

Omar Ashour

Creative Director & Brand Designer

Doha, Qatar

CONTACT

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Brand director.

Doha-based.

8 years. Governments, federations, and institutions across the region. I direct brand strategy and visual identity for organisations where the work actually matters. Institutional communications, major events, and digital products — built to last and built to scale.

Recent work includes the Doha Legal Forum 2026 identity signed off by Qatar's Minister of Justice, the SIFoCC conference brand for the world's largest gathering of commercial courts, broadcast graphics for the AFC Asian Cup, and Arabesque, a full-stack web platform celebrating Islamic geometric patterns as my MSc thesis at Edinburgh.

MSc Information Design, University of Edinburgh · BSc Media & Communications, Northwestern University in Qatar · Minor in Computer Science, Carnegie Mellon University in Qatar.

DISCIPLINES

BRAND IDENTITY

CREATIVE DIRECTION

UI / UX

MOTION DESIGN

AR / VR

CREATIVE CODING

EVENT BRANDING

EDITORIAL

BASED IN

Doha, Qatar

EXPERIENCE

8+ Years

CURRENT ROLE

Senior Branding Specialist · QICDRC

EDUCATION

MSc Information Design — University of Edinburgh

LANGUAGES

English · Arabic · French

AVAILABILITY

Open to projects

SELECTED CLIENTS

Qatar International Court (QICDRC)

BeIN Sports × TOD

Ministry of Justice — Qatar

SkipCash

Ministry of Finance — Qatar

US Embassy — Doha

Asian Football Confederation

Aspire Zone Foundation

Design Doha Biennial

Fairmont & Raffles Doha

Education Above All

Action Global Communications

18 projects. 2017 – 2026.

BRAND · IDENTITY · DIGITAL

- | | | | |
|----|---|--------------|--|
| 01 | Doha Legal Forum 2026 | 2026 | |
| | BRAND IDENTITY | | |
| 02 | QICDRC Branding | 2017–Present | |
| | BRAND IDENTITY · UI/UX · AR | | |
| 03 | AFC Asian Cup 2023 & U23 | 2023–2024 | |
| | EVENT BRANDING · CAMPAIGN | | |
| 04 | Design Doha Biennial | 2024 | |
| | EVENT IDENTITY · EDITORIAL | | |
| 05 | SIFoCC International Conference | 2022 | |
| | CONFERENCE BRANDING | | |
| 06 | Qatar Law Forum 2017 | 2017 | |
| | EVENT BRANDING · WEB | | |
| 07 | EHAF Consulting Engineers | 2018 | |
| | WEB DESIGN · WEB DEVELOPMENT | | |
| 08 | State of Qatar Annual Budget | 2020 | |
| | EDITORIAL · INFOGRAPHIC | | |
| 09 | RecyQ — Waste Management App | 2024 | |
| | UI / UX · MOBILE APP | | |
| 10 | VitaLife Brand Identity | 2024 | |
| | BRAND IDENTITY · PRINT | | |
| 11 | Soul Broth | 2024 | |
| | BRAND IDENTITY · PACKAGING · SOCIAL MEDIA | | |
| 12 | SkipCash | 2021–2022 | |
| | DIGITAL MEDIA · SOCIAL | | |
| 13 | Educate A Child — Qatar Airways... | 2017 | |
| | MOTION / ANIMATION · INFOGRAPHIC | | |
| 14 | Arabesque | 2024 | |
| | WEB DESIGN · UI/UX · CREATIVE CODING | | |
| 15 | Creative Coding | 2022–2024 | |
| | CREATIVE CODING · INTERACTIVE | | |
| 16 | Hope — Short Film Teaser | 2022 | |
| | MOTION / ANIMATION | | |
| 17 | Writing & Storyboarding | 2017–2021 | |
| | STORYBOARDING · PRE-PRODUCTION | | |
| 18 | Illustrations | 2016–Present | |
| | ILLUSTRATION | | |



BRAND IDENTITY

Doha Legal Forum 2026

VISIT WEBSITE

Approved by Minister of Justice

CLIENT

QICDRC × Ministry of
Justice — Qatar

ROLE

Brand Identity Lead —
Sole Creator

YEAR

2026

TOOLS

Figma · Illustrator · InDesign · After Effects

OVERVIEW

The Doha Legal Forum is one of Qatar's most significant biannual legal conferences, co-produced by QICDRC and the Ministry of Justice. Commissioned as sole creator of the entire identity — from initial concept through final delivery across all event touchpoints.

OUTCOME

Brand identity formally approved by the Minister of Justice of Qatar. Successfully deployed across all event touchpoints for the 2026 forum, including stage design, digital platforms, signage, and printed materials.

SERVICES

BRAND IDENTITY

LOGO DESIGN

BRAND GUIDELINES

WEB DESIGN

WEB DEVELOPMENT

PRINT DESIGN

EDITORIAL DESIGN

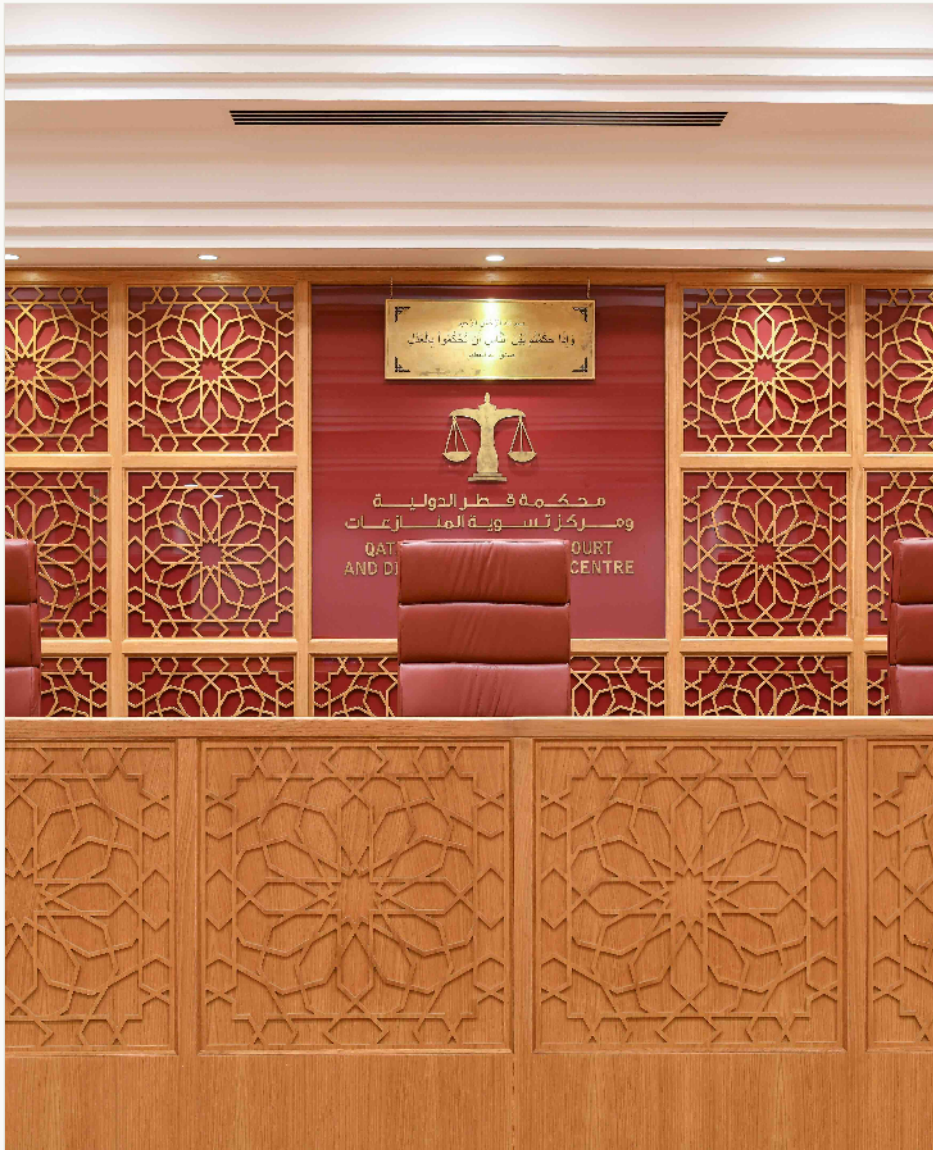
STATIONERY

EVENT BRANDING

WAYFINDING

CREATIVE DIRECTION

<https://www.dohalegalforum.org>



BRAND IDENTITY · UI/UX · AR

QICDRC Branding

[VISIT WEBSITE](#)
[8-Year Institutional Partnership](#)

CLIENT

Qatar International Court
& Dispute Resolution...

ROLE

Senior Branding & Digital
Specialist

YEAR

2017–Present

TOOLS

Figma · Illustrator · InDesign · After Effects · Adobe XD · AR Kit

OVERVIEW

A multi-year, multi-disciplinary partnership with QICDRC – Qatar’s leading international arbitration court. This mega-project gathers everything produced for the institution: brand system refresh, the website, the eCourt case management platform, the AR-enhanced 10th anniversary commemorative publication, institutional gifts, international conference booths, social content, and events.

OUTCOME

A fully documented institutional identity deployed across web, app, print, AR, social, and events – serving thousands of legal practitioners and delivered consistently over nearly a decade of engagement.

SERVICES

BRAND IDENTITY

BRAND GUIDELINES

WEB DESIGN

UI/UX DESIGN

PRINT DESIGN

EDITORIAL DESIGN

AR DESIGN

MOTION DESIGN

ANIMATION

VIDEO EDITING

SOCIAL MEDIA DESIGN

CREATIVE DIRECTION



EVENT BRANDING · CAMPAIGN

AFC Asian Cup 2023 & U23

CLIENT

Asian Football
Confederation

ROLE

Senior Designer

YEAR

2023–2024

TOOLS

After Effects · Illustrator · Premiere Pro · Photoshop

OVERVIEW

Led design of match-day digital assets, infographic videos, and social content packages for the AFC Asian Cup 2023 and AFC U23 Asian Cup — two of the most-watched sporting events in Asia.

OUTCOME

Content delivered across both tournaments drove significant increases in audience engagement across social media, reaching football fans across Asia throughout the full duration of both tournaments. The AFC Asian Cup Qatar 2023 set a new record with 1,068,587 fans — the highest tournament attendance in AFC Asian Cup history.

SERVICES

BRAND IDENTITY

MOTION DESIGN

ANIMATION

INFOGRAPHIC DESIGN

SOCIAL MEDIA DESIGN

EDITORIAL DESIGN

CAMPAIGN DESIGN



EVENT IDENTITY · EDITORIAL

Design Doha Biennial

CLIENT

Qatar Creates

ROLE

Senior Designer

YEAR

2024

TOOLS

InDesign · Illustrator · After Effects · Figma

OVERVIEW

Design Doha Biennial is one of the MENA region's most prestigious design events under the Qatar Creates umbrella. Responsible for all digital and print deliverables — from opening week social campaigns through to the official event guidebook, the stage design, and forum presentation visuals.

OUTCOME

All materials delivered successfully across print and digital for the inaugural Design Doha Biennial (24 Feb – 5 Aug 2024). Social content amplified audience reach throughout opening week and beyond, contributing to the event's landmark profile as the MENA region's flagship design festival.

SERVICES

BRAND IDENTITY

EVENT BRANDING

MOTION DESIGN

ANIMATION

EDITORIAL DESIGN

PRINT DESIGN

WAYFINDING

ART DIRECTION



CONFERENCE BRANDING

SIFoCC International Conference

CLIENT
QICDRC

ROLE
Senior Branding Specialist

YEAR
2022

TOOLS
InDesign · Illustrator · After Effects

OVERVIEW

SIFoCC — the Standing International Forum of Commercial Courts — is the world's largest international court conference. Directed all event branding and visual communications.

OUTCOME

The conference was delivered to its highest attendance, with the visual identity praised for its coherence across all event surfaces.

SERVICES

BRAND IDENTITY

LOGO DESIGN

BRAND GUIDELINES

EVENT BRANDING

PRINT DESIGN

EDITORIAL DESIGN

STATIONERY

WAYFINDING



EVENT BRANDING · WEB

Qatar Law Forum 2017

[VISIT WEBSITE](#)

CLIENT

Qatar Law Forum

ROLE

Designer — Event
Branding & Web

YEAR

2017

TOOLS

Illustrator · InDesign · Photoshop · After Effects · Squarespace · HTML / CSS

OVERVIEW

The Qatar Law Forum has built a strong and unrivalled reputation for bringing together global leaders in law. For the 3rd edition of the forum in 2017 — held under the patronage of His Highness the Emir of Qatar — I designed the complete event identity and all supporting communications.

OUTCOME

The 2017 Qatar Law Forum was successfully delivered across all touchpoints under the patronage of His Highness the Emir of Qatar. The event reinforced the forum's standing as the region's most prestigious gathering for international legal leaders.

SERVICES

BRAND IDENTITY

LOGO DESIGN

WEB DESIGN

PRINT DESIGN

EDITORIAL DESIGN

EVENT BRANDING

MOTION DESIGN

WEB DESIGN · WEB DEVELOPMENT

EHAF Consulting Engineers

VISIT WEBSITE

9 Pages · 800+ Images

CLIENT

EHAF — Qatar

ROLE

Web Designer &
Developer

YEAR

2018

TOOLS

Wix · HTML / CSS · JavaScript · Photoshop

OVERVIEW

EHAF is a regional engineering consultancy with a deep, high-volume portfolio of projects across hospitality, government, commercial, and residential sectors. I designed and developed the full corporate website — nine pages, 800+ images, and a database-backed project library that visitors can browse and filter.

OUTCOME

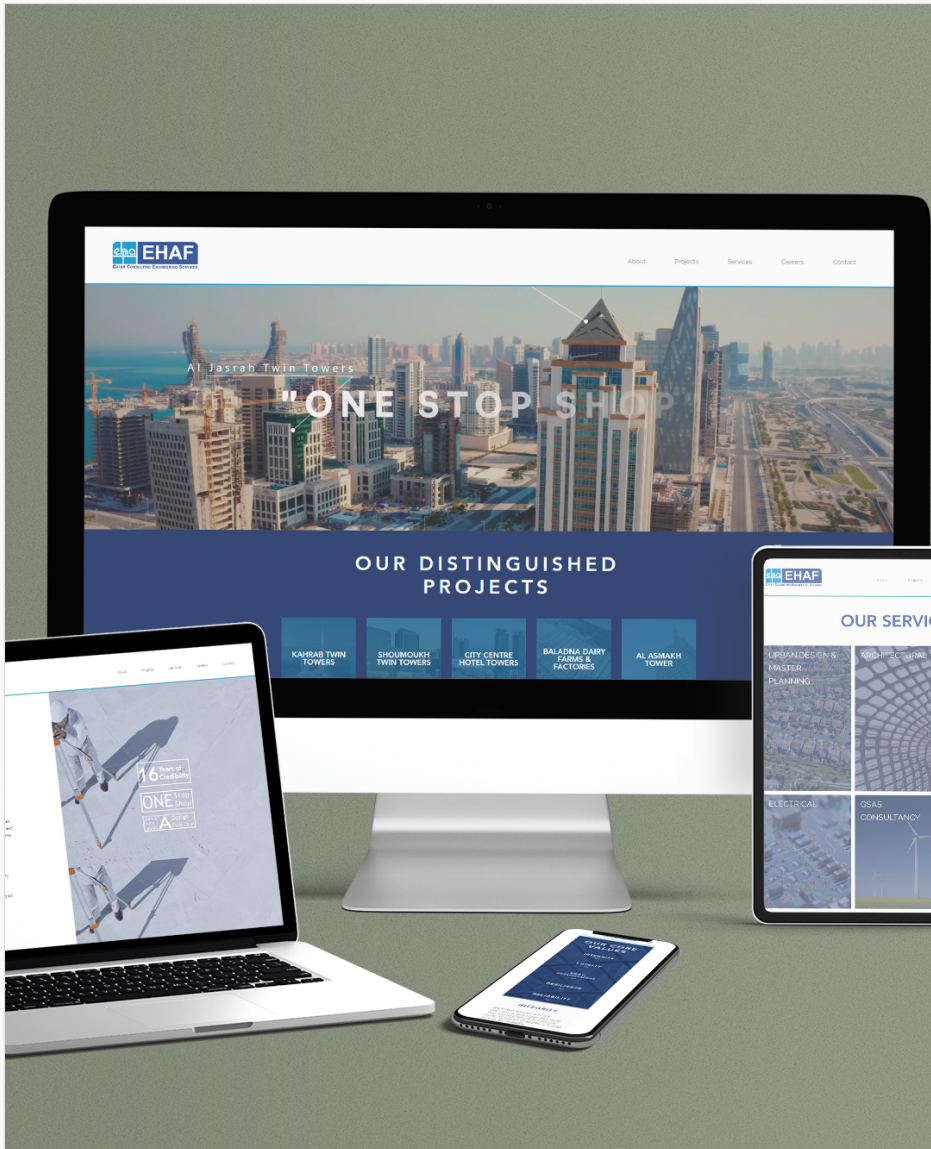
A nine-page website with a filterable 800+ image portfolio, dedicated careers section, and a consistent responsive experience across devices — serving EHAF's business development and recruitment goals from a single, scalable platform.

SERVICES

WEB DESIGN

WEB DEVELOPMENT

UI/UX DESIGN



EDITORIAL · INFOGRAPHIC

State of Qatar Annual Budget

CLIENT: Ministry of Finance – QATAR
 ROLE: Lead Designer
 YEAR: 2020

TOOLS: Illustrator · InDesign · After Effects

OVERVIEW

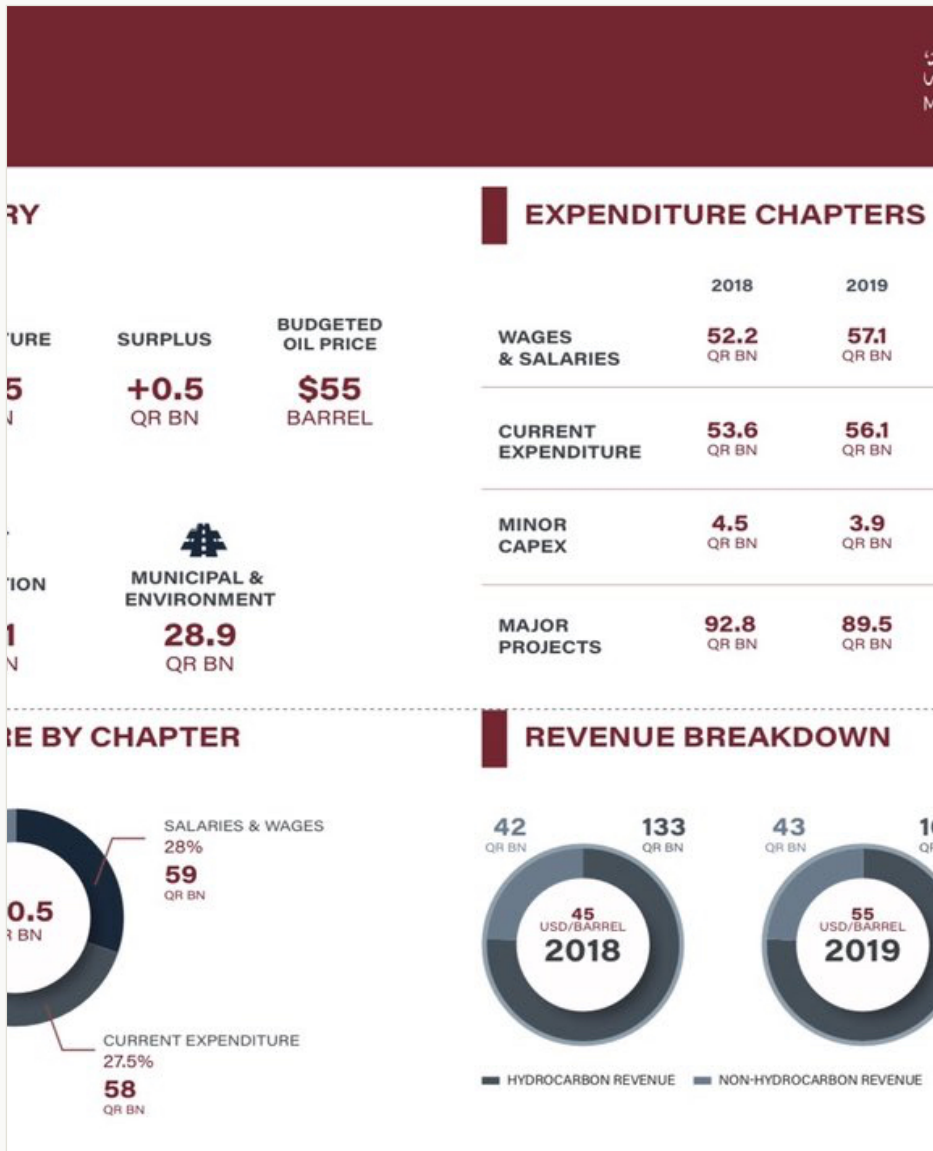
Designed the public-facing visual communications for the State of Qatar's 2020 Annual Budget announcement – translating dense fiscal data into clear, dignified infographics for press, social, and the Ministry's institutional channels.

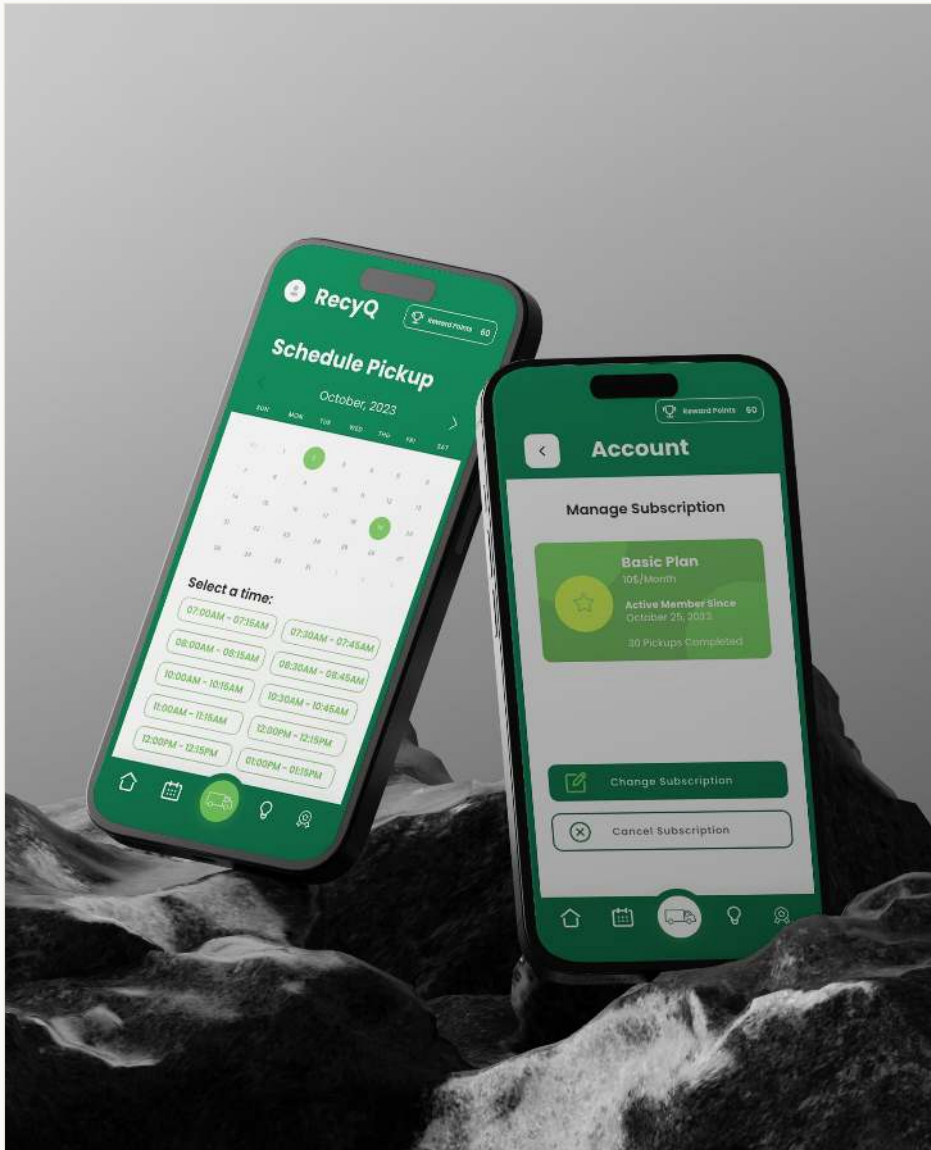
OUTCOME

Delivered the full communications package across print and digital, with infographics used by national press during the budget announcement cycle.

SERVICES

- EDITORIAL DESIGN
- PRINT DESIGN
- INFOGRAPHIC DESIGN
- ART DIRECTION





UI / UX · MOBILE APP

RecyQ – Waste Management *App*

MSc Project · University of Edinburgh

CLIENT

MSc Digital Media Design
– University of Edinburgh

ROLE

UI/UX Designer – Sole
Creator

YEAR

2024

TOOLS

Figma · Adobe XD

OVERVIEW

RecyQ is a major coursework project from my MSc in Digital Media Design at the University of Edinburgh. A waste management app concept designed to streamline and enrich the recycling experience for both households and businesses. The app enables users to schedule bin pickups, explore bite-sized educational content on sustainability, earn rewards for eco-conscious actions, and connect with local environmental events and initiatives.

OUTCOME

Delivered a polished, fully interactive prototype demonstrating the end-to-end user journey across key features: hassle-free scheduled pickups, reward points and stores, bite-sized sustainability education, community events, and live chat support. Presented at the Edinburgh graduate show.

SERVICES

UI/UX DESIGN

APP DESIGN

CONCEPT DEVELOPMENT

BRAND IDENTITY



BRAND IDENTITY · PRINT

VitaLife Brand Identity

CLIENT

VitaLife

ROLE

Brand Designer — Sole
Creator

YEAR

2024

TOOLS

Illustrator · InDesign

OVERVIEW

VitaLife is a cosmetics trading company specialising in bringing natural and vegan products to market. The brand stands for ethical choices and exceptional quality. Created a complete brand identity system representing the harmony of nature, compassion, and beauty.

OUTCOME

Delivered a complete, print-ready brand guideline covering logo usage and exclusion zones, the full color system with values, bilingual typography hierarchy, custom patterns, icon library, and stationery (business cards, paper bags). Ready for deployment across all brand touchpoints.

SERVICES

BRAND IDENTITY

LOGO DESIGN

BRAND GUIDELINES

PRINT DESIGN

EDITORIAL DESIGN

STATIONERY

PACKAGING DESIGN



BRAND IDENTITY · PACKAGING · SOCIAL MEDIA

Soul Broth

[VIEW ON INSTAGRAM](#)

CLIENT

Soul Broth

ROLE

Brand Designer — Sole
Creator

YEAR

2024

TOOLS

Illustrator · Photoshop · InDesign · Figma

OVERVIEW

Soul Broth is a home-based broth business operating through Instagram — crafting slow-cooked, nourishing broths with a personal and wholesome identity. Created the complete brand from the ground up: logo, visual language, packaging, and a cohesive social media aesthetic that feels warm, handcrafted, and deeply appetising.

OUTCOME

Soul Broth launched with a brand identity that punches well above its home-kitchen origins — with packaging that stands out and an Instagram presence that converts browsers into loyal customers.

SERVICES

BRAND IDENTITY

LOGO DESIGN

PACKAGING DESIGN

SOCIAL MEDIA DESIGN

CAMPAIGN DESIGN

ART DIRECTION



DIGITAL MEDIA · SOCIAL

SkipCash

CLIENT
SkipCash

ROLE
Senior Designer

YEAR
2021–2022

TOOLS
Illustrator · Photoshop · After Effects · Figma

OVERVIEW

SkipCash is a Qatar-based fintech offering cashless payments through QR, links, and integrated checkout. I came on at the launch of their social media channels and built the visual programme from day one – a long-running stream of promotional campaigns, product announcements, feature highlights, and editorial posts that established the brand's voice online.

OUTCOME

Delivered a sustained programme of social and digital assets supporting SkipCash's user acquisition and product marketing – growing audience engagement across Instagram and LinkedIn.

SERVICES

BRAND IDENTITY

SOCIAL MEDIA DESIGN

CAMPAIGN DESIGN



MOTION / ANIMATION · INFOGRAPHIC

Educate A Child — Qatar Airways *Campaign*

Featured on Qatar Airways Flights

CLIENT

Education Above All ×
Qatar Airways

ROLE

Motion Designer

YEAR

2017

TOOLS

After Effects · Illustrator · Premiere Pro

OVERVIEW

In collaboration with Qatar Airways and Education Above All, I designed and animated captivating infographic segments for the 'Educate A Child' campaign video — showcased on Qatar Airways flights to inspire passengers to support the initiative. Through engaging visuals and concise storytelling, the piece highlights the importance of education and the impact of a programme that has enrolled over 5 million out-of-school children since 2012.

OUTCOME

Delivered as a finished motion piece shown on Qatar Airways flights globally, inspiring passengers to support the cause and make a difference in children's lives worldwide.

SERVICES

MOTION DESIGN

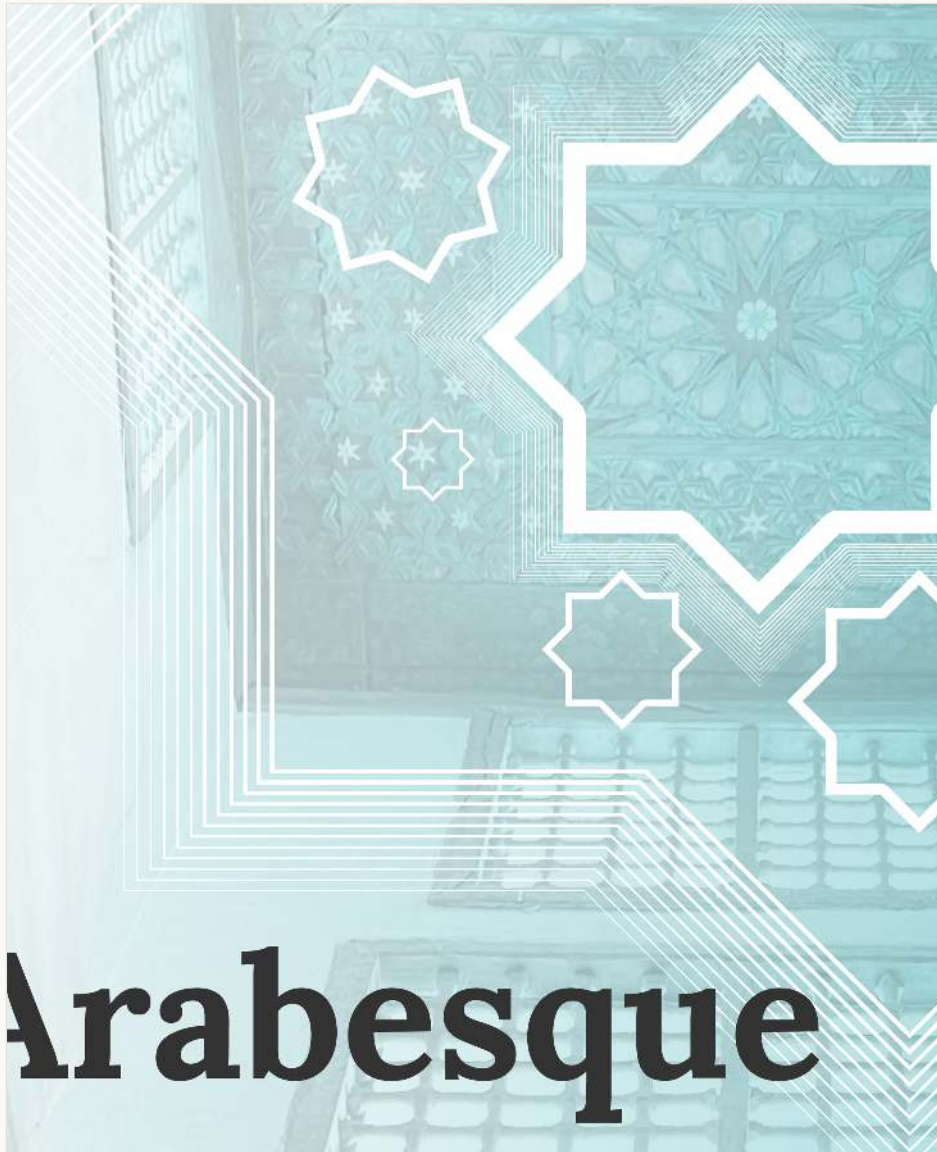
ANIMATION

INFOGRAPHIC DESIGN

CONCEPT DEVELOPMENT

ART DIRECTION

CAMPAIGN DESIGN



WEB DESIGN · UI/UX · CREATIVE CODING

Arabesque

[VIEW LIVE PROJECT](#)
[MSc Digital Media Design Thesis · University of Edinburgh](#)

CLIENT	ROLE	YEAR
MSc Digital Media Design Thesis — University of...	Designer & Developer — Sole Creator	2024

TOOLS

PHP · Fat-Free Framework · MySQL · JavaScript · P5.js · GSAP · Driver.js · SVG.js · Bootstrap · HTML / CSS...

OVERVIEW

Arabesque is a full-stack web platform celebrating Islamic geometric patterns — built from the ground up as my MSc Digital Media Design thesis at the University of Edinburgh. It combines a curated legacy pattern database, step-by-step SVG tutorials, a generative Pattern Generator built on Hankin's algorithm, a Rosette Generator built in P5.js, a contributor leaderboard, a points-based community system, and a moderated admin pipeline. Brand, UX, front-end, back-end, and database — all sole-authored.

OUTCOME

A live, public, production-quality platform — gallery, generators, contributor system, admin pipeline, and brand all working together. Exhibited as part of the MSc thesis at the University of Edinburgh.

SERVICES

WEB DESIGN

WEB DEVELOPMENT

UI/UX DESIGN

BRAND IDENTITY

LOGO DESIGN

INTERACTIVE DESIGN

CONCEPT DEVELOPMENT

ART DIRECTION



CREATIVE CODING · INTERACTIVE

Creative Coding

[VIEW ON EDINBURGH GRADUATE SHOW](#)
[MSc Coursework · NYU Capstone · Interactive](#)

CLIENT

University of Edinburgh ·
NYU Abu Dhabi

ROLE

Designer & Developer

YEAR

2022-2024

TOOLS

Three.js · p5.js · JavaScript · HTML/CSS · PHP · SQL · LiDAR

OVERVIEW

A multi-project sandbox of creative coding work across my MSc at the University of Edinburgh and my BSc Capstone at NYU Abu Dhabi. Each piece explores a different use of code as a design medium — from LiDAR-scanned sculptural point clouds to live Arabic typography translation, an interactive public-health platform, and generative p5.js experiments.

OUTCOME

Featured at the Edinburgh College of Art 2024 Graduate Show. A living body of work that keeps code fluent and keeps design thinking open-ended.

SERVICES

WEB DESIGN

WEB DEVELOPMENT

MOTION DESIGN

INTERACTIVE DESIGN

CONCEPT DEVELOPMENT

ART DIRECTION

MOTION / ANIMATION

Hope – Short Film Teaser

[WATCH THE FILM](#)

CLIENT

Independent Short Film

ROLE

Director / Editor

YEAR

2022

TOOLS

Premiere Pro · After Effects · DaVinci Resolve

OVERVIEW

Directed and edited the teaser for 'Hope', an independent short film. The teaser distills the film's mood and central question into a 60-second cut designed for festival pitches and social.

OUTCOME

Delivered a festival-ready teaser used in pitch materials and online promotion for the short.

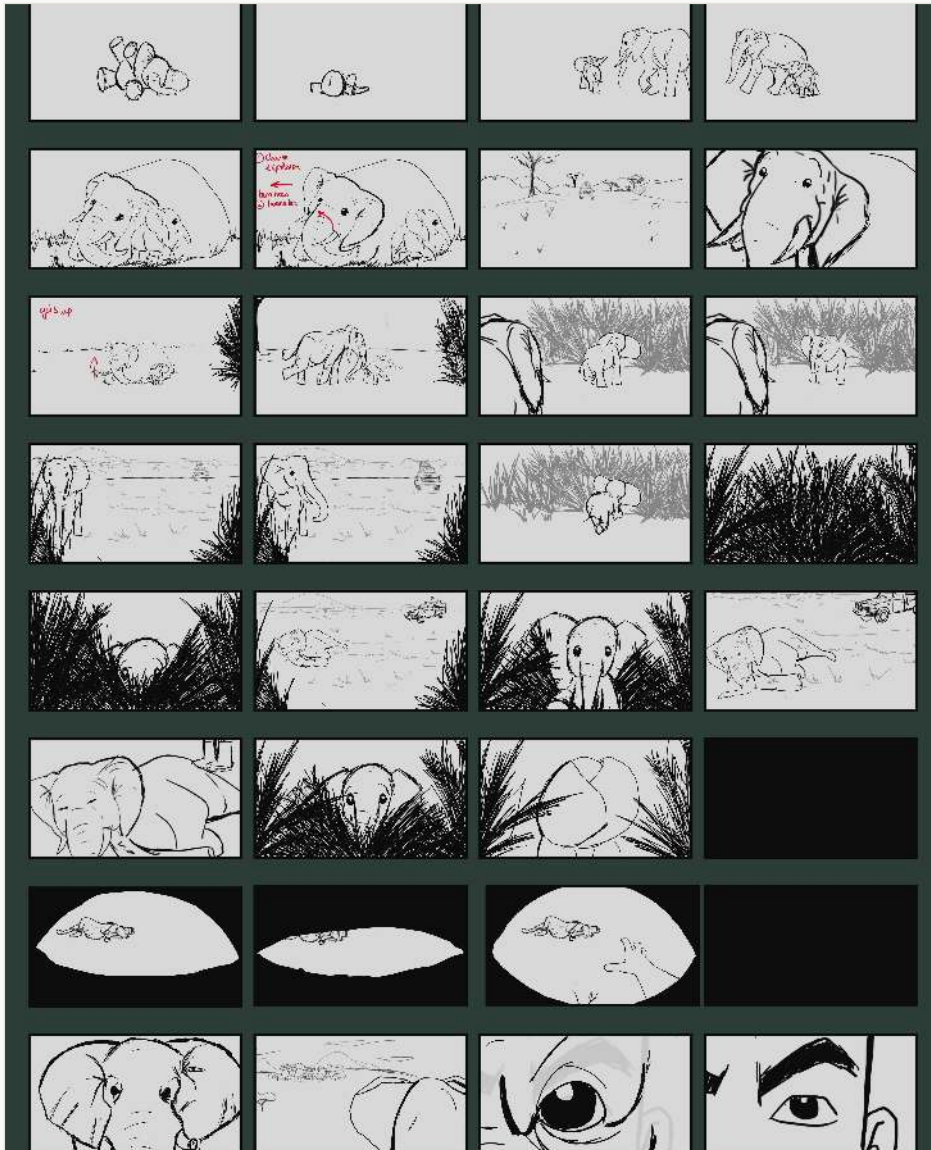
SERVICES

VIDEO EDITING

MOTION DESIGN

CONCEPT DEVELOPMENT

VISUAL CASE STUDY IN PROGRESS



STORYBOARDING · PRE-PRODUCTION

Writing & Storyboarding

WATCH REVENGE KNOWS NOTHING

Co-writer · Revenge Knows Nothing

CLIENT

GreenTree Productions ·
Edge Pictures

ROLE

Writer & Storyboard Artist

YEAR

2017-2021

TOOLS

Procreate · Photoshop · Pen & Paper

OVERVIEW

Selected writing and storyboarding work across narrative animation and commercial advertising. Includes the animated short 'Revenge Knows Nothing' for GreenTree Productions and a range of advert pitch boards for Edge Pictures.

OUTCOME

Boards and scripts used directly in production — saving shoot time, clarifying intent for everyone on set, and in the case of 'Revenge Knows Nothing' producing a finished animated short now published on YouTube.

SERVICES

STORYBOARDING

ILLUSTRATION

SCREENWRITING

CONCEPT DEVELOPMENT

ART DIRECTION



ILLUSTRATION

Illustrations

[VIEW ON BEHANCE](#)

CLIENT

Personal · Commissioned

ROLE

Illustrator

YEAR

2016–Present

TOOLS

Procreate · Illustrator · Photoshop

OVERVIEW

A rotating gallery of illustration work — personal experiments, editorial commissions, and studies. Updated periodically as new pieces are added.

OUTCOME

An evolving body of work that feeds back into the rest of the practice.

SERVICES

ILLUSTRATION

ART DIRECTION

EDITORIAL DESIGN

Who I've *worked with.*

12 ORGANISATIONS

01
Qatar International Court (QICDRC)

LEGAL INSTITUTION

02
Ministry of Justice – Qatar

GOVERNMENT

03
Ministry of Finance – Qatar

GOVERNMENT

04
Asian Football Confederation

SPORTS & EVENTS

05
Design Doha Biennial

DESIGN & CULTURE

06
Education Above All

NON-PROFIT

07
BeIN Sports × TOD

MEDIA & BROADCAST

08
SkipCash

FINTECH

09
US Embassy – Doha

DIPLOMATIC

10
Aspire Zone Foundation

SPORTS & WELLNESS

11
Fairmont & Raffles Doha

HOSPITALITY

12
Action Global Communications

PR & COMMS

Available.
Let's
talk.

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BEHANCE

https://www.behance.net/omar_ashour

VIMEO

<https://vimeo.com/user37445115>