

Wael Helmi's Portfolio

2023 Update



In 2021, I resigned and took a break. I used this time to recover and expand my knowledge. In 2023, I became a Google UX Professional.

Brand Design



FDC (Fashion Design Center)

Created by the government to encourage upcoming fashion designers. The FDC provided courses, workshops and an annual show. Brand designed by me.



Fashion
Design
Center



Before the photography phase, the mood-boards were inspired by 70s Rock 'N' Roll, specifically Stevie Nicks of Fleetwood Mac.



trademarks.ipo.gov.uk

Intellectual Property Office

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Trade mark number

UK00003726211

Status
Registered

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Overview

List of services

Names and addresses

Publications

Trade mark

Disruqt

Dates

Filing date

26 November 2021

Date of entry in register

25 February 2022

Renewal date

26 November 2031

[Print this trade mark](#) | [Glossary of terms](#)

Disruqt®

This logo represents a new work approach in designing services. Briefly, it uses disruption as a strategy to create better solutions. The name “Disruqt” is created out of disrupting thword itself, creating a new concept. you can [Open link in browser](#).

disrupt
180°
disruqt

1. The name is created by disrupting the word “disrupt” itself, by flipping the letter “p” it turns into “q” creating the new name.



2. The pictogram is made of parentheses capturing a flame and creating an infinite symbol

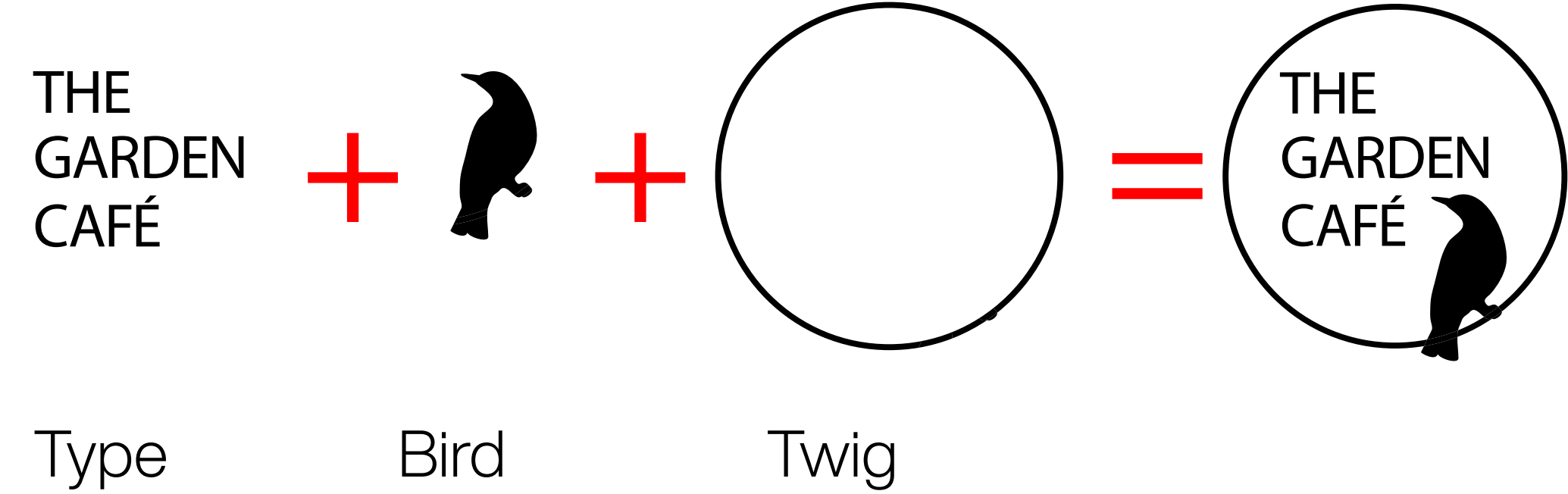
disruqt∞evolve

The message is disruption creates evolution, which in turn infinitely creates more disruption.



The Garden Café

The challenge here was to think outside of the box. So the logo was created to conform to the shape that holds it.





Here, the “twig” or the border is rectangular, while the bird (bottom right) and type (upper left) are consistently position to maintain brand presence.

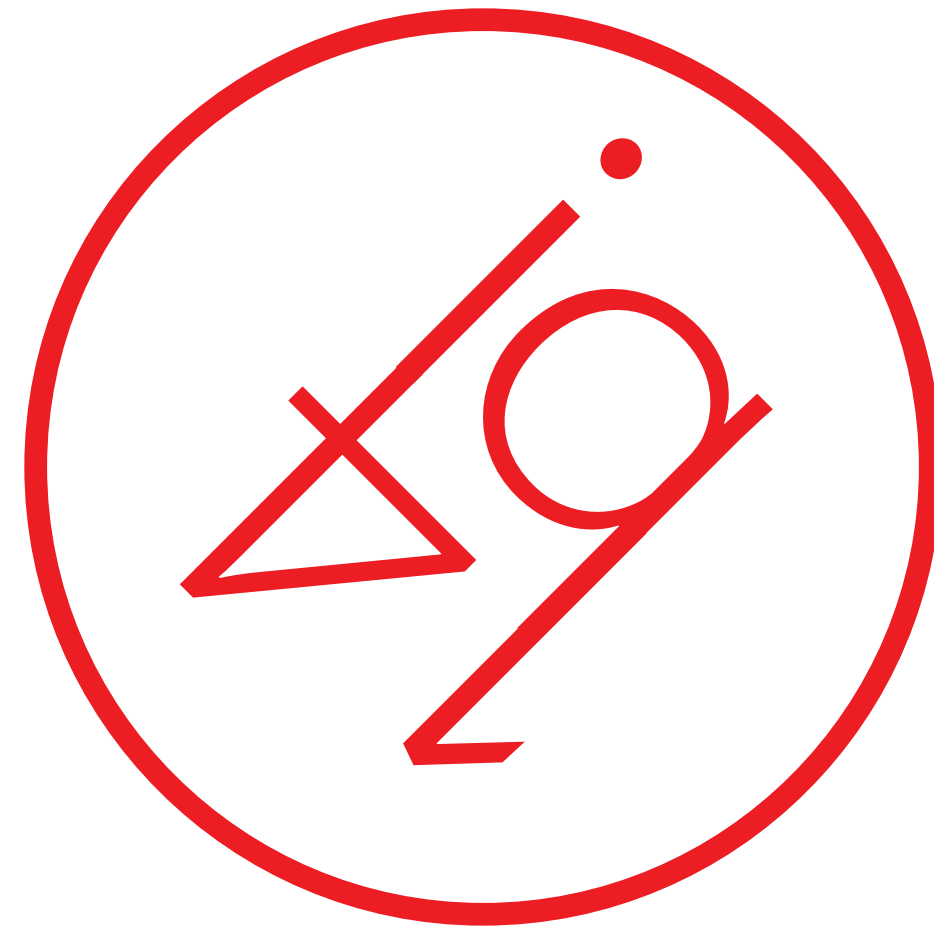


Appetit!



THE
GARDEN
CAFE

THE
GARDEN
CAFE



Interior Qatar 2014

An exhibition held by the government of Qatar to promote the interior design sector.



Franco-Arab Version



Arabic Version



Reghef Ouf

Stylized in Franco-Arab* “Re3’ef Ouf”
meaning “Ouf’s Loaf” is a street food brand,
the challenge is appeal a varied audience
and maintain visual aspects in two different
sets of alphabets.

*Franco-Arab is transliteration of Arabic
using letter, digits and punctuation to write
Arabic letters

Example: غ can be written as 3’ and is similar
to pronouncing GH



Artwork resembles graffiti, here it also doubles as a menu. colored text implies good quality meat while other white text is basically the menu.



Al-Burouj Fun Factory

This was a launching event for the recreational part of Al-Burouj compound. My part is creating the name and visuals, while another 3D designers handled the modeling and rendering.



ALBURQU
Fun Factory



ALBURQU

PERFECT INTEGRATE
COMMUNITY



ALBURQU
Fun Factory

Sales Center



Culture Hub



 We have a guest!

FACENOON



Join us on the
6th of March, 2020
at Al Burouj Culture Hub

For more details call: 0100-400-2727

 Your chance
to win

A FULLY PAID TRIP



to attend
Manchester City
VS. Liverpool

Join us on the
6th of March, 2020
at Al Burouj Culture Hub

For more details call: 0100-400-2727

 Your chance to win

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Re-brand / Revamp

Mince Burgers

The biggest local burger shop (at least in number of branches) got a total rebrand in 2016. As the parent company's First in-house designer. I was assigned the task of creating all visual systems, from signage to napkins, and also providing agencies with social media posts.

Before

The old logo for Mince Burgers. The word "MINCE" is written in a large, bold, brown sans-serif font with a 3D effect, where each letter has a lighter brown shadow offset to the right and bottom. Below "MINCE" is the tagline "A PREMIUM BURGER PRODUCTION" in a smaller, green, all-caps sans-serif font.

After

The new logo for Mince Burgers. The word "MINCE" is written in a large, bold, green sans-serif font with a 3D effect, where each letter has a lighter green shadow offset to the right and bottom. The tagline "A PREMIUM BURGER PRODUCTION" is no longer present.



Using one color, printing process was simplified, reduced cost and time, and is maintaining consistency through several print runs, in thousands of units.

Tamara Libanese Cuisine

The sister brand of Mince Burgers (operated by Mori International). Tamara is specialised in fine dining Lebanese cuisine. The proposed brand is yet to be implemented as of today.

The icon is redesigned. The slogan changed “bistro” to “cuisine”, to reflect the brand’s luxurious outlets.



Before



After



Event House Egypt

Self-assigned, I proposed a new brand for the agency I was employed in, celebrating it's 10th anniversary. The proposal included the logo, main color and experimental typography trials.



EVENT HOUSE EGYPT

After



Before



The logo is meant to look like a astrological sign by fusing the letter “e” and “h” into one unique glyph.



Two prototypes were made to experiment with materials.
To the left is crew printed t-shirt.
To the right testing glossy and matte acrylic



Brand Implementation

had the chance to work on many global brands.

By 2021, my job was proposing and pitching creative concepts, more than the actual implementation.

1. Aston Martin
2. Mercedes-Benz
3. Chevrolet
4. Opel
5. Emaar
6. DS Automobiles
7. Renault
8. Orascom Properties
9. Volvo
10. Canon
-etc.

@Event House Egypt

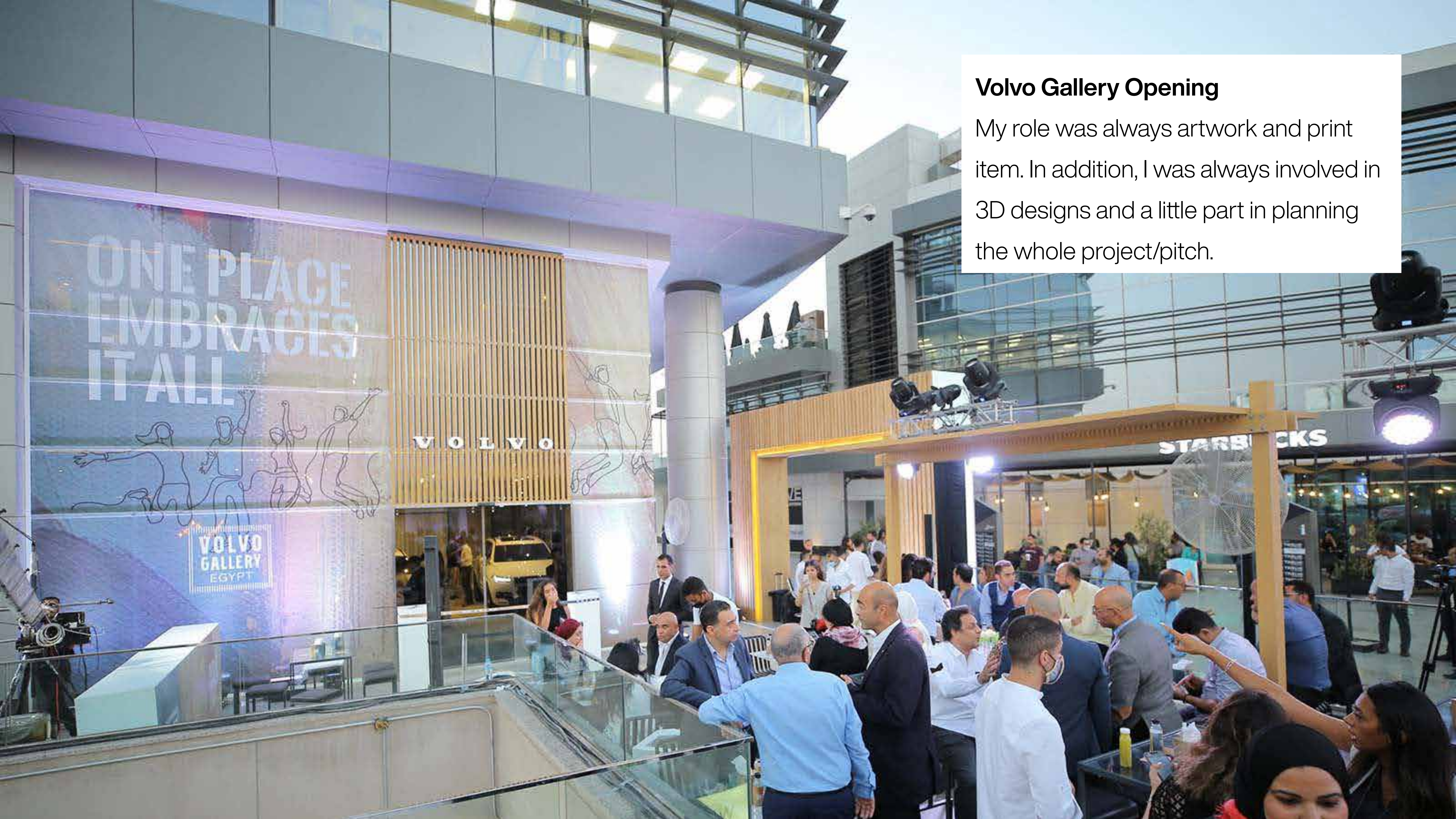
200+

Projects

2018-2021

Volvo Gallery Opening

My role was always artwork and print item. In addition, I was always involved in 3D designs and a little part in planning the whole project/pitch.



ONE PLACE
EMBRACES
IT ALL

VOLVO

VOLVO
GALLERY

Facade Artwork

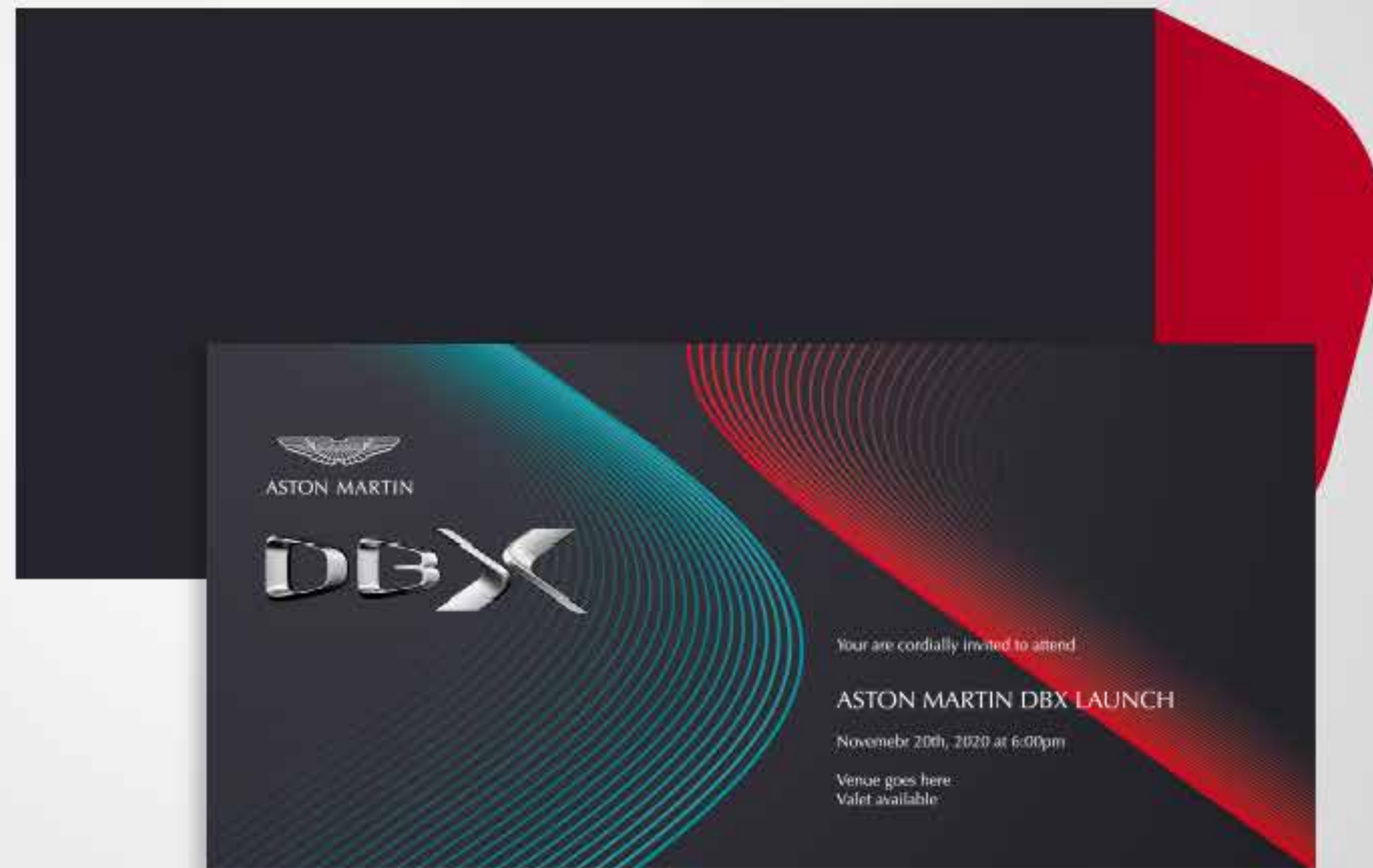
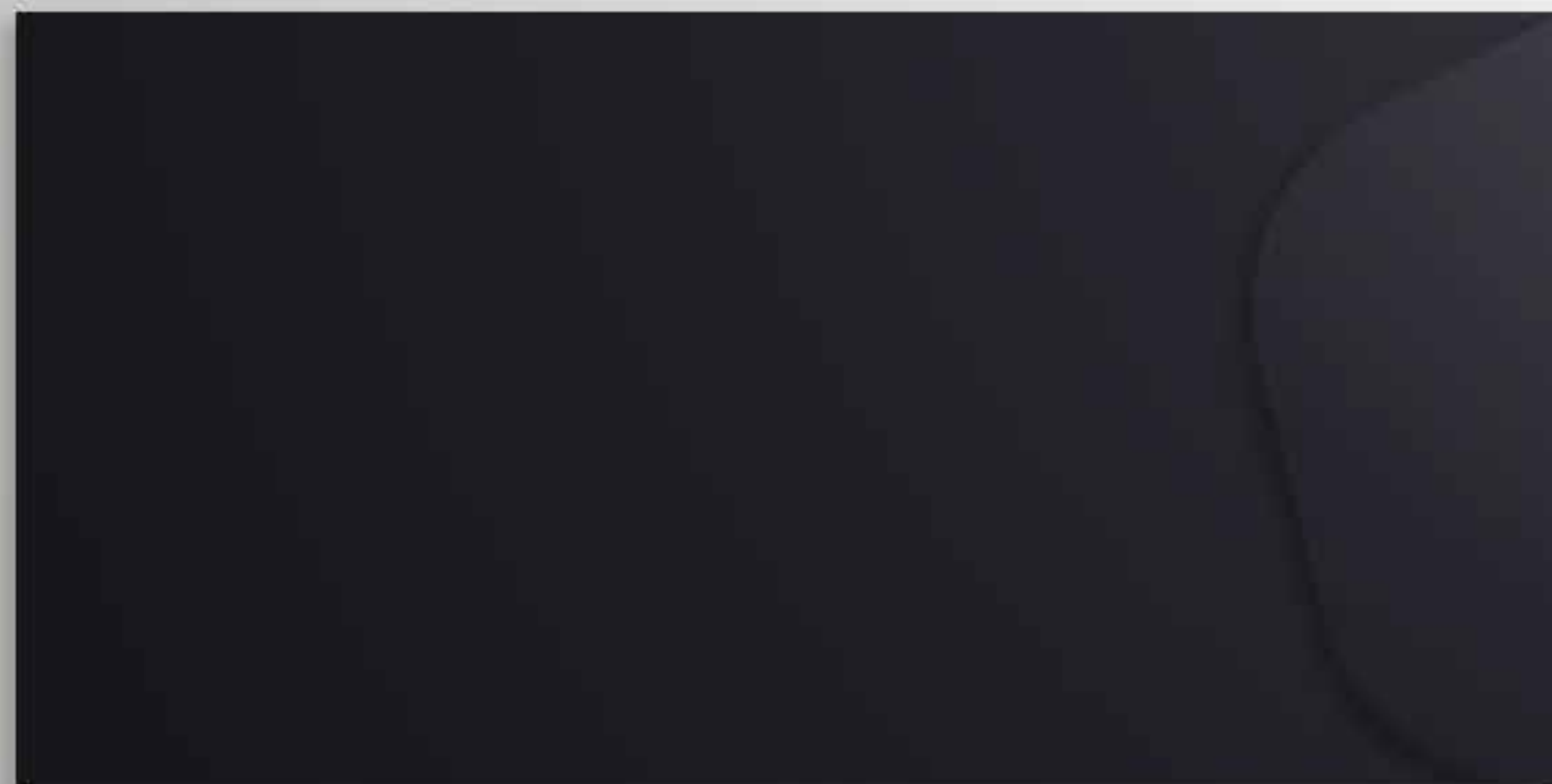
VOLVO



VOLVO



Aston Martin DBX Booth



Aston Martin DBX Launch Invitation

NEW RENAULT KADJAR

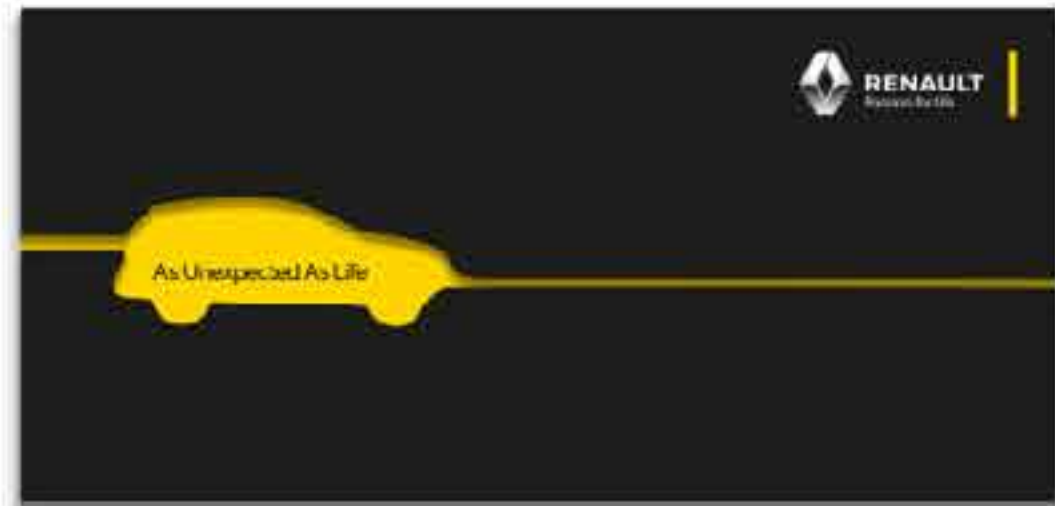


RENAULT



RENAULT

Front closed



Front open



Back closed



Envelope back



Envelope front



Envelope open



Renault Kadjar 2019 Launch

My role was always artwork and print item. In addition, here I helped in time-lines and logistics,



Mercedes-Benz

National TechMasters 2021

as a team member, we created an informal concept for NTM events, which are internal and not for the public

“It’s a good life” Opel Campaign

A result of brainstorming with The Client Service Team. My role was the visual identity in both print and part of 3D



A



Tech. Skills

1. Adobe Photoshop
2. Adobe Illustrator
3. Adobe InDesign
4. Adobe XD
5. Adobe Dreamweaver
6. HTML/CSS
7. Javascript & jQuery
8. Figma

