Abha Town Contracting (via Awraaq)

ROLE

Designer

Corporate identity for a general contracting company: an Arabic–English logotype built from building forms, applied to business cards, a company stamp and letterhead.



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● TYPOGRAPHY

## LOGOTYPES

*Logotypes – Arabic, English and a sports club*

YEAR

2018–2024

CONTEXT

Live client projects

CLIENT

Businesses, schools and clubs, including Almohit Sport Club, Rose & Bay and Al-Aryaf Exchange

ROLE

Designer (2019–2020); contributed to the design (2024 pieces)

PROCESS

Letter studies in both scripts → mark → material and mock-up tests.

A selection of logotypes. Each mark explores how Arabic and Latin letters can share rhythm, weight and structure — from S.C.R.A.M for the Almohit Sport Club, the Rose & Bay wordmark and the Al-Aryaf Exchange mark to bilingual logos for schools and businesses. This is the starting point for my proposed research on kinetic Arabic typography.

ALSO ON BEHANCE ↗



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● OWN BRAND

# AWRAAQ

Awraaq – Brand of My Advertising Company

YEAR  
c. 2019–2020

CONTEXT  
Own company

CLIENT  
Awraaq (my own company)

ROLE  
Founder; art direction, design and content

Brand identity and self-promotion for Awraaq, the advertising company I founded: logo, invoice, roll-ups, wide-format banners, a services infographic, a showcase of logos designed for clients, and a motion promo for the print catalogue.



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● MOTION

# MOTION GRAPHICS

*Motion Graphics*

YEAR

2018-2020

CONTEXT

Own company and client work

CLIENT

Awraaq and its clients

ROLE

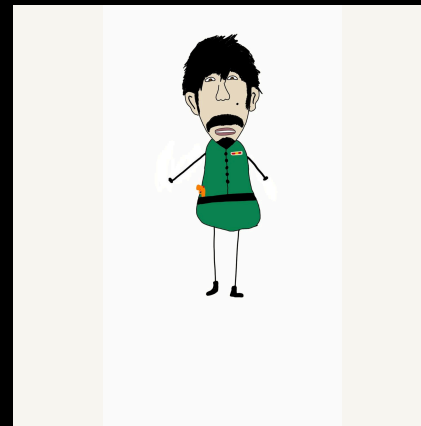
Motion designer — created from scratch in After Effects

A promo video for Awraaq's print catalogue, a reel of logo animations, an animated Ramadan greeting and a hand-drawn logo reveal, plus character sketches for an animated short.

1. Awraaq print catalogue — promo
2. Logo animations
3. Ramadan greeting
4. Hand-drawn logo reveal

WATCH THE VIDEOS AT [SAMI.EXERB.CLOUD](https://sami.exercloud.com) OR ON [BEHANCE](https://www.behance.net/SamiMohammedHadi).

ALSO ON BEHANCE ➤



LET'S MAKE  
SOMETHING  
PEOPLE *stop*  
*to read.*

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ALSO ON BEHANCE — 67 PROJECTS

- 01 Sami Studio — Logo & Identity (2017)
- 02 Burger King — packaging concept (2018)
- 03 Sad — UNICEF poster concept (2018)
- 04 Rose and Bay — logo (2018)
- 05 Almohit Sport Club — logo (2019)
- 06 Dima — packaging (2019)
- 07 Abraj Al-Hind — identity (2021)
- 08 Al-Safeer Plus Café — identity & menu (2021)
- 09 Mubannah Coffee — packaging (2021)
- 10 Instagram Posts (2021)
- 11 BLAGAT — social media campaign (2021)
- 12 COVID-19 social media posts (2021)