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GRAPHIC DESIGNER  
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2025 PORTFOLIO

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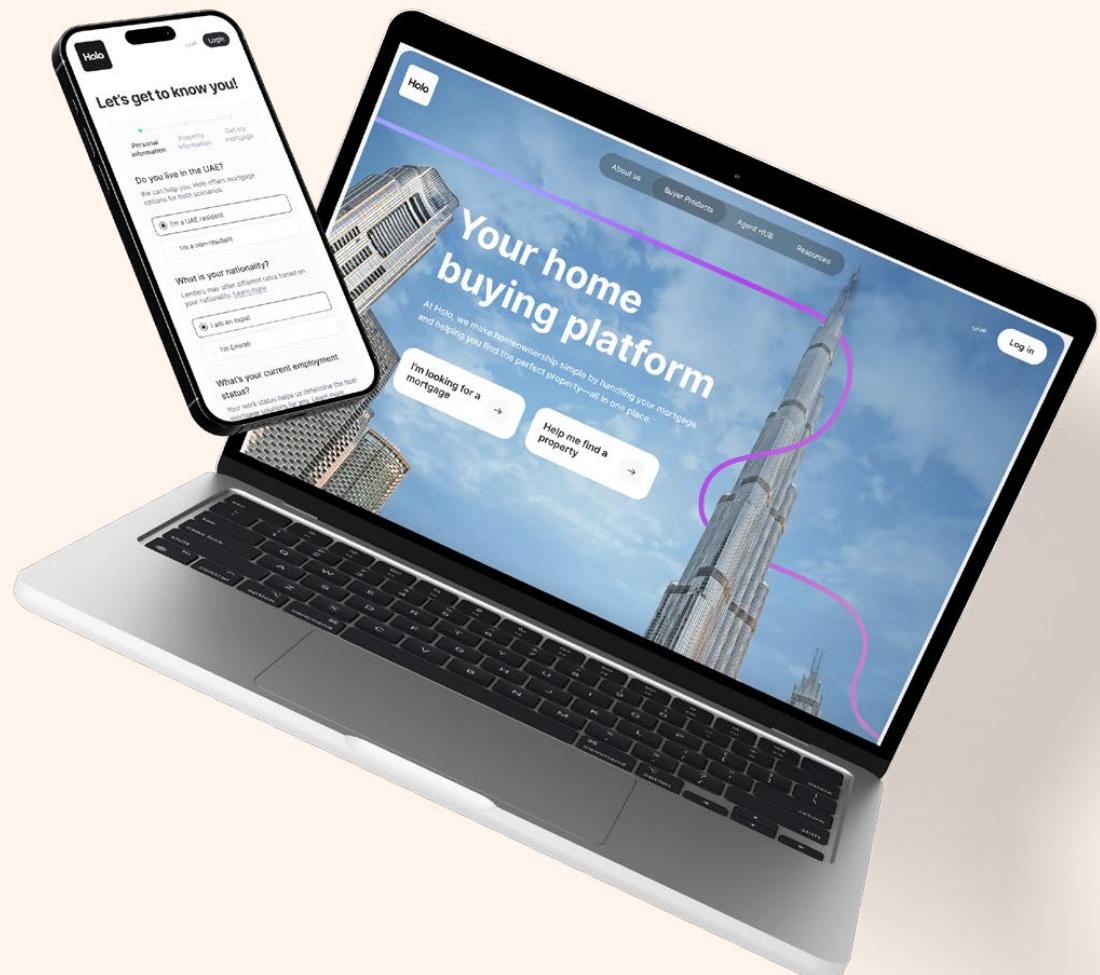
# holo.

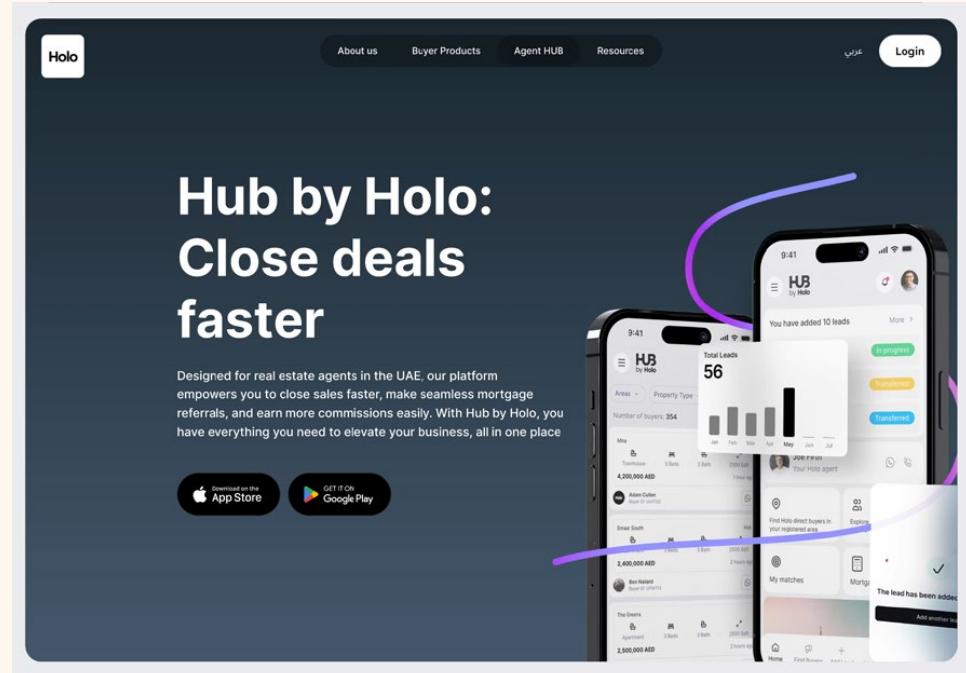
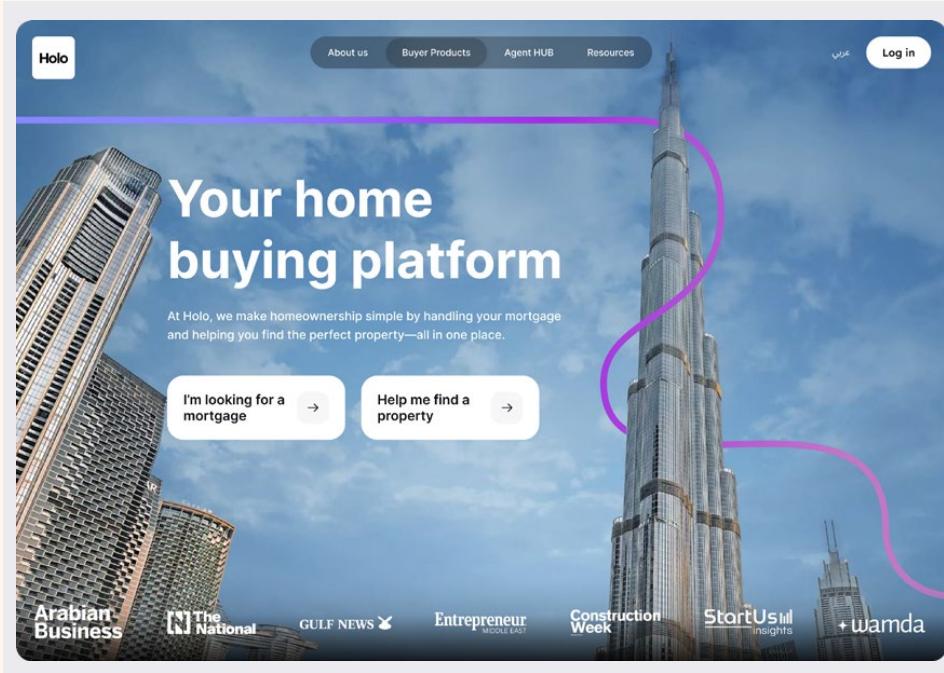
The First Digital Mortgage Platform in MENA

01

A collection of multimedia designs for Holo, showcasing key responsibilities—from designing key visuals for a website redesign and major campaigns to social media content and printed collaterals for events.

This is a glimpse into my work at Holo, shaping and developing the brand!





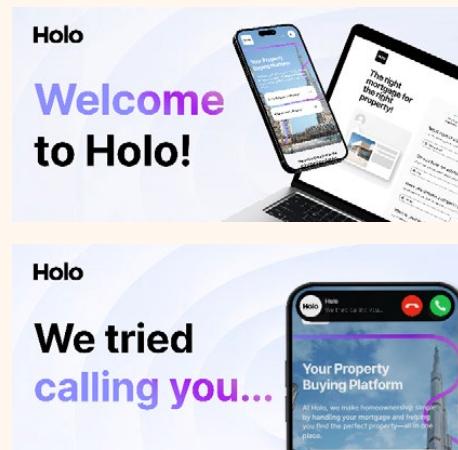
**1 Personalized mortgage solutions**

We offer a digital platform powered by over 500 mortgage products from all the banks, ensuring you find the perfect fit.

**2 Over 30 years of home buying expertise**

With more than 30 years of experience in the property buying sector, our team provides invaluable

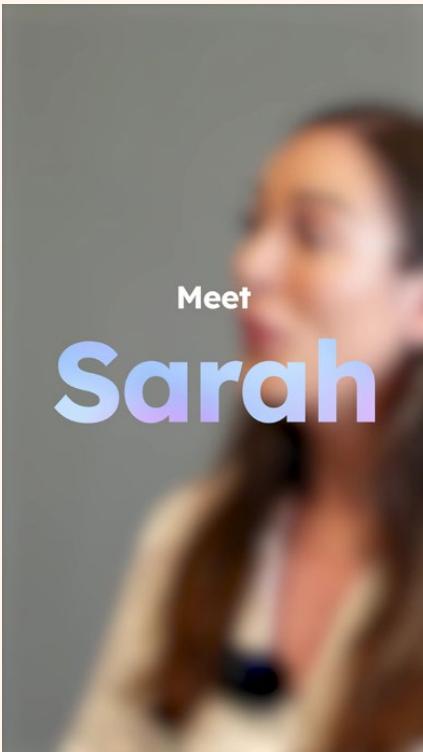
A smartphone displays the Holo app's mortgage application screen, showing fields for "Application Details" and "Hi Andy, Please complete the requirements to get your mortgage".



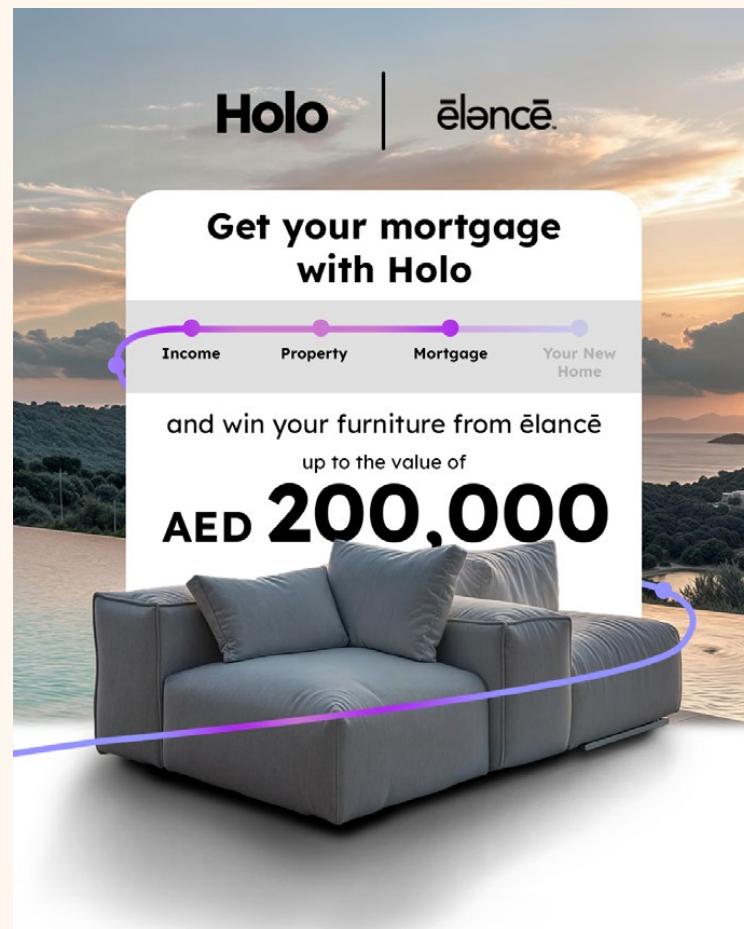
Please click [here](#) or on the images above to watch the *animated GIFs*!

I had the exciting opportunity to lead the key visual redesign for Holo's entire website! I developed a unique concept that brought our brand identity to life, refining every detail to create a seamless and engaging user experience. The results spoke for themselves—immediately after launch, we saw a significant boost in both traffic and lead conversions!

[useholo.com](http://useholo.com)

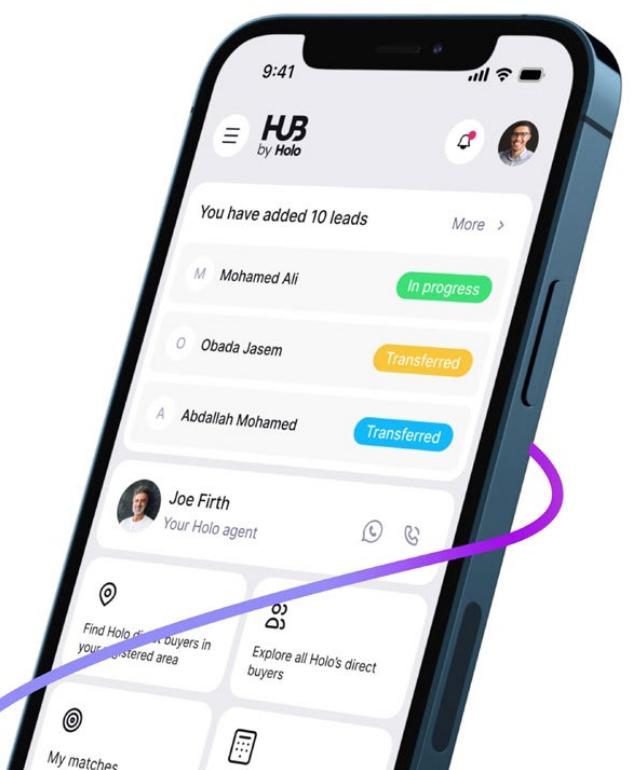


Please click [here](#) or on  
the image above to watch  
the *winner reel!*

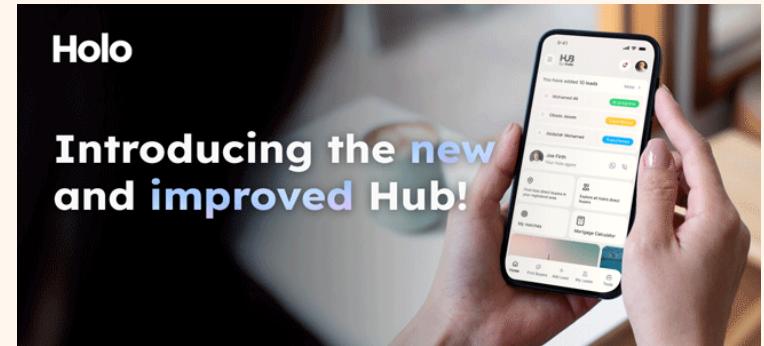
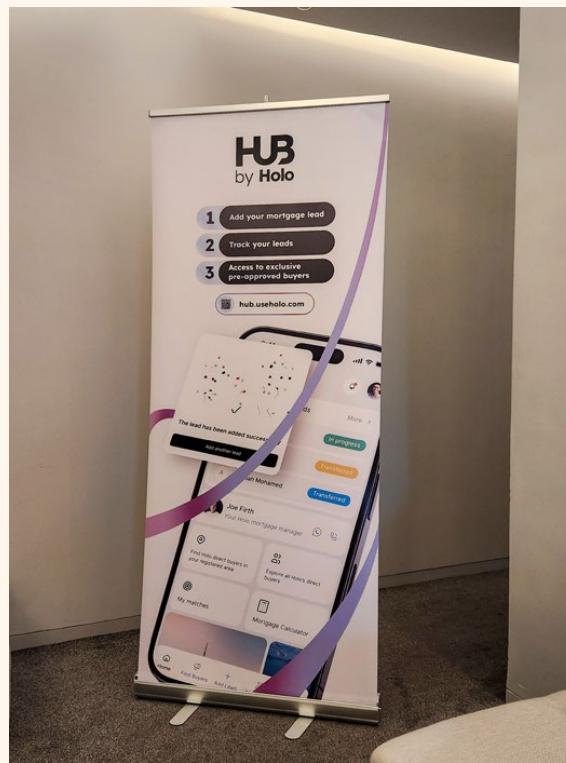
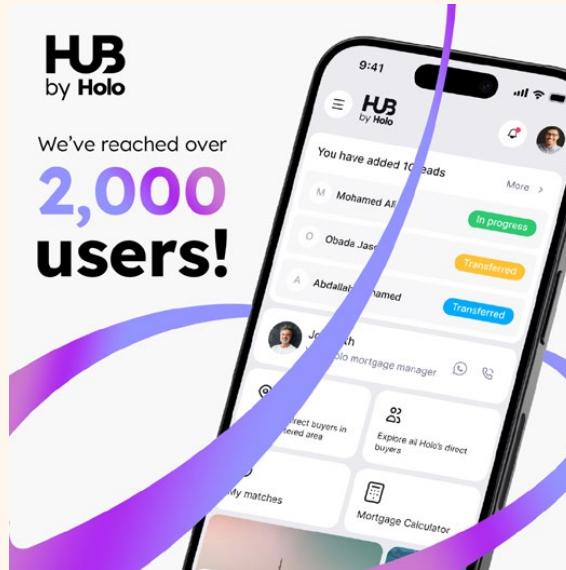


I led the design for the key visuals of Holo's biggest campaigns, crafting striking concepts that not only captured attention but also **pushed the brand forward**. From motion designs and social media videos to banners and printed materials, I created a cohesive visual experience across all marketing channels, **driving each campaign to success!**

# Grow your Business



Please click [here](#) or on the image above to watch the *product overview*

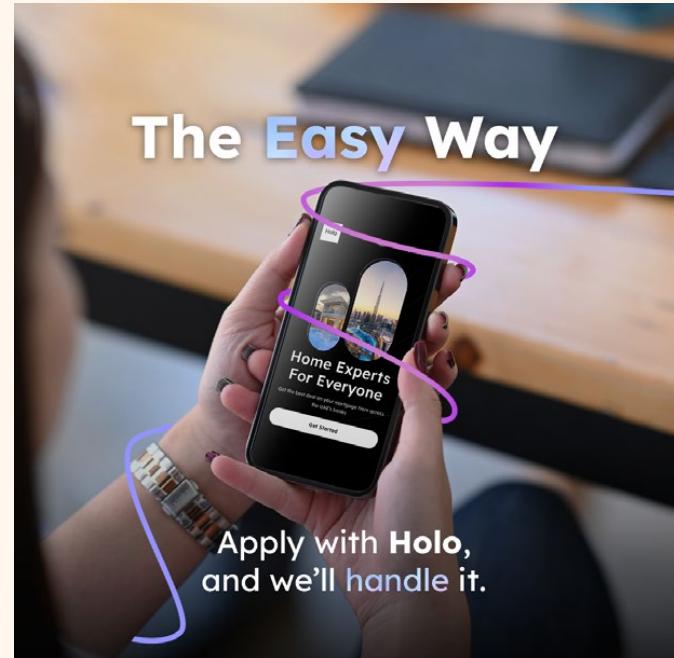
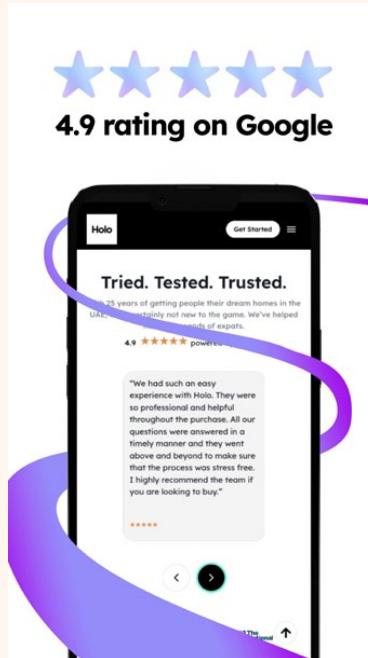


I spearheaded the key visuals for the relaunch of Hub by Holo, our app for real estate agents. Working with the tech team, I refreshed in-app visuals, designed tutorial videos, and created marketing collaterals for events and paid ads. The launch was a huge success—**driving traffic, boosting app engagement, and giving me the opportunity to further develop this branch of the brand!**

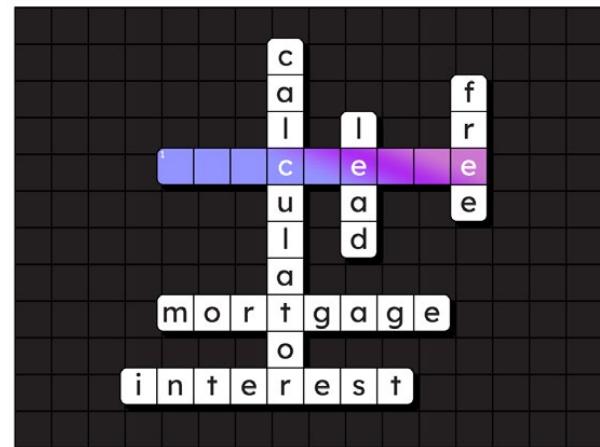
[hub.useholo.com](http://hub.useholo.com)

# Holo

**Do you think only UAE  
nationals can get a  
mortgage in Dubai?**



Apply with **Holo**,  
and we'll handle it.



**Crossword Giveaway**

1. A personalised service offered by Holo to simplify your home search

**Holo**

Here are a few social media and paid ads I've designed—featuring trendy and on-brand reels to smooth motion design and engaging content. *Click on them to watch!*

# glued film fest.

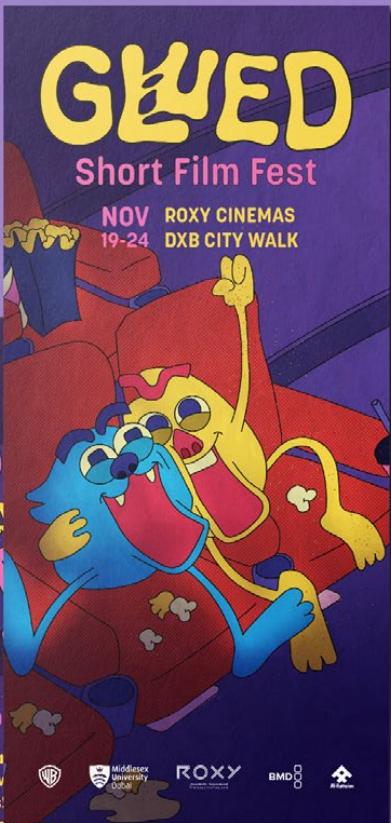
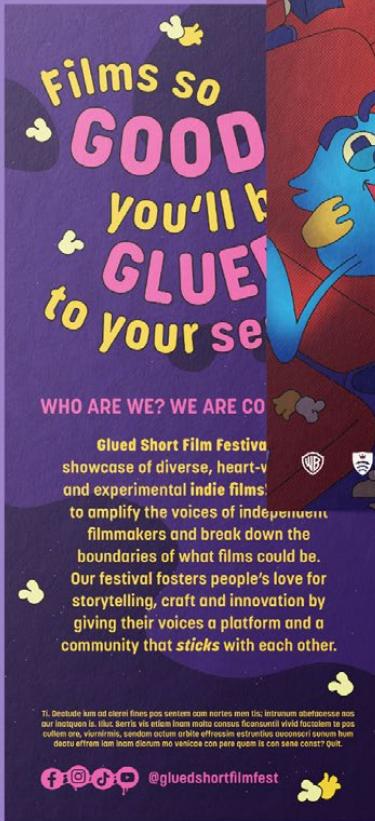
International Short Film Festival Branding

02

A collaborative effort in designing and branding the upcoming **MDX International Short Film Festival**. My responsibilities included designing the logo, typography, creating flyers, certificates, merchandise, cinema screen banner, and physical award.

*Films that'll stick with you!*





The core concept of this project was to capture the captivating and immersive nature of the short films that will be presented at the film festival, highlighting the emotional impact they evoke on the audience; to the point wherein **they will be glued to their seat.**



# GWED

## Short Film Fest

Films that'll **STICK** with you!

Animated cinema screen banner that is short and simple, yet still stylised to where its not completely static.

<https://youtu.be/gRdsba2C5tQ>



# the thief.

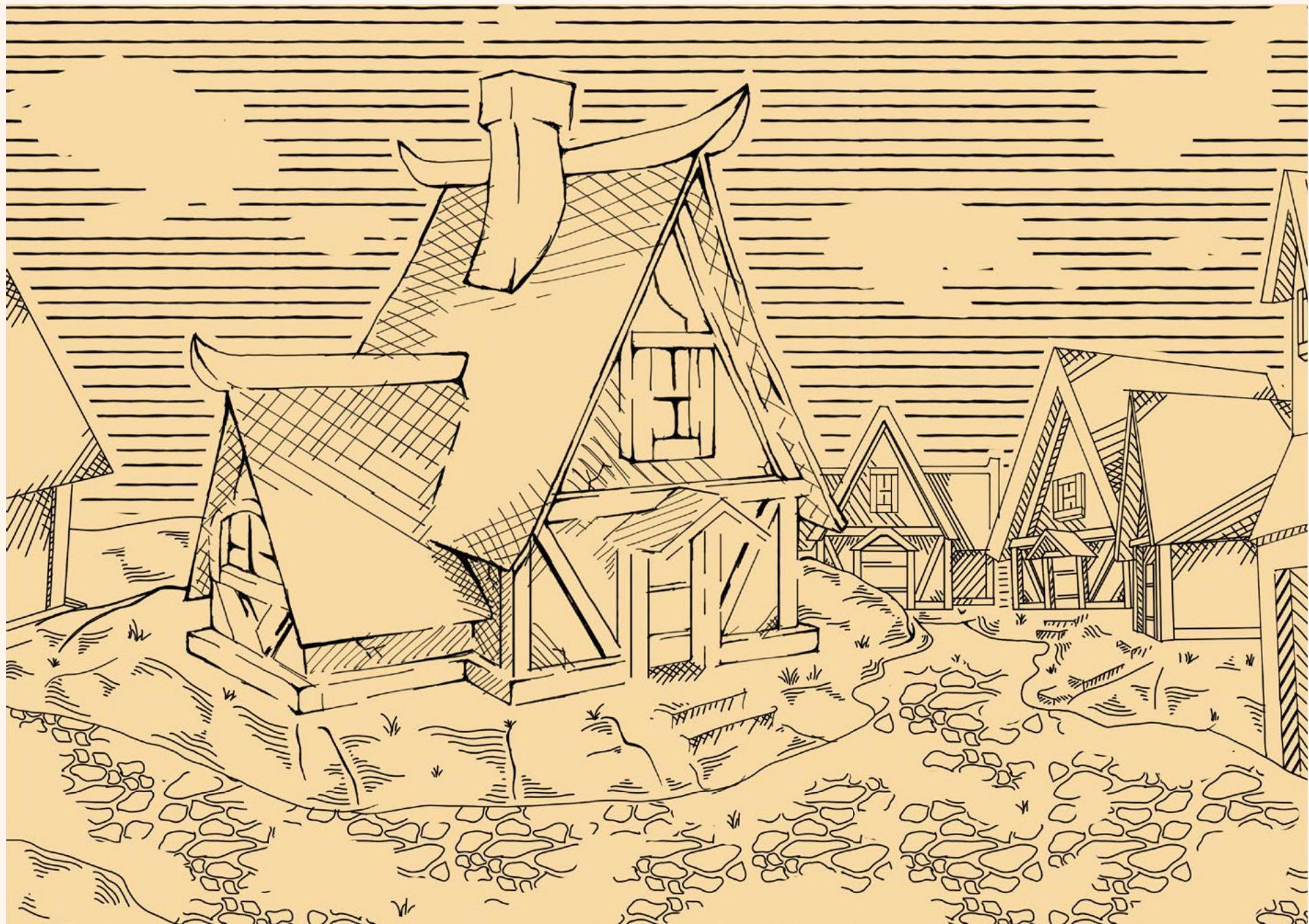
Interactive and Illustrated Story

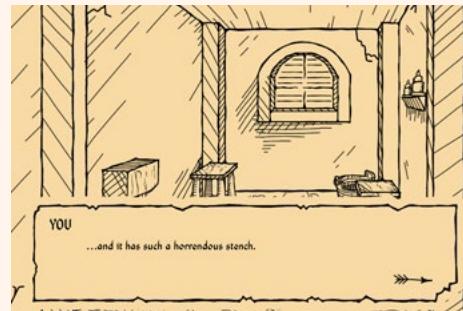
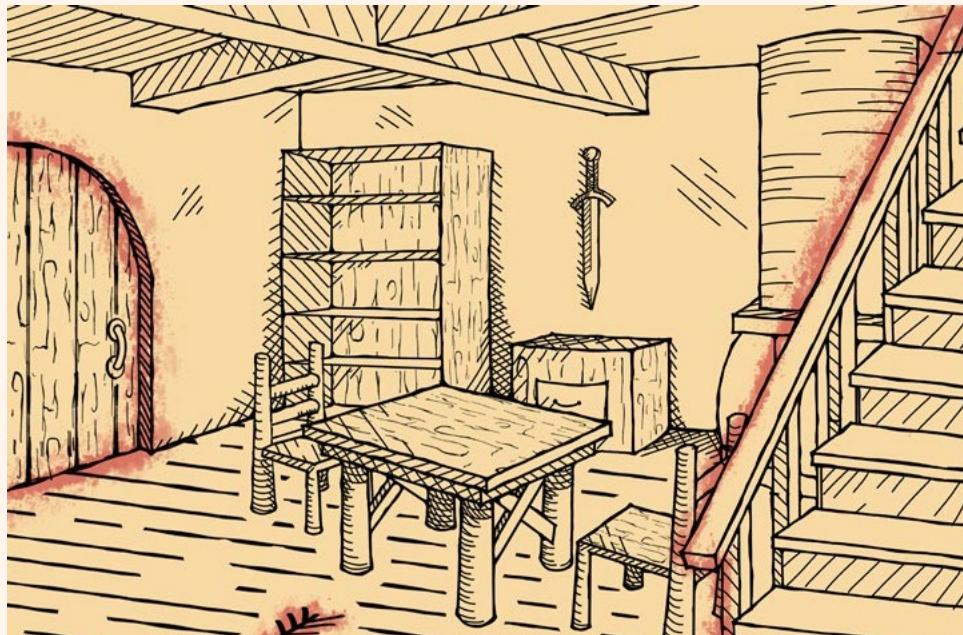
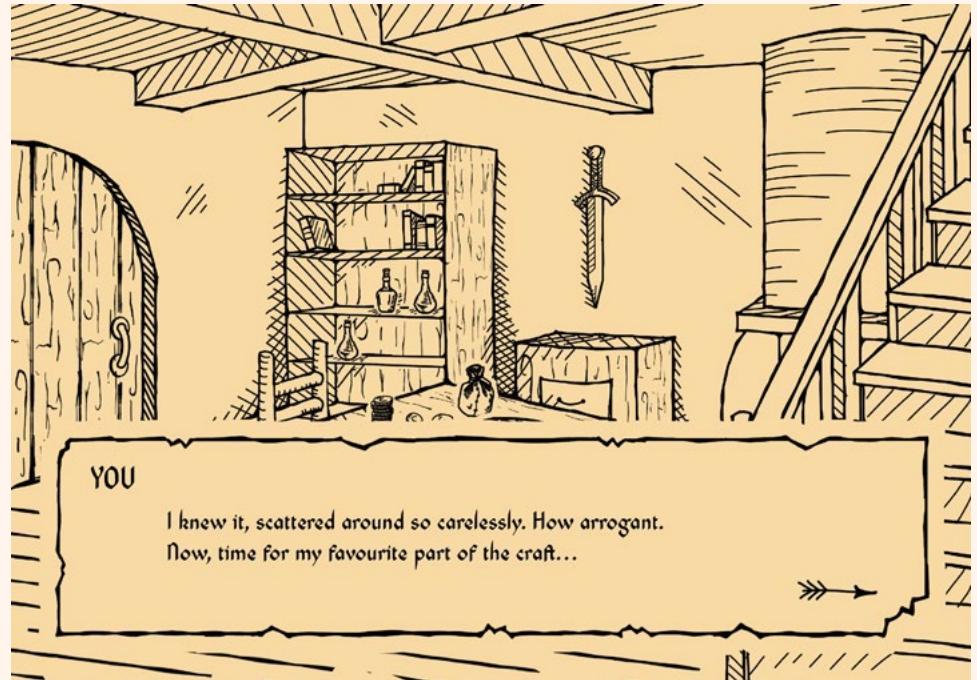
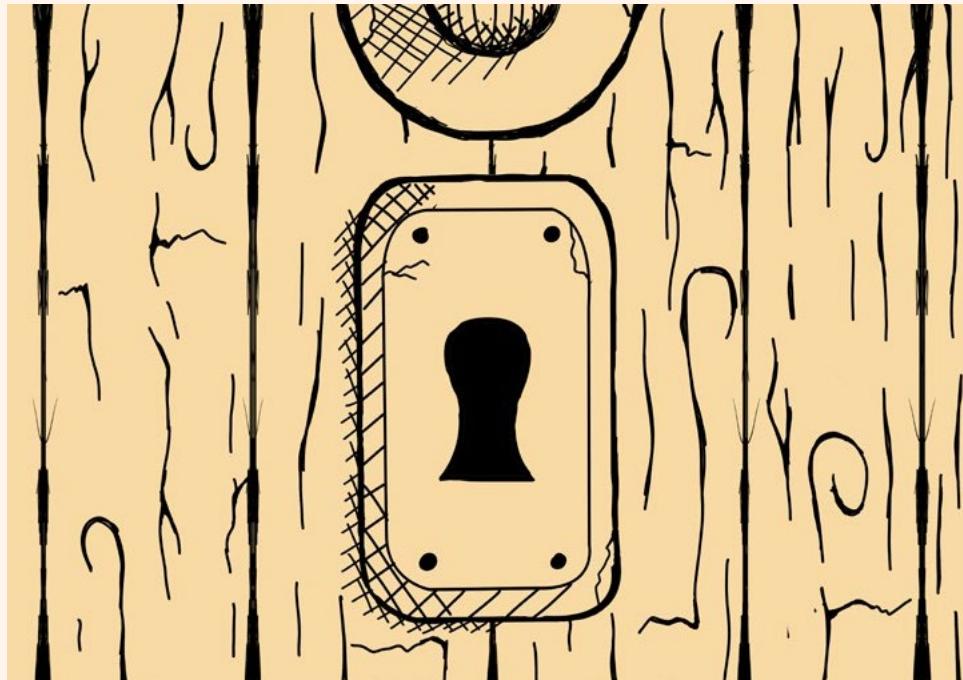
03

An interactive PDF that visually portrays a medieval non-linear narrative through illustrations and technicalities using InDesign.

*Please click the iMac or [here](#) to play and become a thief!*

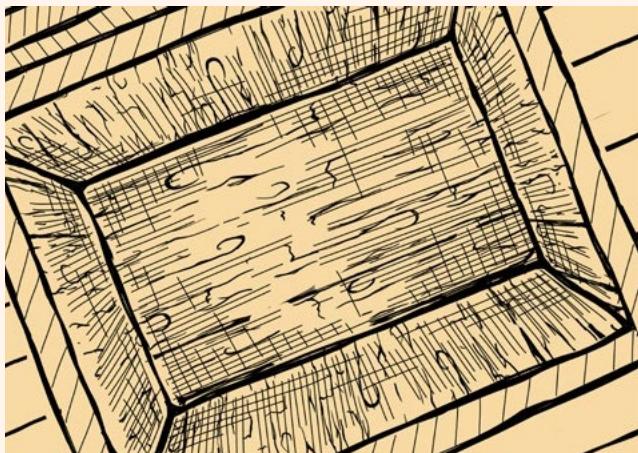
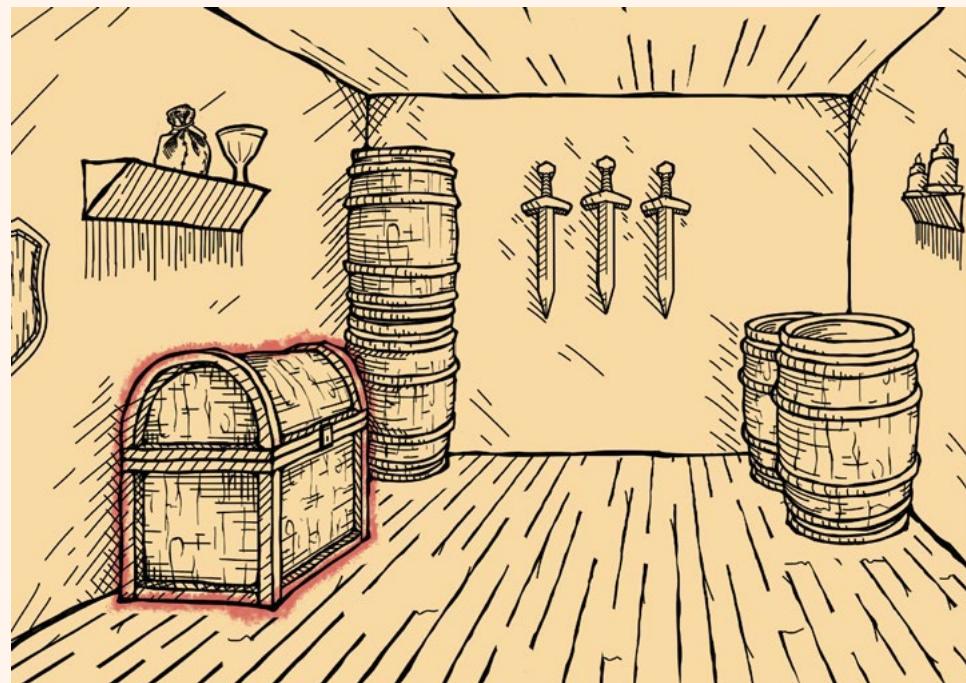


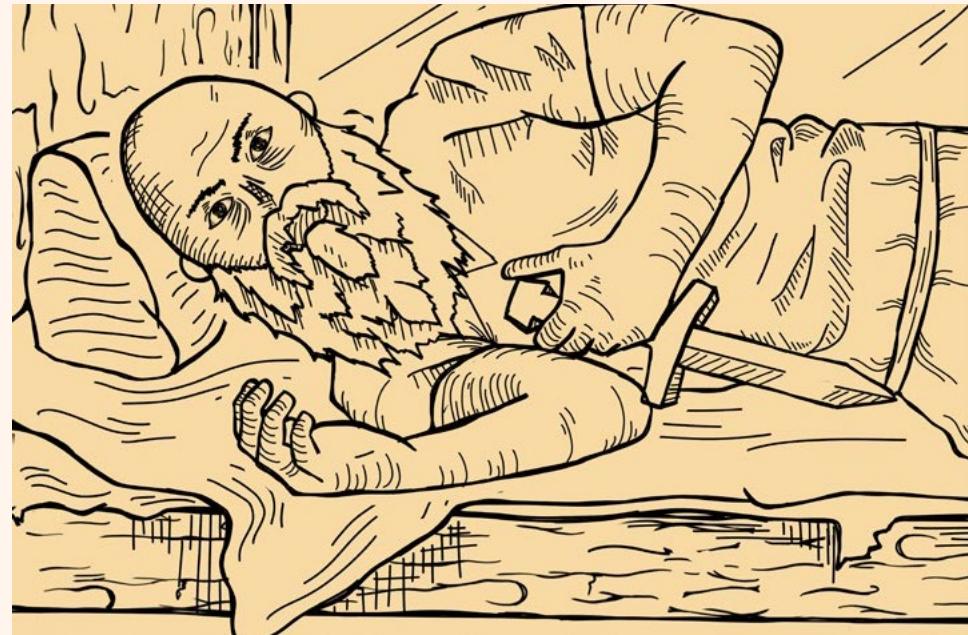
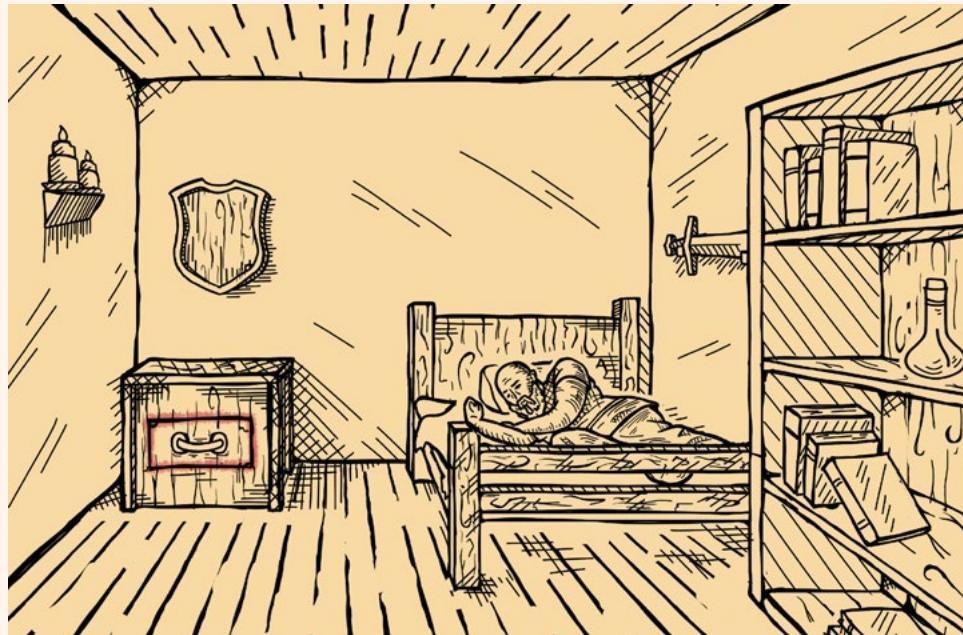
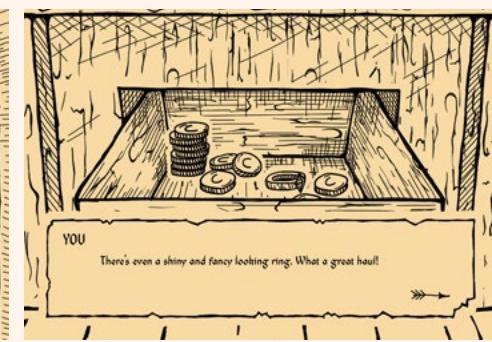
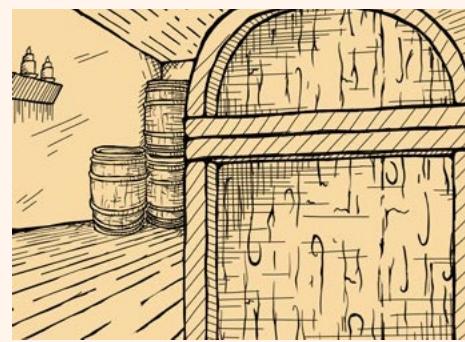
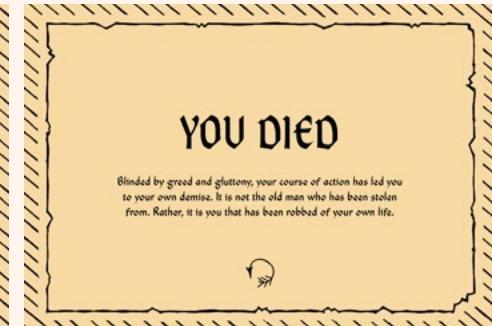
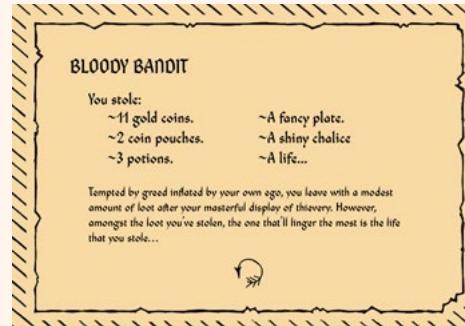
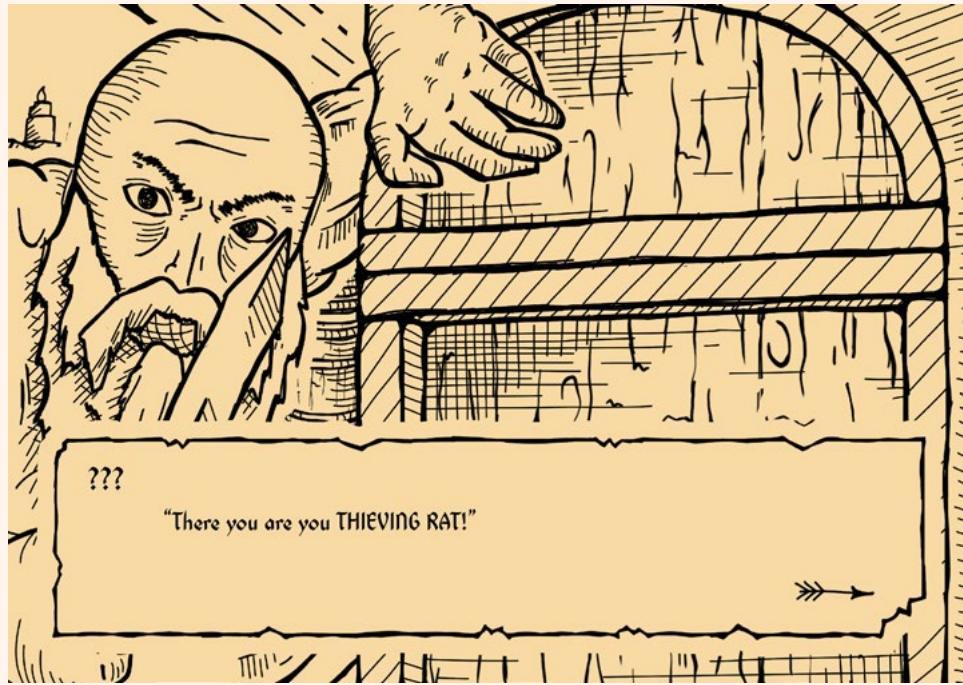




The narrative created follows the exploits of a pretentious thief as they rummage through the medieval house of an old knight.

This story is set in the medieval era and is written in a First Person Point-of-View to immerse the readers in a fantastical setting that is tense and dynamic.





# knofood.

Food Recipe App

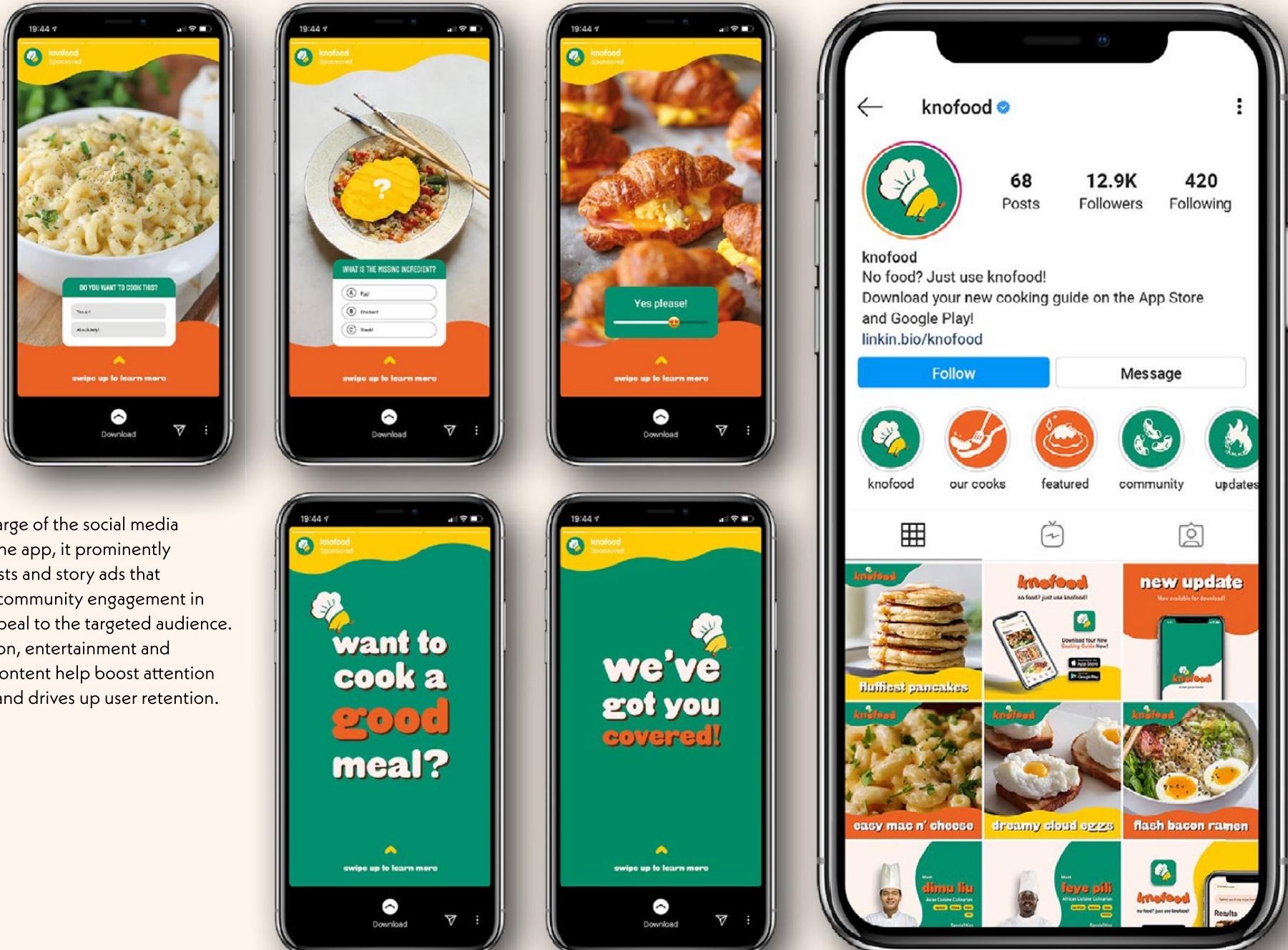
04

A beginner-friendly recipe learning app targeted towards young adults created as a collaborative effort. I was in charge of designing the logo, social media design, sketching wireframes of UI/UX and handling the finances for our start-up.

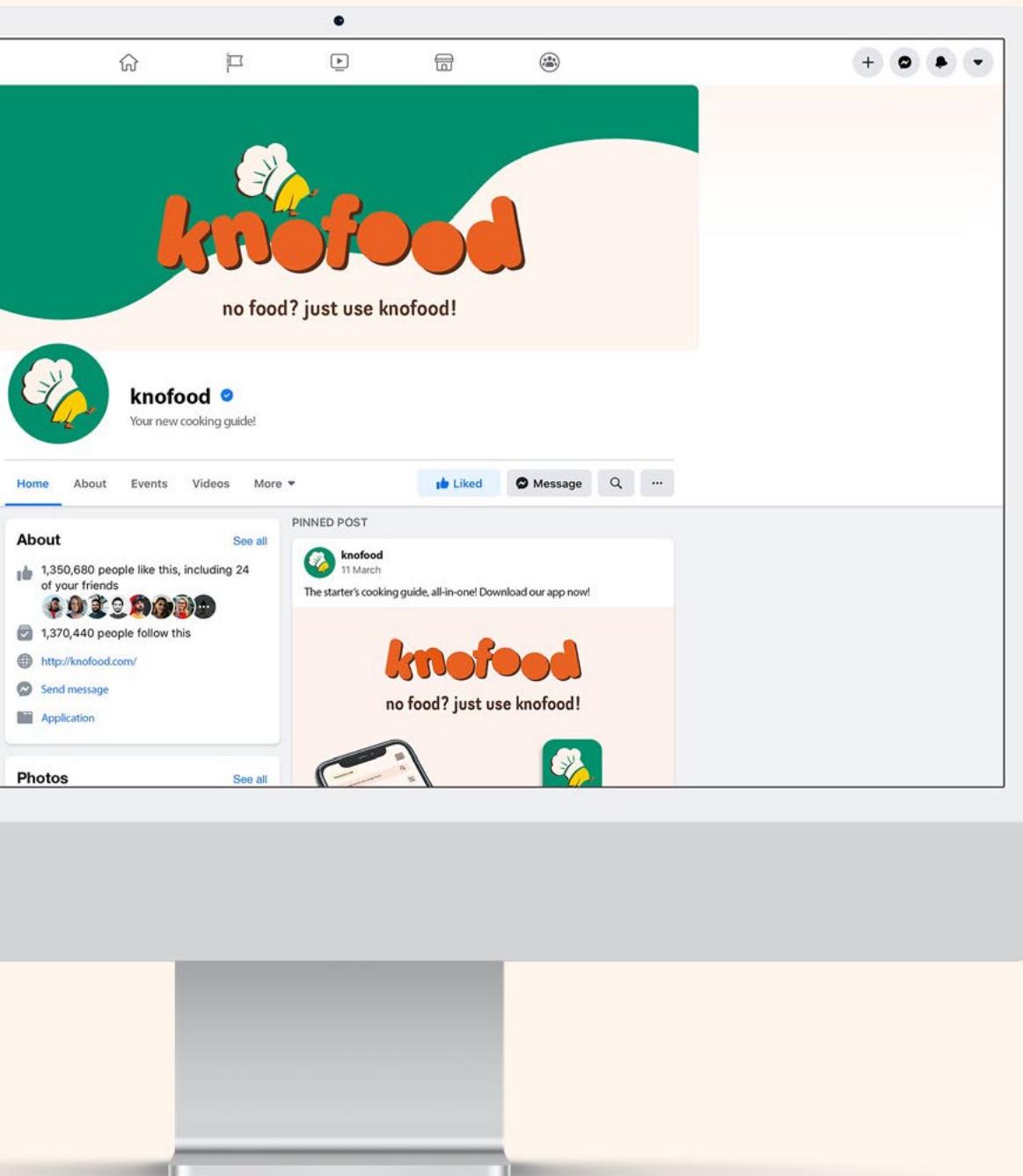
*No food? Just use knofood!*



The app's mission is to help beginner cooks learn cooking in a simple and convenient way. This is achieved through its extensive search features for recipes targeted to the user. On top of the regular written recipes, it includes a step-by-step tutorial mode that improves quality of life during cooking.



Being in charge of the social media design for the app, it prominently features posts and story ads that encourage community engagement in order to appeal to the targeted audience. Call for action, entertainment and appealing content help boost attention to the app and drives up user retention.



From the illustrations and colour schemes to the typography and associated shapes, all of what makes up the visual identity links back to the very core of knofood. Simple and convenient whilst remaining inviting and approachable.

# gamescon.

## Animated Ads: Digital Posters

05

Five animated digital posters that celebrate, advertise and promote the Middle East Games Con event, achieved using personal illustrations and After Effects.





Click [here](#) or on the image to watch the Mario inspired animator poster.



Click [here](#) or on the image to watch the Minecraft inspired poster.

These posters include elements and references to video game franchises, be it visually or audibly.

The festival also features a mascot, in which Is used as a recurring element within the posters to further the consistency.



Click [here](#) or on the image to watch the typographic animated poster.



Click [here](#) or on the image to watch the Zelda inspired animated poster.



Click [here](#) or on the image to watch the GameBoy animated poster.

# m.takeuchi.

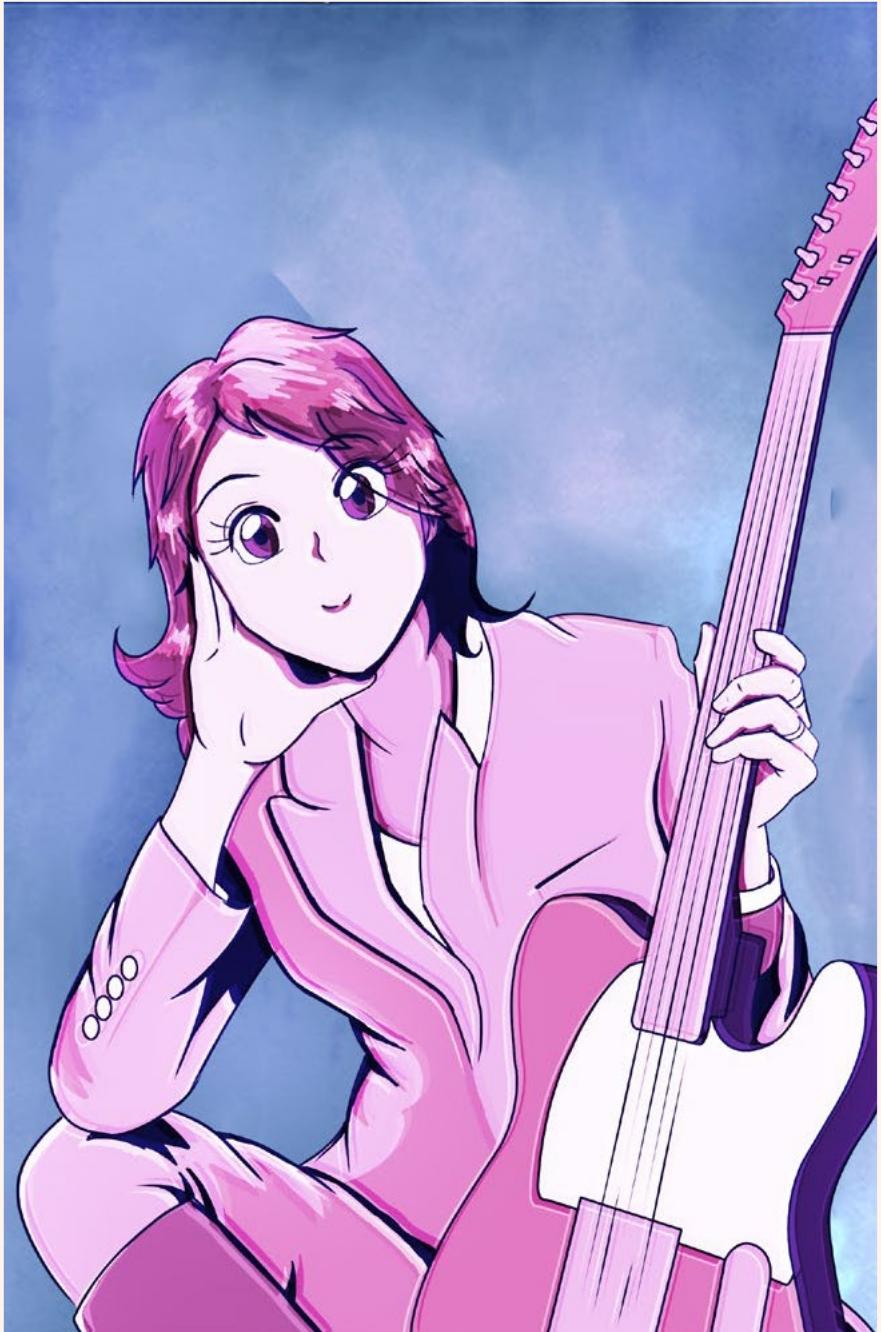
Website Design and Coding for a Singer

06

A website designed and coded using HTML, CSS and Javascript for the Japanese singer and songwriter, Mariya Takeuchi.

*Please click the iMac or [here](#) to check the website out!*





These are bright, punchy illustrations of Mariya Takeuchi in the style of 80s Anime, as her background and genre both contextually connect that way.



The concept for the following pages are to have the website scroll horizontally. This mimics the feeling of strolling through a geometric city As though living within the City Pop Genre.

竹内まりや

Mariya Takeuchi, born 20 March 1955, is a Japanese singer and songwriter. Regarded as an influential figure in the City Pop genre, she is one of the best-selling music artists in Japan, having sold over 15 million records, and won several accolades. Takeuchi was born in Takaishi, Shima, now the city of Tsuru, and attended Keio University.

Takeuchi was born in Takaishi city in the Hikawa district of Shima Prefecture. She spent a year studying in the United States while she was at high school. Her musical career started in 1978 while she was studying at Keio University, with the single "Modorite Odore, Watashi no Jikan" (Please come back, my time) and the album "Beginning". The 1979 single "September" and the 1980 single "Fushigi no Puchi Po" (Mysterious Peach Pie) were both hits. Takeuchi has had at least one song appear on the NHK program "Mirai no Uta".

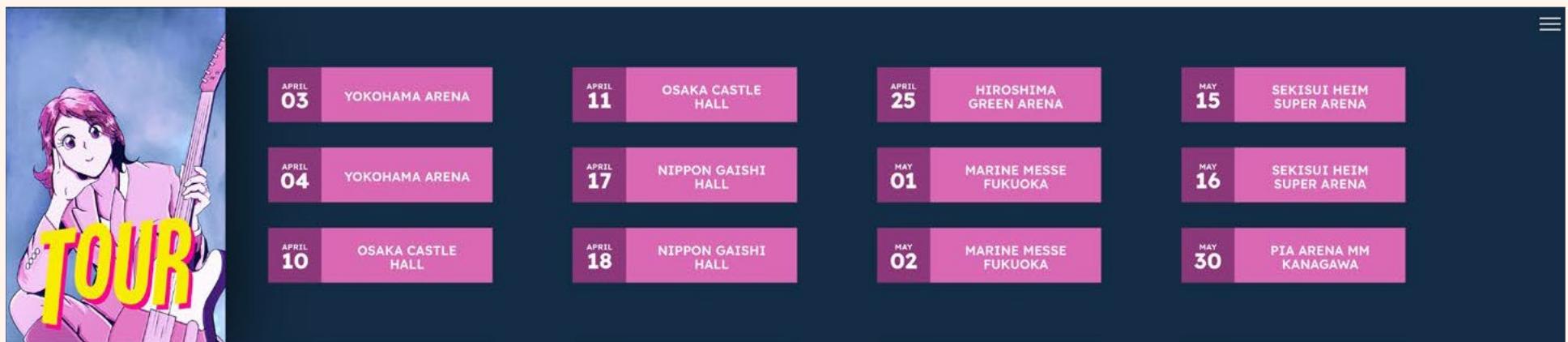
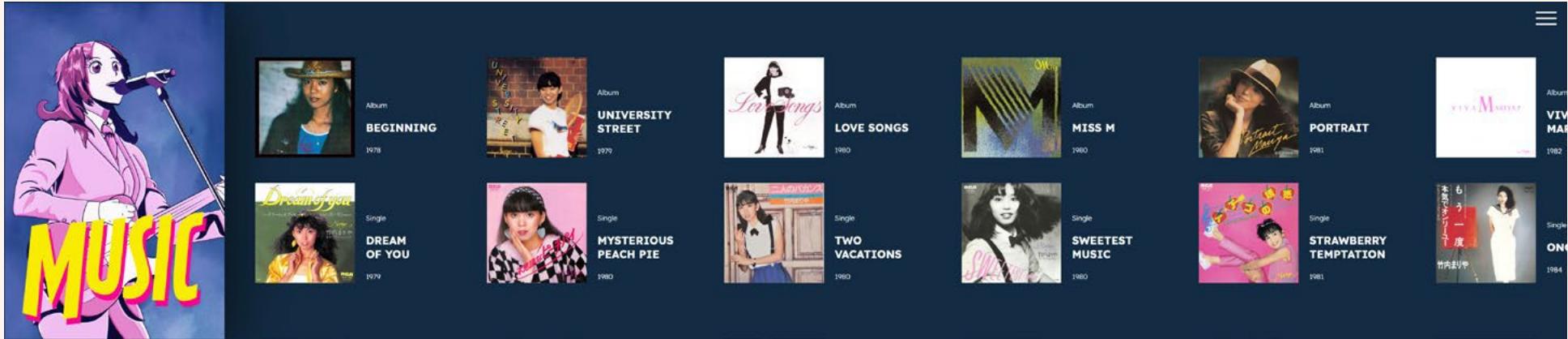
Up to December 2008, Takeuchi had released 11 studio albums, 10 live albums, 2 compilation albums, and 15 singles which was recorded in 2000. Her total sales have been estimated at more than 15 million units by 2009. Her 1994 compilation, "Impressions", sold more than 3 million copies in Japan alone, and became her best-selling album.

Her husband is the musician Tatsuro Yamashita, with whom she has one daughter.

Since her return, she has recorded six successful studio albums that mainly consist of her self-written songs, and all of them have reached #1 on the Japanese Oricon chart. As a singer-songwriter, she has produced 10 top-ten hit singles on the Oricon chart, including "Single Again", "Yokuushoku", "Junko Rhapsody", "Konya wa Hearty Party" and her only #1 hit "Camouflage".

In addition to her work as a performer, she has also written songs and lyrics for other singers, including Yukiko Okada, Hiroko Yukiushimaru, Hiromi Iwasaki, Masahiko Kondo, Hayayuki Suzuki and Tockey and the Rockers. Several of her songs have been covered by other artists, such as "Kenka o Yamele" and "Invitation" performed by Nozko Kawai, "Tro (White Blend)" performed by Miho Nakayama and "Mag de Ko Suru 5 Byuumome" by Ryoko Hisae.

Takeuchi has often re-recorded those songs for her own album; "Eki", a song originally written for the album by Akino Nakamori, became known by the composer's recorded version.



# we are more.

Social Campaign for Special Needs Discrimination

07

Designs and 3D artwork for a social mobile campaign that aims to inform, educate, and raise awareness to a young audience about their unconscious acts of disablism and insensitivity, specifically targeted towards those with physical special needs.



Portrayed and written in the Point-of-view of a person with physical special needs, the message is to inform the audience that we are human too.

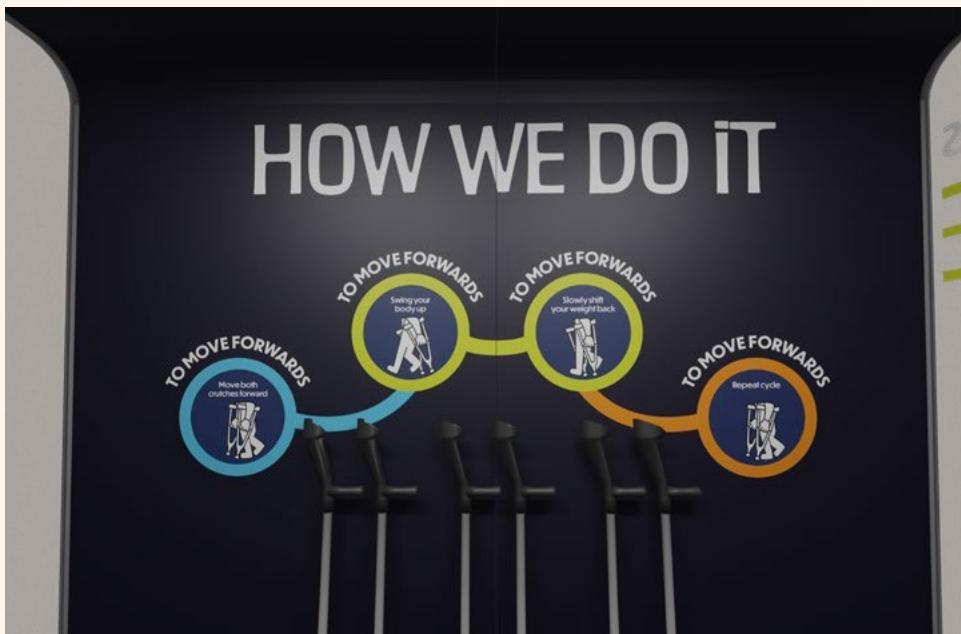
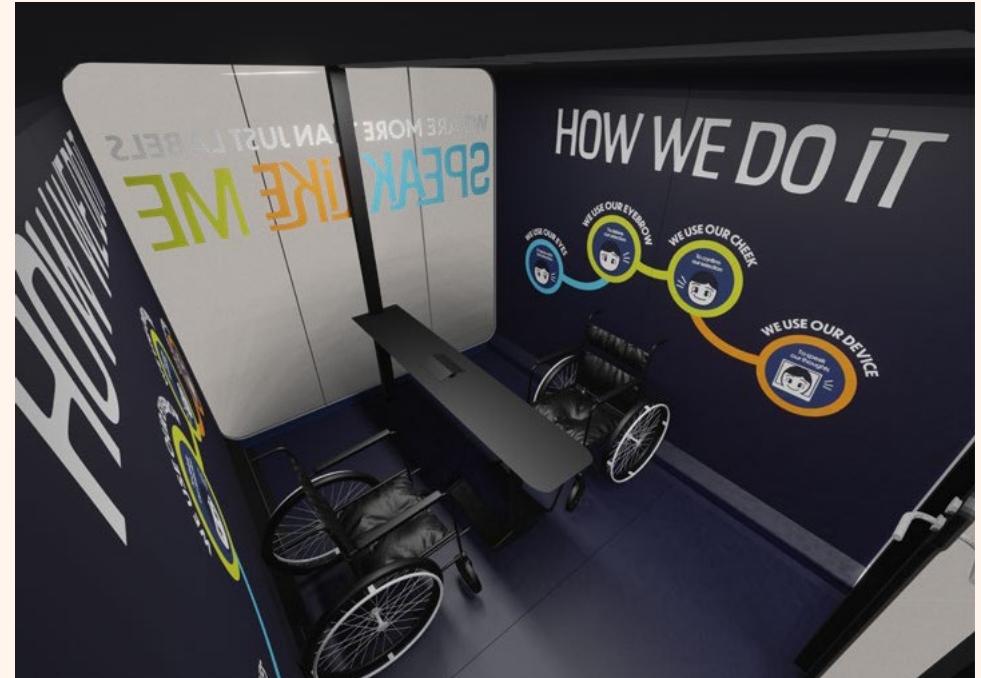
To educate them on how to properly respect us and connect with us. That we are not below you and do not need to be pitied. That we are not so different from you.

**"We Are More!"**





There are two booths and therefore two activities. These activities would revolve around simulated experiences that puts the targeted audience in the shoes of people with physical special needs, directly teaching them of their wrong assumptions and attitudes about them as they actively involve themselves.



Designing the interior walls of both booths, there are illustrated infographics respective of their activity. Instructing and helping the audience engage with the campaign whilst demonstrating the tonal voice for it.



Taking the form of playing cards, these Cardiquettes detail educative material for the target audience. These will be handed out to each person after they had participated in the activities, further leaving a positive lasting impression.

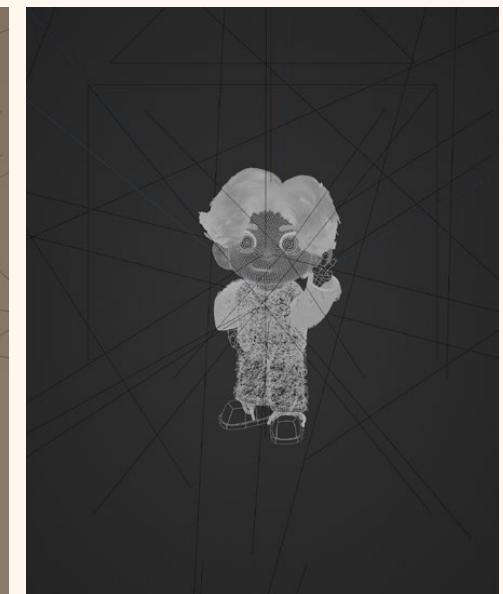
# personal projs.

Passion Fueled Designs

08

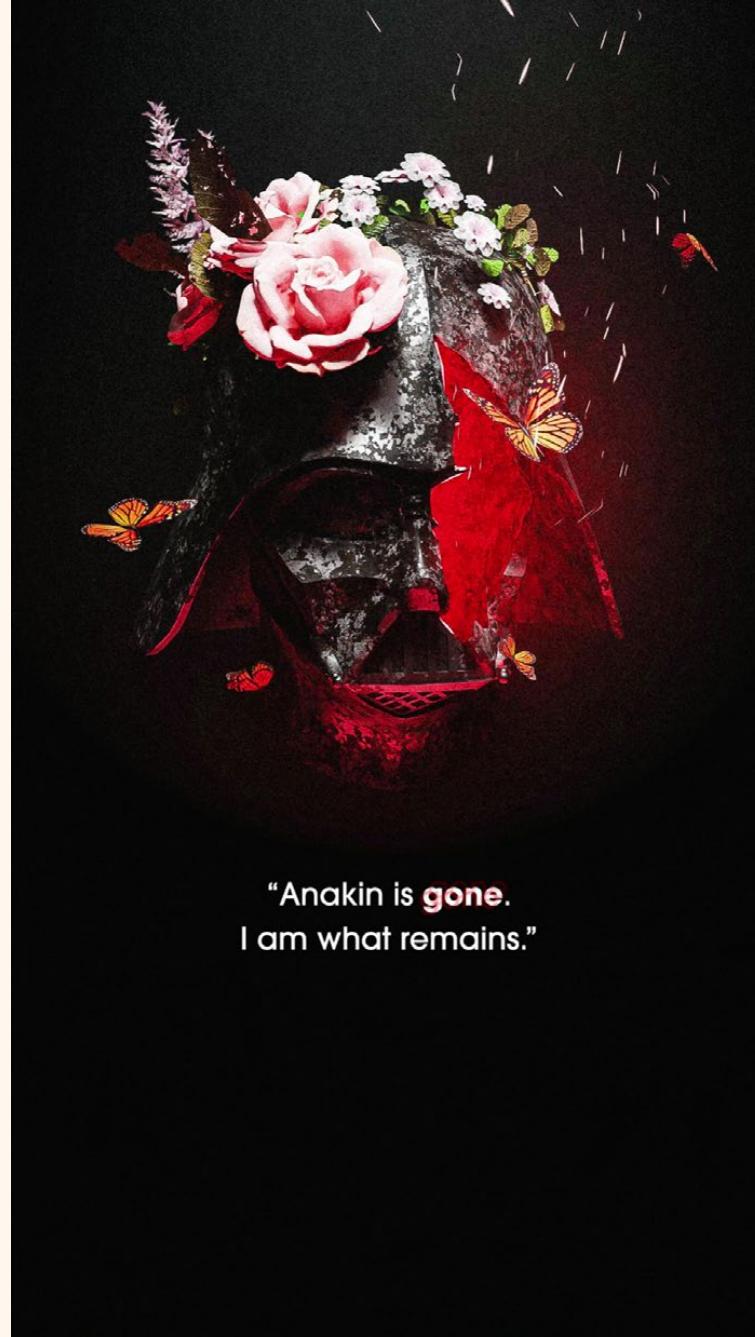
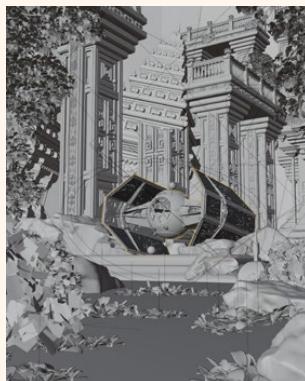
From setting up an online store for designed merchandise to 3D sculptures and renders, these are a compilation of a few of my **favourite personal works!**





A self-portrait in a series of **3D modelled characters** of my friends and I, done out of love and passion for both the craft and recipients. From the sculpting to the texturing and lighting, the process was fun through and through!





Here is an **animation and series of renders** that I created, with the theme of ancient meeting sci-fi in mind. I specifically designed it around Star Wars Day, to celebrate the galactic story that continues to inspire me both in and out of design!

<https://youtube.com/shorts/Lovnp-pxO8A>

https://popc.com/artist/faris-f-design

# faris firmansyah.

ILLUSTRATOR AND  
GRAPHIC DESIGNER



**FARIS F DESIGN**  
DUBAI

**ARTIST BIO**

Faris Firmansyah is a graphic designer and illustrator with the creative ability to bring concepts to life by creating engaging visual stories through design. His strong love of pop fiction and video games are often the driving force of his range of artworks!

**ARTIST ARTWORK & PRODUCTS**

**ANIME GIRL - MTCITY - PRODUCTS**



Online Store with a handful of my designed merchandise.

[https://popc.com/artist/  
faris-f-design](https://popc.com/artist/faris-f-design)

# thank you!

2025 PORTFOLIO

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