

Portfolio

Mujaahid Abrahams



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MUJAAHID ABRAHAMS

GRAPHIC DESIGNER & STRATEGIST

Hi I am Mujaahid Abrahams. I am a graphic design strategist where I specialise in providing each client with the designs that will provide VALUE to the client.

My design process:

First I do research on the client and the industry in which the client exists. After that I look at the needs of the client and start focusing on what are the most important aspects to provide value to the client and provide the client with designs that are not just visually appealing but benefits the client and fulfils their needs.

I keep my clients involved in every step of my designs so that I can make sure that there is no miscommunication and I am able to create appropriate designs that cater for the client without taking longer than needed.

I have experience working in a digital marketing agency. My graphic design experience consists of over 5 years of freelancing for independent clients. I love providing value and saving time for my clients.

LOGO DESIGN

The following designs were for real clients

RAYTECH WORDMARK LOGO DESIGN

This is a logo created for the tech company Raytech. It features a minimalist word mark logo design. The colour blue was picked for the psychological link to trust and reliability. The design gives off a refreshing and energizing feel which is appropriate to the company and the client.



COMBINATION MARK LOGO DESIGN OR TEPU MEDIA

For this design i created a combination mark logo design based on the company and its needs. The client requested that I make use of the colours gold, orange and green. I created a pictorial mark which leans towards abstract however symbolises a play button. I added a light gradient to the colours to blend it aswell as making it gentle to the eyes.



MASCOT LOGO DESIGN FOR SOMEONESAYMARKETING?

Mascot logo for Marketing company Someonesaymarketing. The mascot is designed around the founders face and takes inspiration from the Premier League mascot logo design as the client requested.



SOMEONESAYMARKETING?

LOGO DESIGN FOR TASTEBUDS DELICACIES

This logo design the client requested a revamp of their old logo. Their previous logo was just a lettermark logo with a similar font that I used in the current one. I created a simple pictorial mark of their signature product which is samoosas. I then combined that with the lettermark logo. I personally think that the logo could be refined however I had to cater towards the clients desires and needs.



BAKERY LOGO FOR CAKES BY NAAZ

The client showed me ideas that she liked which leaned towards the classical bakery logo idea. I took those into consideration and did research on her target audience. What I found was that she was catering toward a younger and fairly premium market. So I created a modern logo which still contains certain aspects and inspiration of the classical bakery logo type. The logo is simplistic and works well on packaging for the clients products.



BOOK COVER DESIGN

The following designs were for real clients

SCORCHED BOOK COVER DESIGN

A client approached me asking if I was able to design a book cover for her book. At first I was hesitant as I never designed a book cover before however I enjoy a challenge so I took it on. The book is a fantasy book where the theme is elements fighting obtaining the crown. This is the first book of the series. The first book is about the element of fire and the main theme of the crown to create this cover. The client was blown away with the final design. I am happy with it too. I think the final product came out really well.



PACKAGING DESIGN

The following designs were for real clients

MOCKUP



DIE CUTS



SOCIAL MEDIA

The following designs were for real clients

LEGENDS OF THE GAME CAR EVENT

