

# Visual Designer

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Web Graphic Design

Logo & Branding

UX/UI

Danny Gebran | PDF Portfolio

# Experience

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Graphic Designer web and print. Front-End web development. UX and UI. My experience conveys a variety of design disciplines derived from several years of work covering web design, editorial design, app interface, logo design and brand corporate image, print and online publishing, and creative direction.

Applying visual communication and UX design principles, my process starts with user research (persona, primary and secondary data, industrial reports analysis) in order to generate useful insights and it continues with testing usability, after-learning and implementation for delivering genuine business value aligned to corporate objectives.



# Software Skills

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There are new awesome design tools every year.

These are my commons from a large pool of programs related to interface edition, website design, print layouts, image and graphics, which I think they represent the choice of most designers who I've worked with in collaboration for different projects.

Adobe CS: Photoshop, Illustrator, Adobe Xd, InDesign, Ae.

Balsamiq, Origami, Sketch, InVision, Slack.

WordPress, Atom, Terminal, Visual Studio Code.

Libs: HTML5, CSS3, Sass, JS, JQuery, BootStrap.

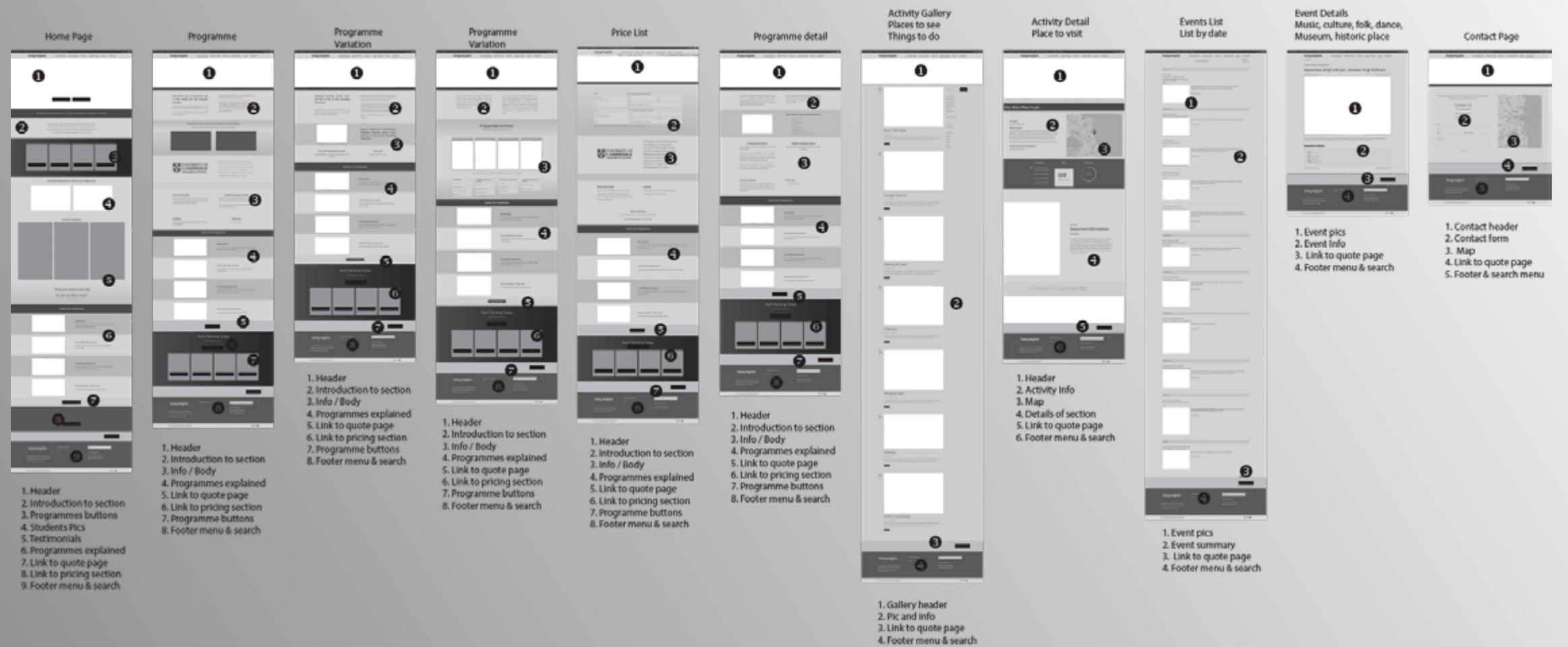
# Design Process

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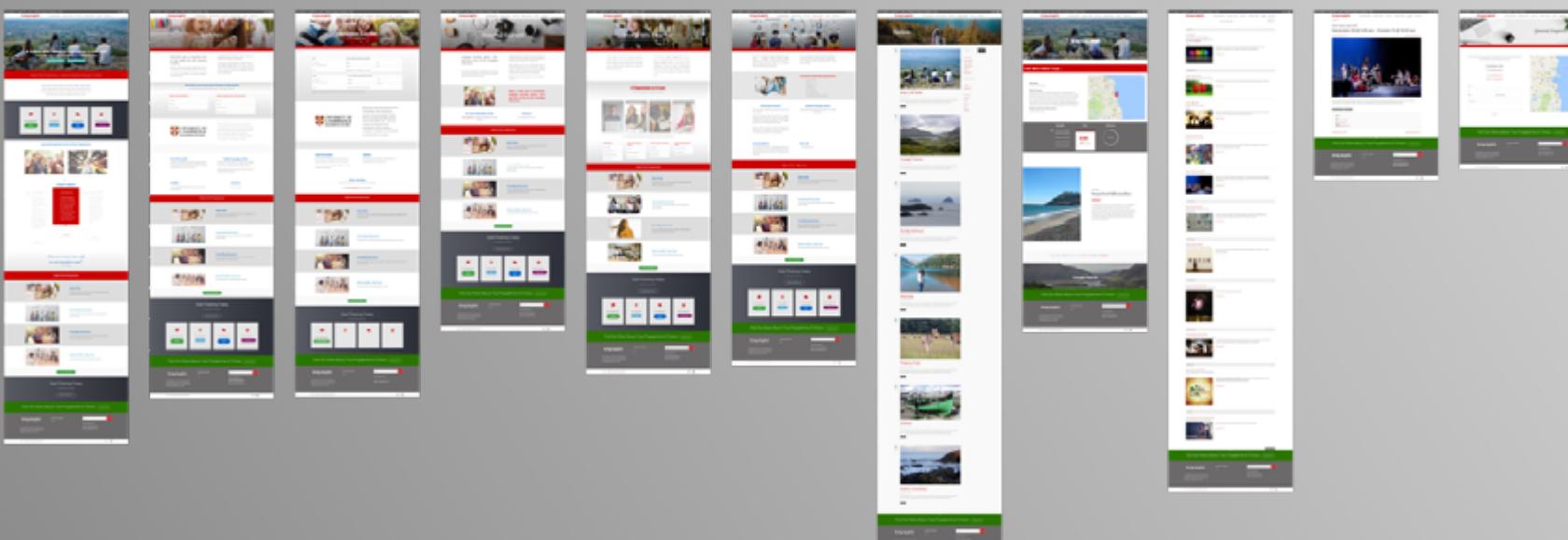
Since I've started questioning any design solution by challenging assumptions about what is the best for consumers, observing their behaviours and developing empathy for the final user and their benefit I was into something more complex than creating a well-presented design for my client.

Consequently, UX became of my interest, and design thinking is the fundamental framework underpinning it. Empathise, define, ideate, prototype and test conform this process is constantly repeated for micro or macro projects. Everything start with an honest user-centred sketching, prototyping, testing of ideas, learning and implementing.

*In essence, knowing the user needs and wants will entirely direct the process towards best outcomes in the design deriving in the evident benefit for customers and businesses by applying a simple statement: "Data Define Design".*



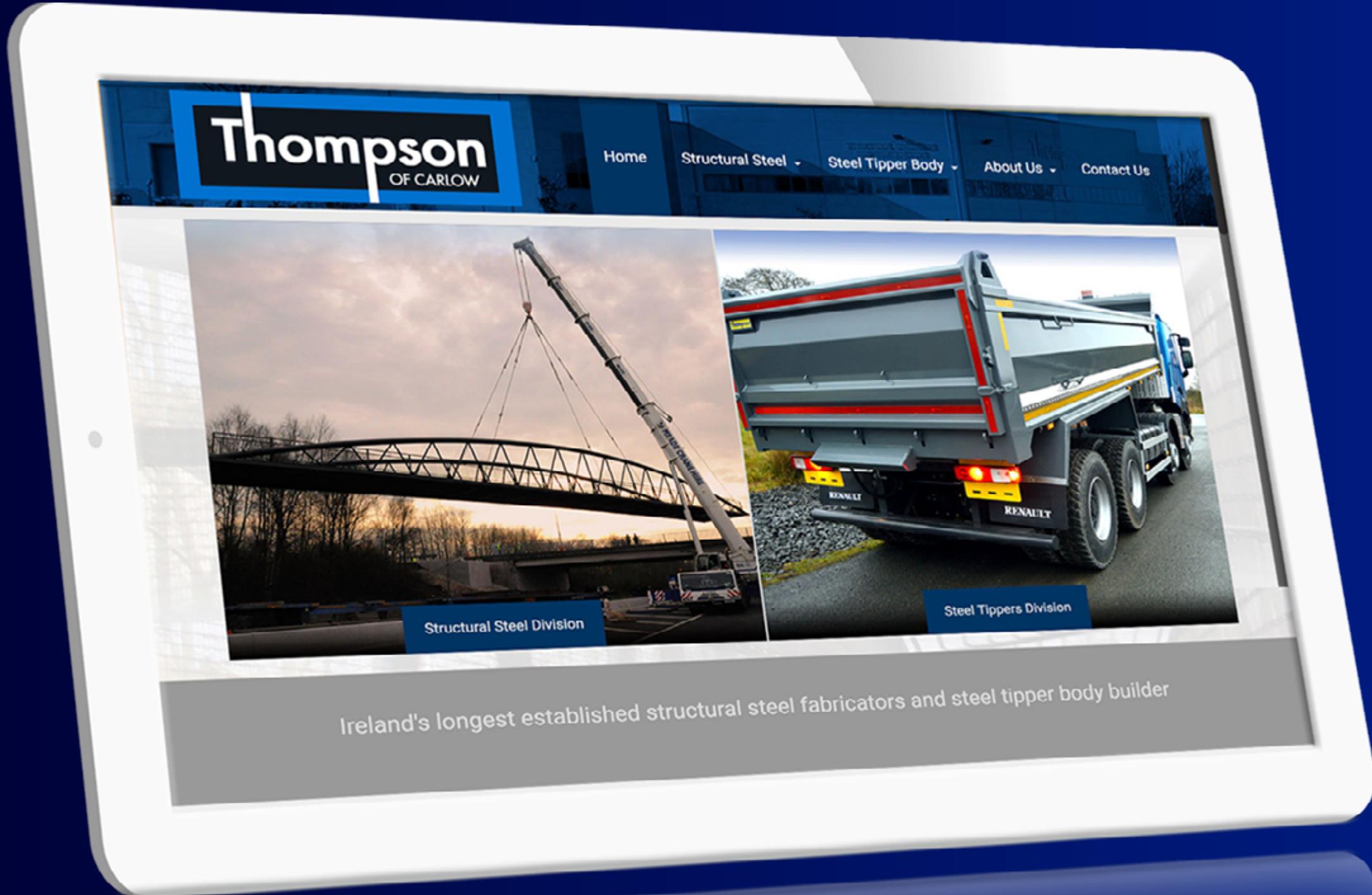
# Wireframing & Prototyping



# Portfolio

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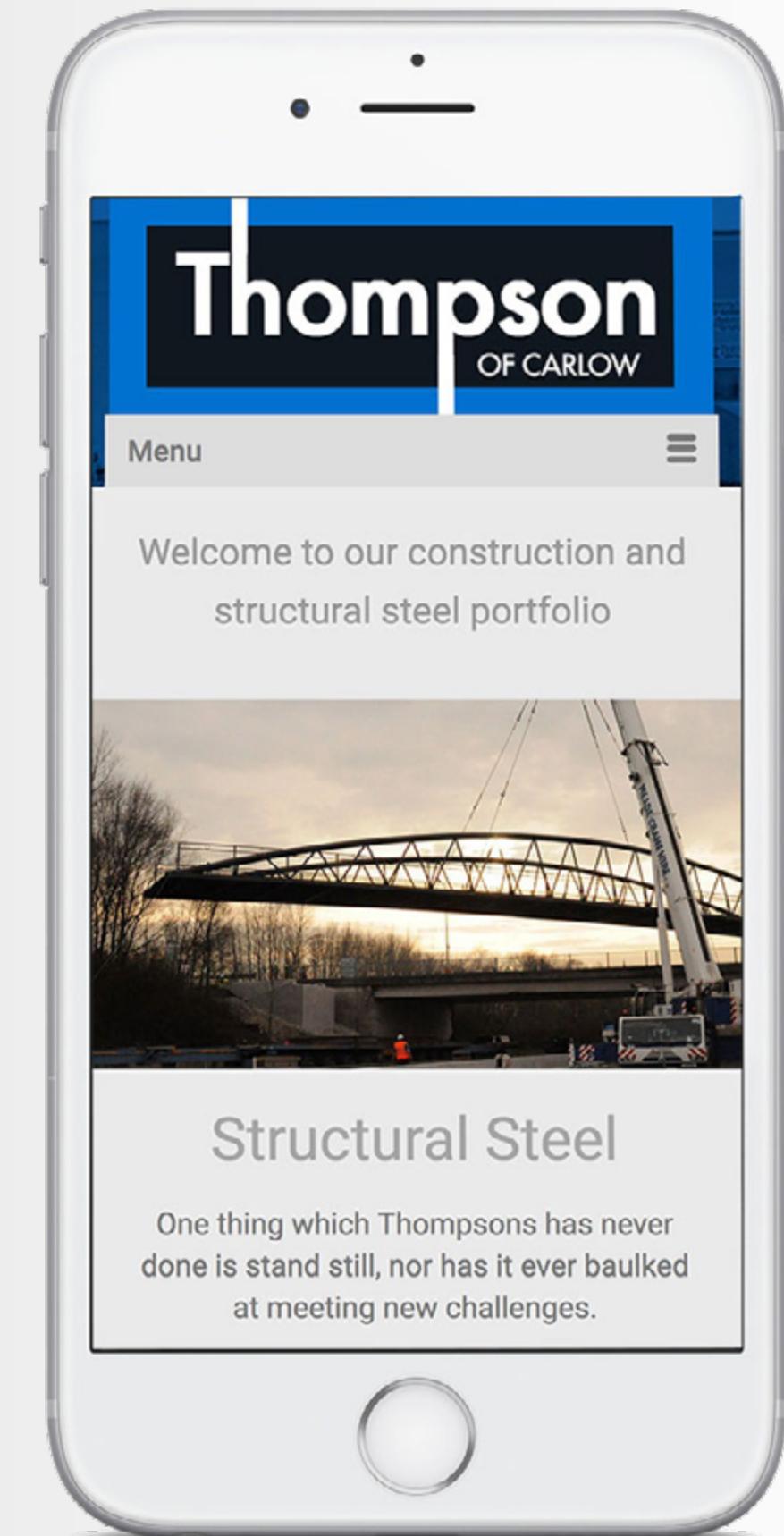
These pieces conform a brief snap of my experience and each of them implies a development following a systematic but adaptable process combining client expectations, business objectives and user-centred design guidelines.



Case Study 

## The Client

Thompsons of Carlow is Ireland's longest established engineering company specialising in structural steelwork, bridges, marine structures, motorway gantries and general construction.



## The Challenge

Create a new design for their existing website using current brand image assets like logo, colors and images. Elaborate a main page with the company two main divisions and a homepage for each division featuring all their products and services . Design responsiveness across devices.



Adobe  
Photoshop



Adobe  
Illustrator



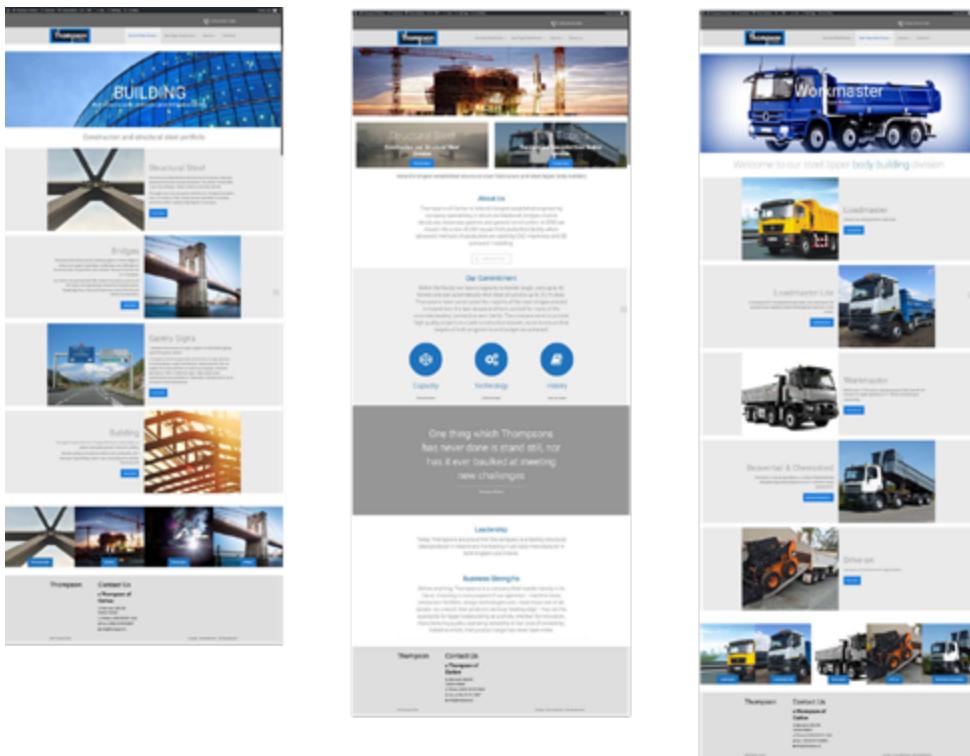
WORDPRESS



Adobe  
InDesign

## The Solution

The design of its new website featuring improvements on brand image without altering brand's fundamental style strongly. The showcase of products, media press, images and facilities on an efficiently and clear way through few clicks from the user. The addition of their wide range of products and services, resenting the company's history, process and executed projects.



HEX: J06399  
RGB: 255 / 255 / 255  
CMYK: 0 / 0 / 0 / 0  
PANTONE: 0000 C



HEX: F0F0F0  
RGB: 255 / 255 / 255  
CMYK: 0 / 0 / 0 / 0  
PANTONE: 0000 C



### Typography

Font Families:  
Baseline font: Helvetica  
Display font: Regular 100  
Body font: Caslon  
Display font: Regular 100

Aa Helvetica

Aa Georgia

Aa Caslon





Case Study

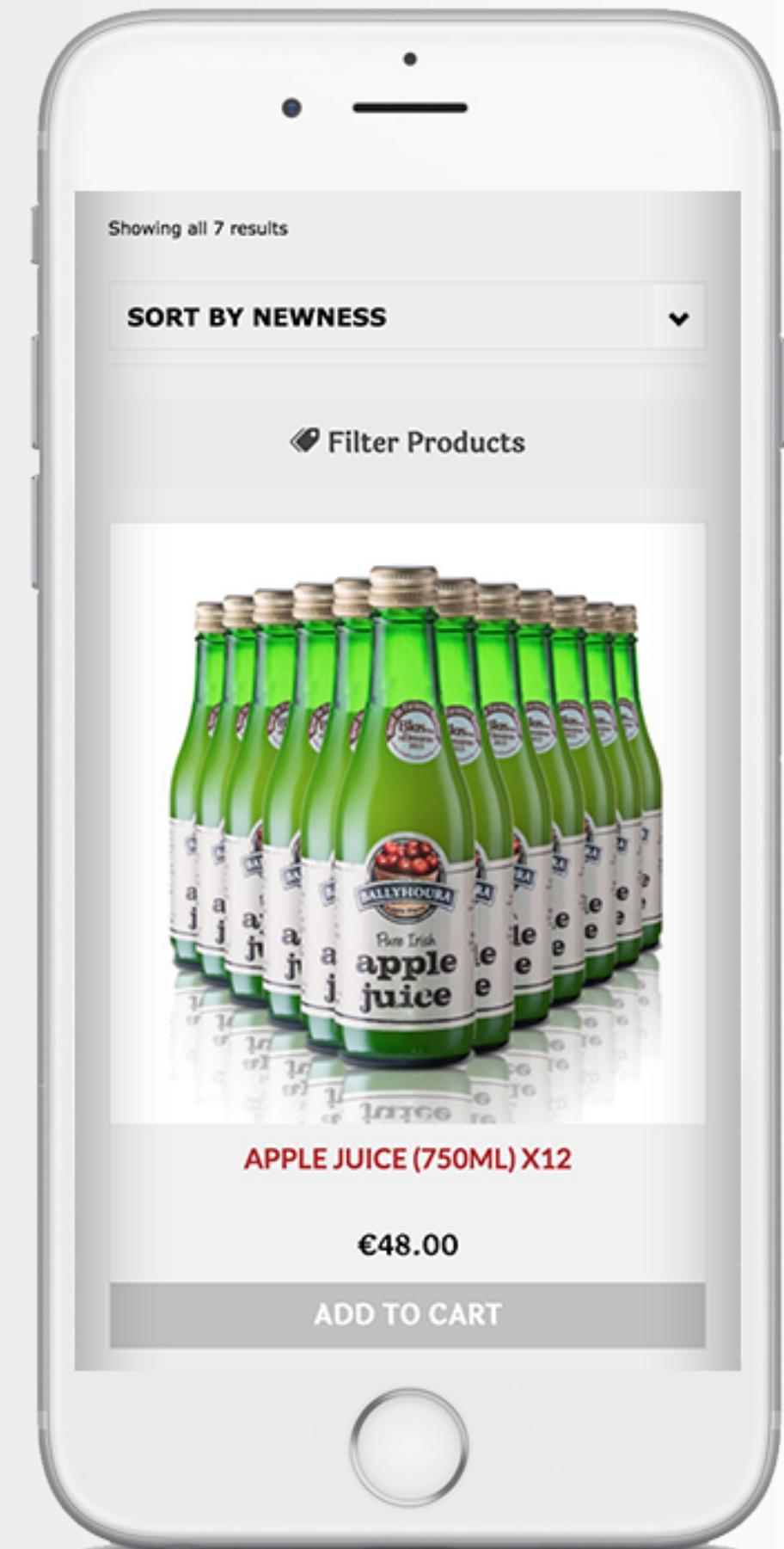


## The Client

Ballyhoura Apple Farm's orchard is located on the outskirts of Kilfinane town in County Limerick. The firm has a number of new innovative apple based products developed in need of promotion. The internet is a crucial element of their marketing strategy and its website is the door for their business.

## The Challenge

Create a new design for their website utilising current brand image assets like logo, colors and images. Include all their products as an online shop where the user can select and buy. Design responsiveness across devices.



Adobe  
Photoshop



Adobe  
Illustrator



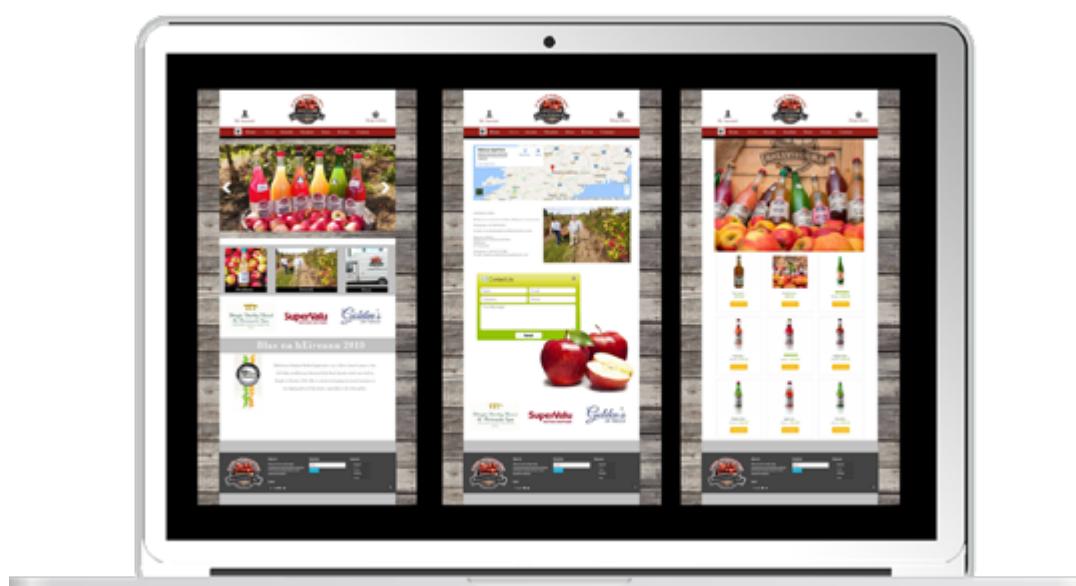
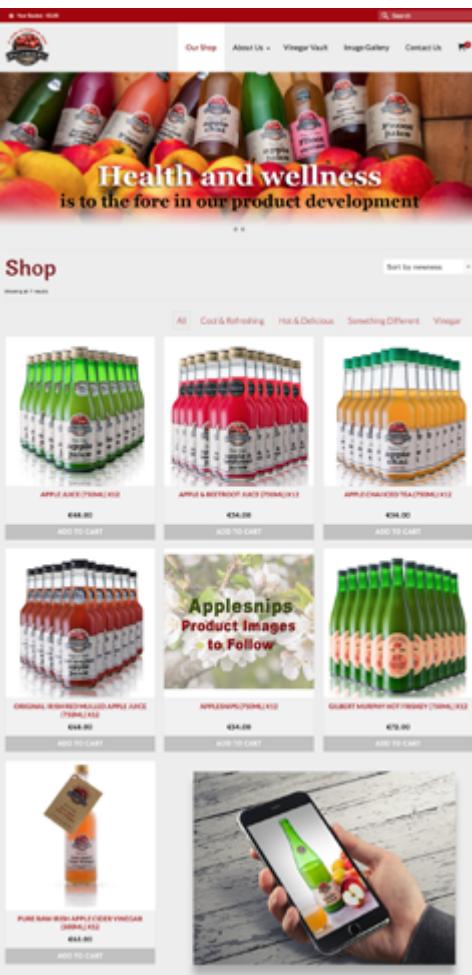
WORDPRESS



Adobe  
InDesign

## The Solution

New website featuring improvements on brand image without altering brand's fundamental style. Showcase of products, media press, images and facilities in an efficient and clear form through few clicks from the user. The addition of their wide range of products, farm process and history as well as its achieved awards. Implementation of the shopping cart and the payment process.





## Print Design

Stationary / Brochure / Corporate Communications



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