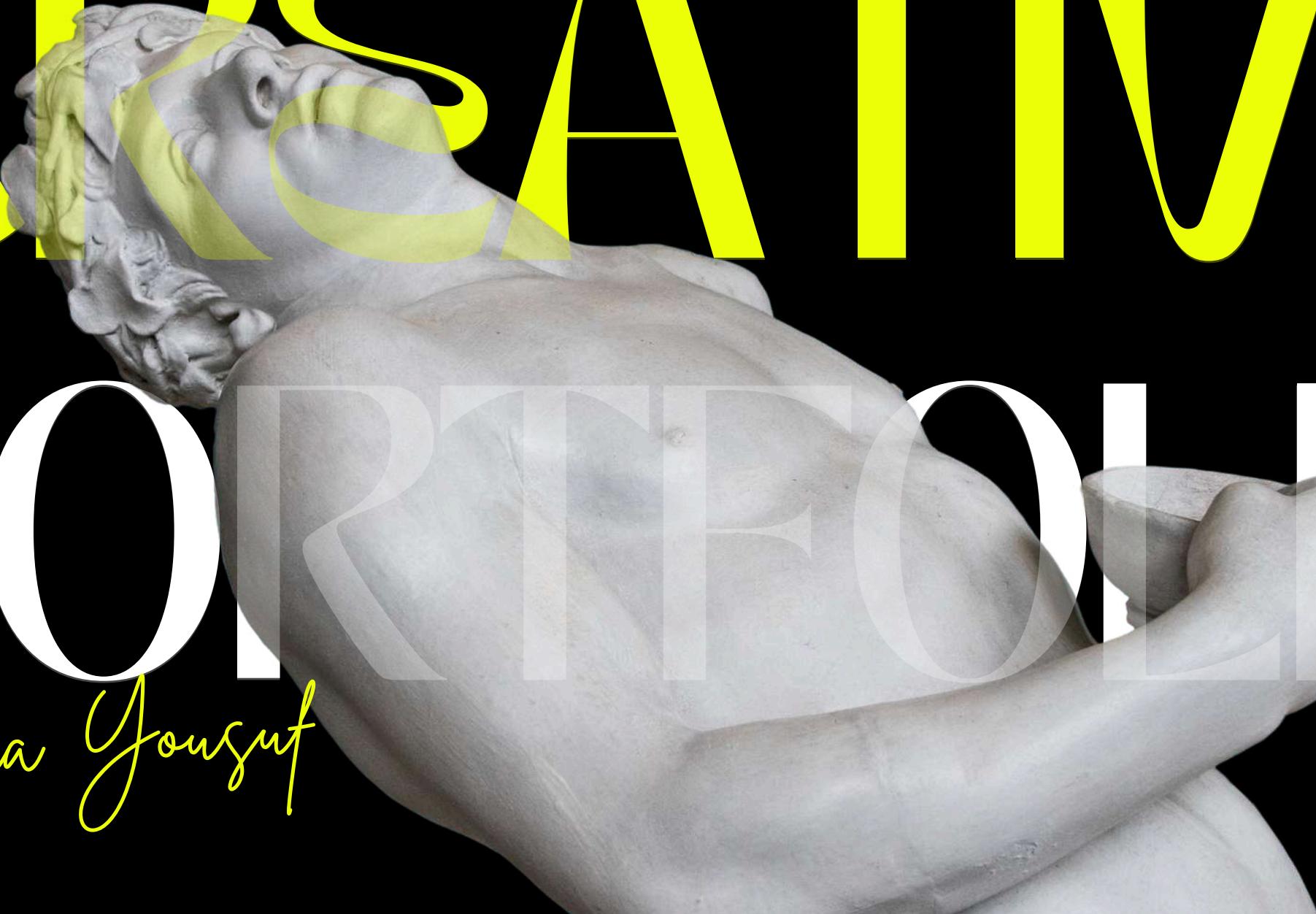


CREATIVS

PORTFOLIO

Rafaaha Yousuf



WELCOME TO MY PORTFOLIO 2024



www.reallygreatsite.com

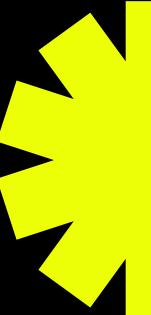


About Me

“Always design with purpose, not just for appearance”

Bold ideas, captivating visuals, and seamless storytelling — I'm a Person who turns brands into experiences. With expertise in branding, Amazon graphics, UI design, multimedia, and motion graphics, I create eye-catching designs that spark connection and leave a lasting impression.

Known for blending creativity with strategy, I bring visions to life across digital and print, delivering innovative designs that don't just look good—they get results. Let's make something unforgettable together!



Education Background

2013



Intermediate

Developed strong foundational skills in related to my career pat.

2014



Graphic Design Certification

Core design principles, including color theory, typography, layout, and composition.

2018



Arena Multimedia

Deep dive in design thinking process, proximity, Golden Ration, and much more.



Personal Skill

My deep understanding of visual storytelling and brand consistency allows me to craft compelling designs that align with business goals.

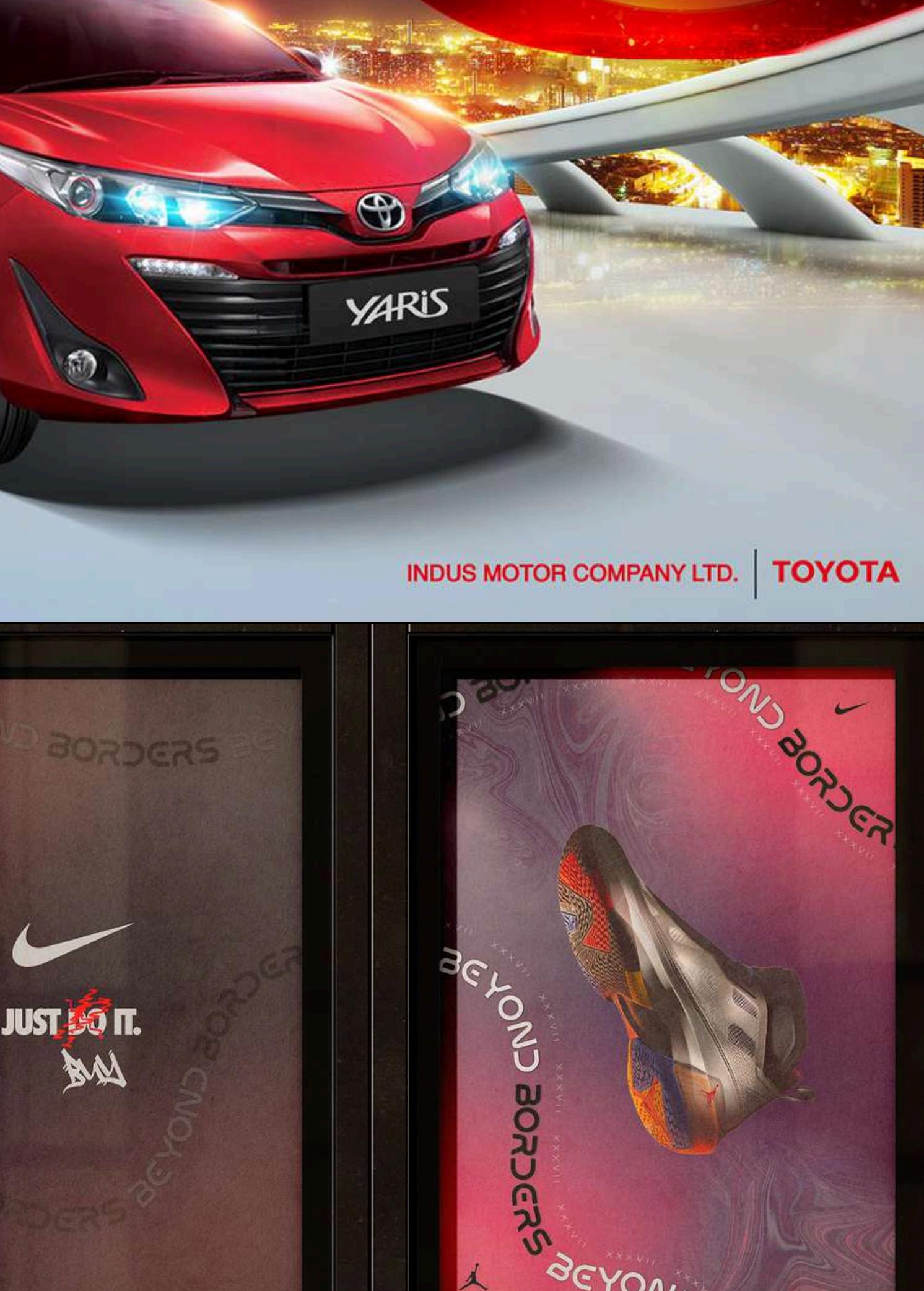
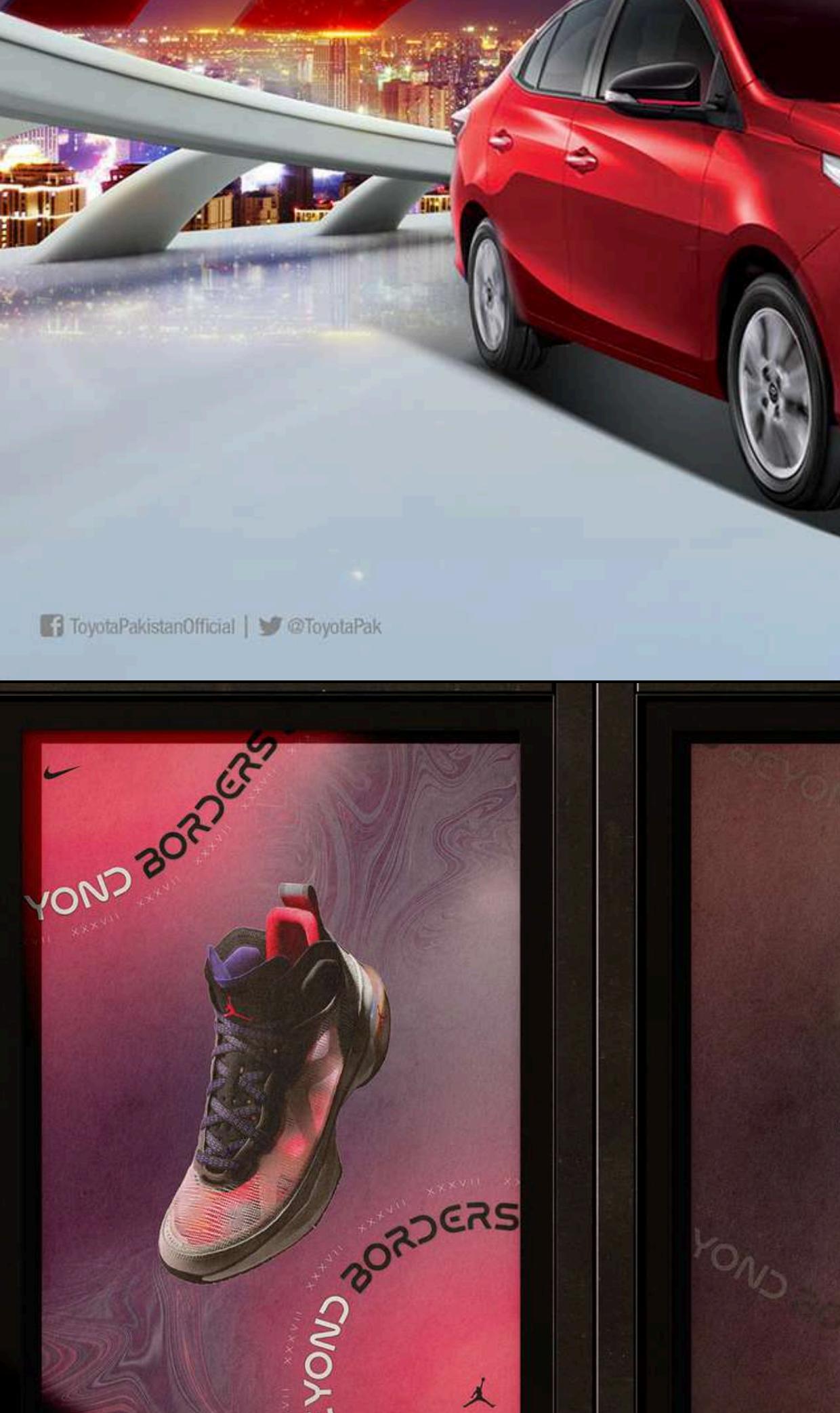
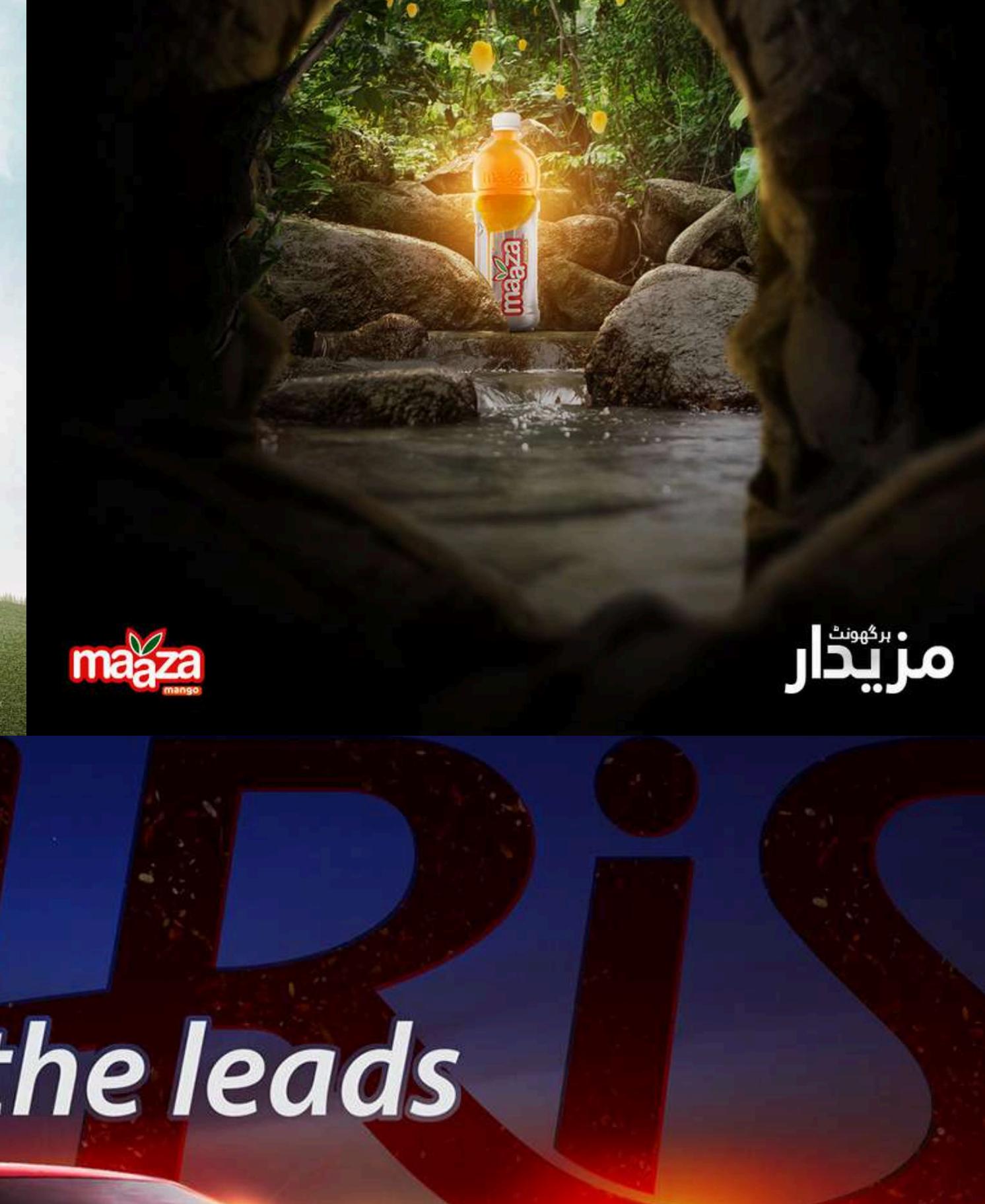
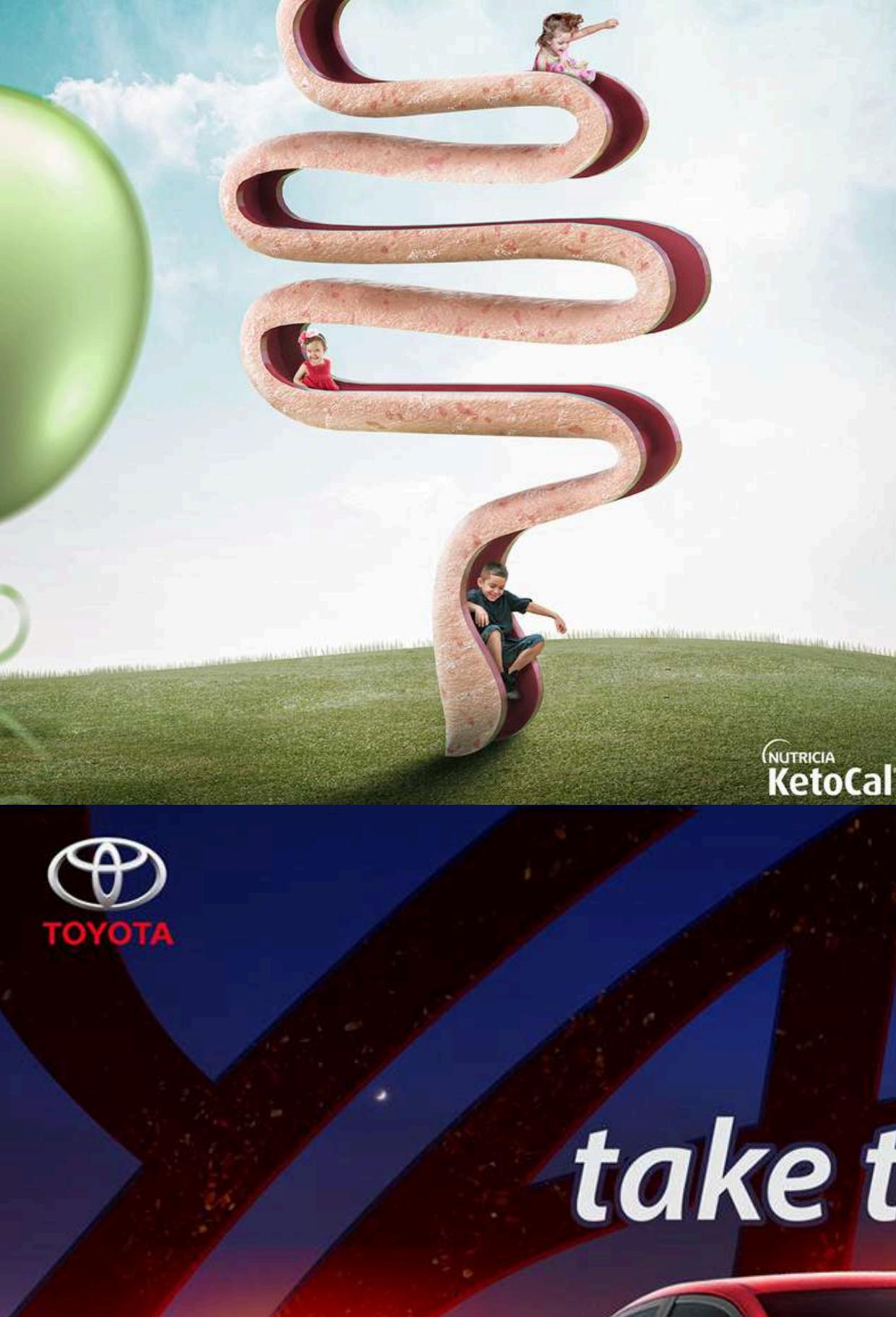
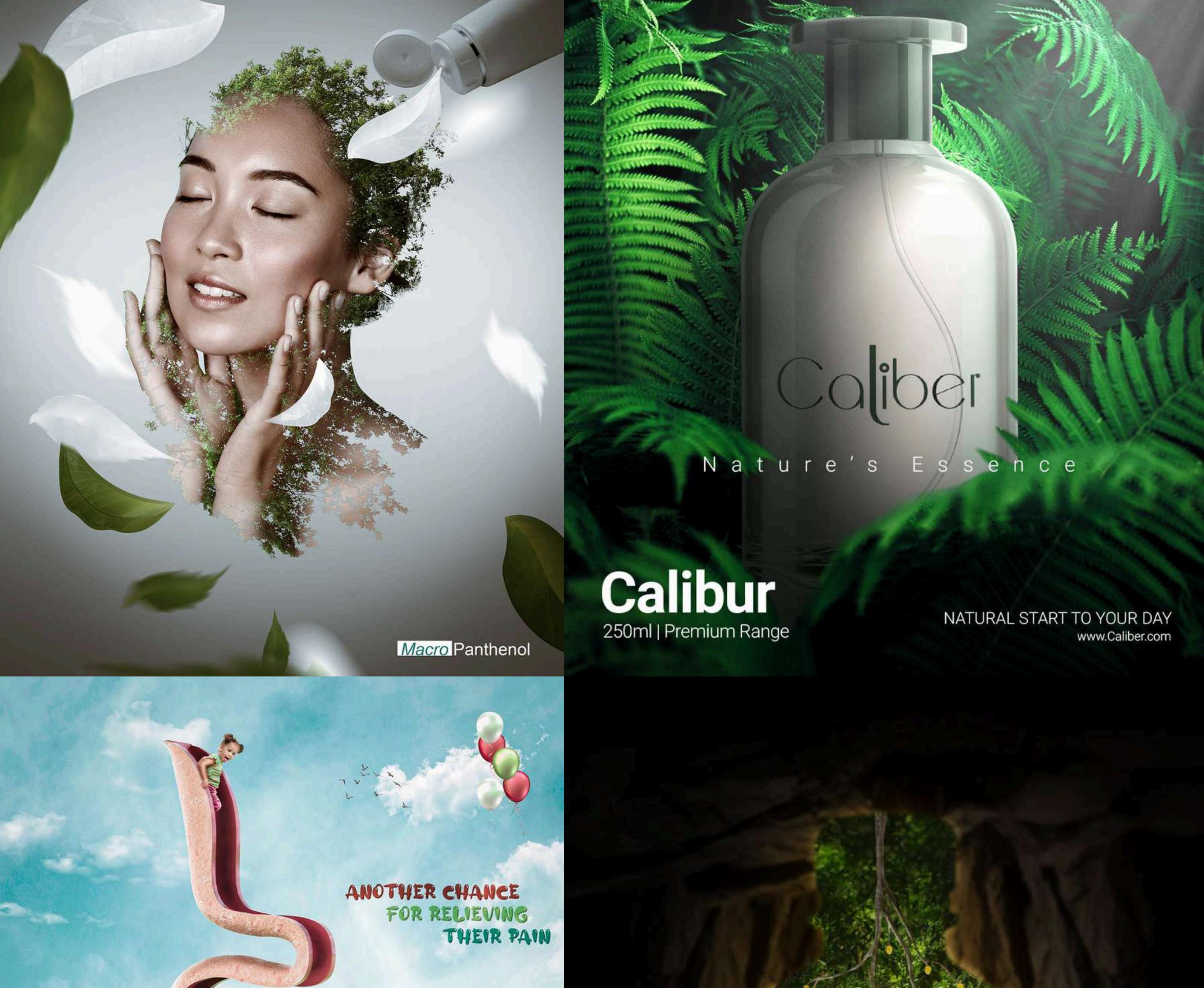
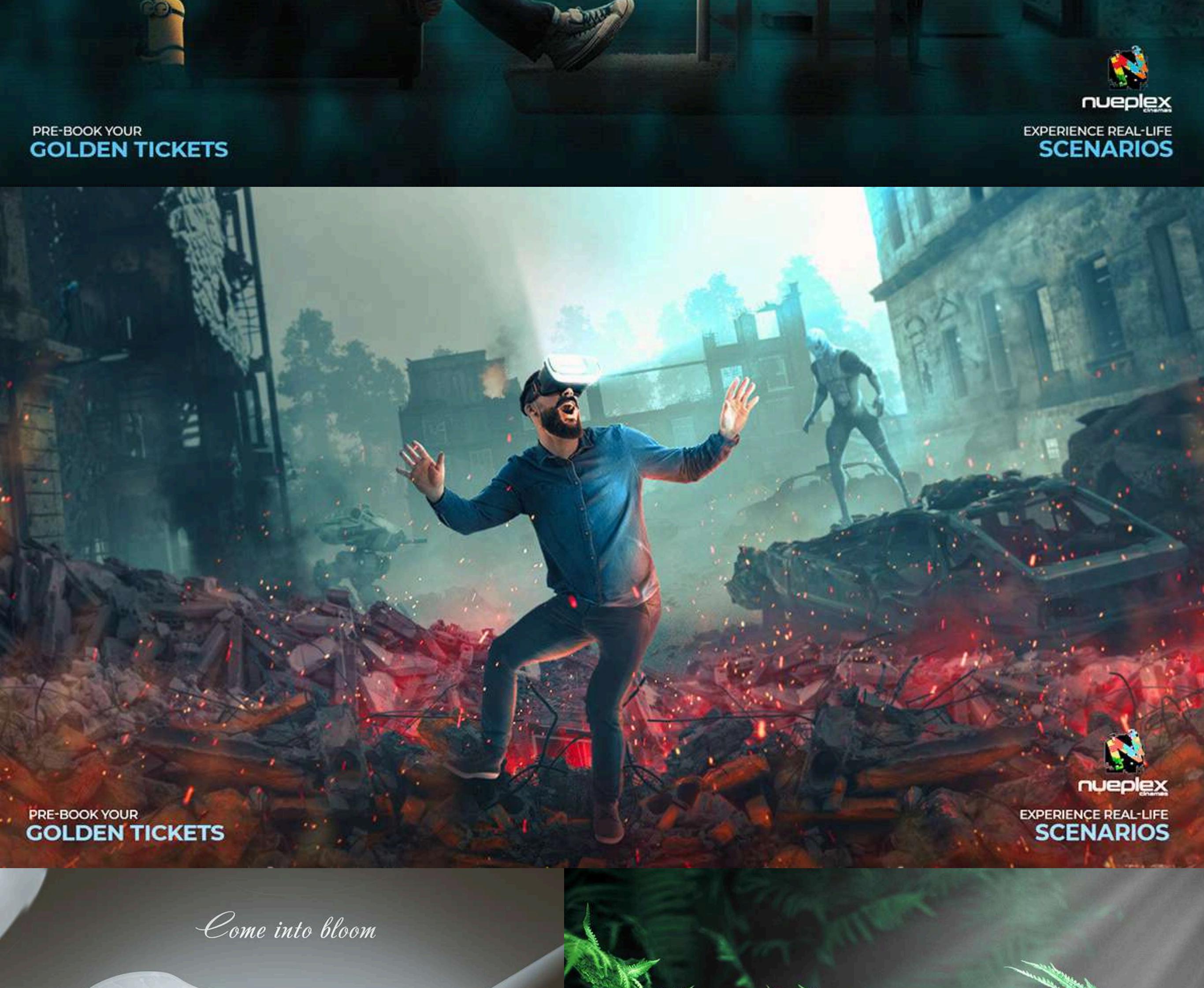
My diverse experience enabling me to create visually cohesive and user-friendly designs across digital and print mediums.

Art Direction → Branding → User Interface

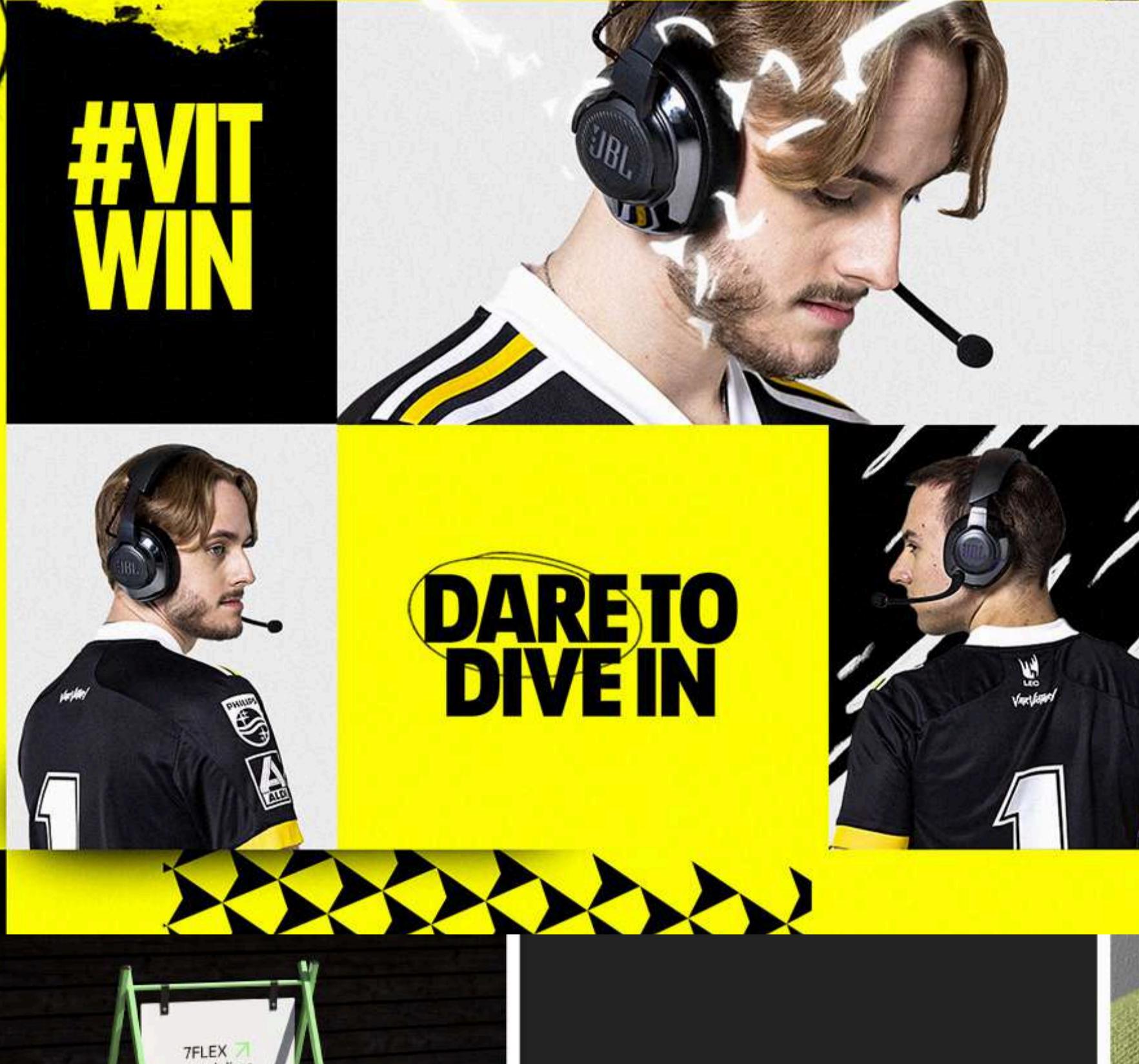
Social Media → Print & Production

Art
Direction*

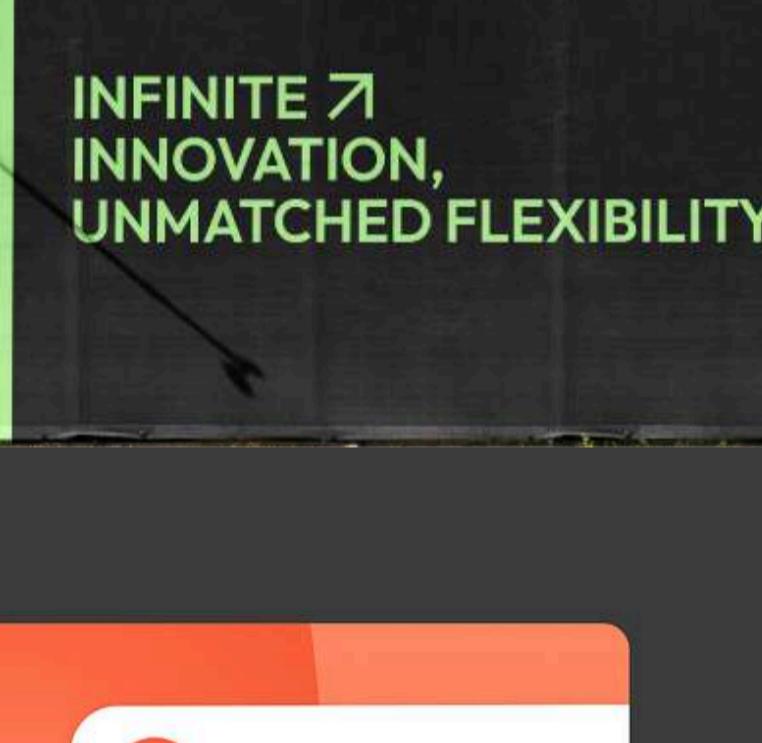
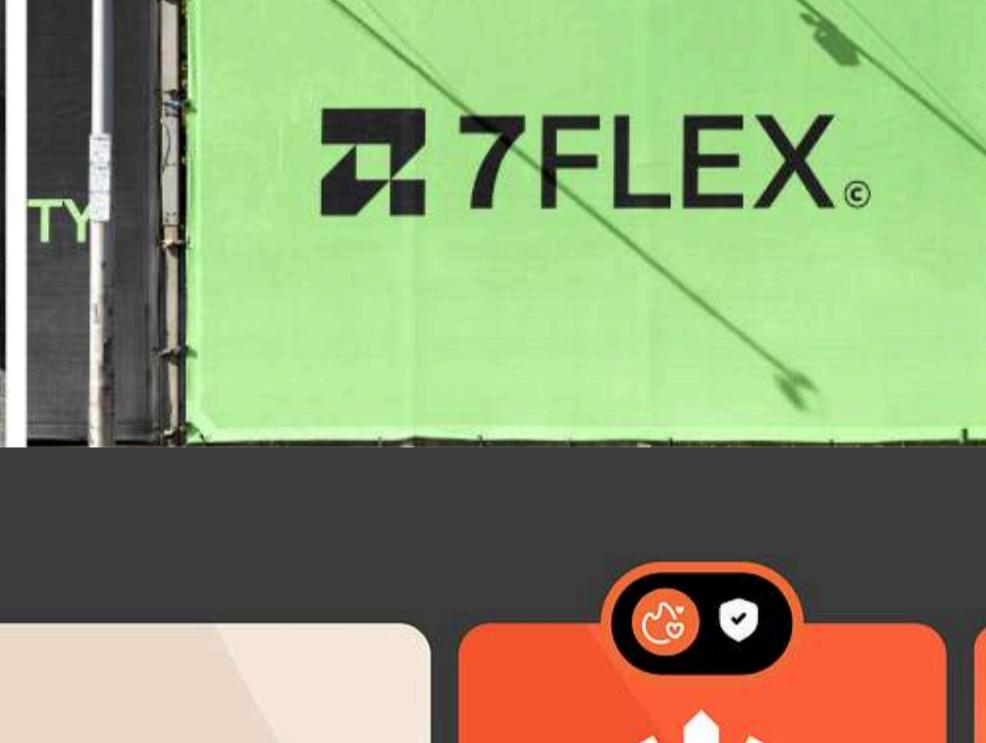
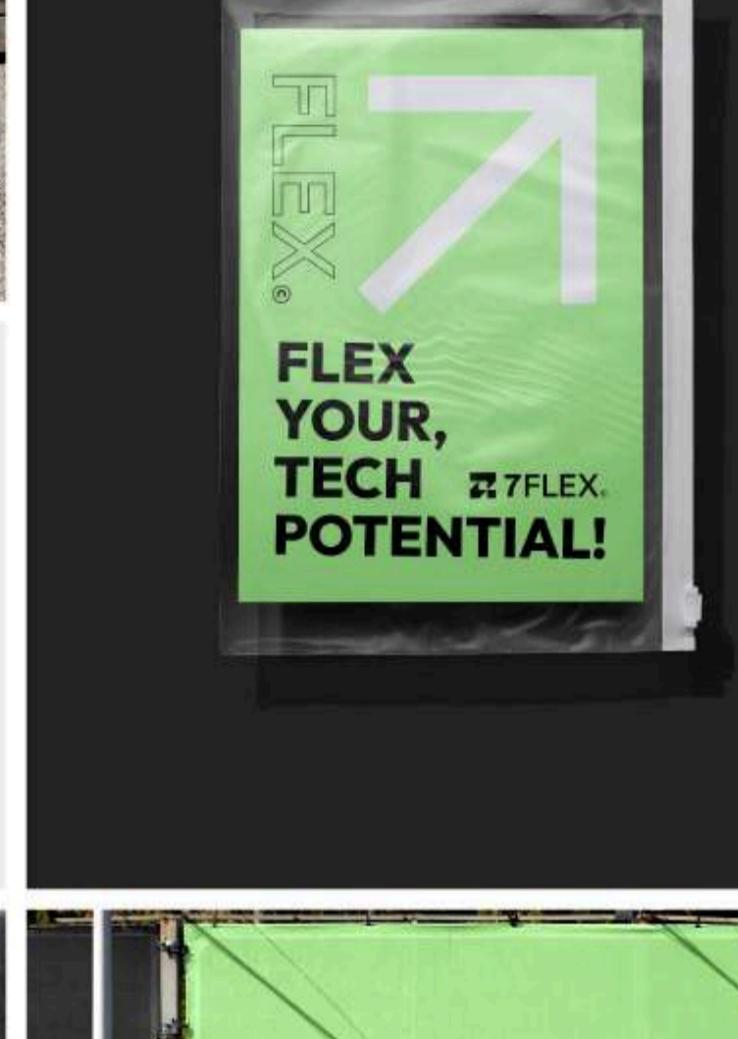
TIMELESS PROTECTION



Brand Identity Design



10 of 10



The image is a collage of various digital and print designs featuring the Magix brand. At the top left, a smartphone screen displays a home screen with several app icons, one of which is the Magix app itself. Below this, a smartwatch face shows a grid of colorful app icons. To the right, a woman with blonde hair is shown wearing a large, voluminous red headscarf. Further down, a series of color swatches are arranged horizontally, each containing a small checkmark icon and a corresponding hex code: #F0DCDB, #E6BBAA, #FDA788, #FF5E36, and #3C3C3C. At the bottom, there's a partial view of a magazine spread with the word 'SYDNEY' in large red letters, a large black arrow pointing right, and the number '22'.

The image is a vertical poster. At the top, the months "MAY" and "JUNE" are written in large, white, sans-serif capital letters. Below them is a thin horizontal line. The main title "SYDNEY STREET PARTIES" is written in large, bold, red, outlined letters, with "SYDNEY" on the left and "STREET PARTIES" on the right. To the right of the title is a square QR code. Below the QR code is a black and white photograph of a woman in a dark dress dancing in a public space. In the bottom right corner, the number "22" is printed in large, bold, black digits. The background of the poster is a light grey color.

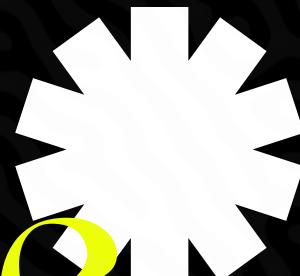
A large red graphic at the top of the page reads "SYDNEY STREET PARTIES". Below it, a white box contains the text "RECONNECT WITH YOUR NEIGHBOURS AND SUPPORT LOCAL BUSINESSES". To the right, two columns of text provide details about the initiative, and a QR code is located in the bottom right corner.

The image is a black and white photograph of a woman in a dynamic pose, possibly dancing or performing, in an indoor space with architectural columns and a large window in the background. The word "SYDNEY" is overlaid in large red letters across the left side of the image.

The image is a vertical rectangular poster. The top half is a solid red color. In the upper-left quadrant, there is a white silhouette of a crown. Overlaid on the red background, centered horizontally, is the text "SYDNEY STREET PARTIES" in a large, bold, white sans-serif font. The letters are slightly slanted. The bottom right corner of the red area features a small, triangular white shape containing a black and white photograph showing a person's face and shoulder. The rest of the red area is plain.

NORTH BEACHES HILLS DISTRICT RANDWICK INNER WEST CITY OF SYDNEY

User Interface Design



SENDWAVE

MONIGUE

Regular

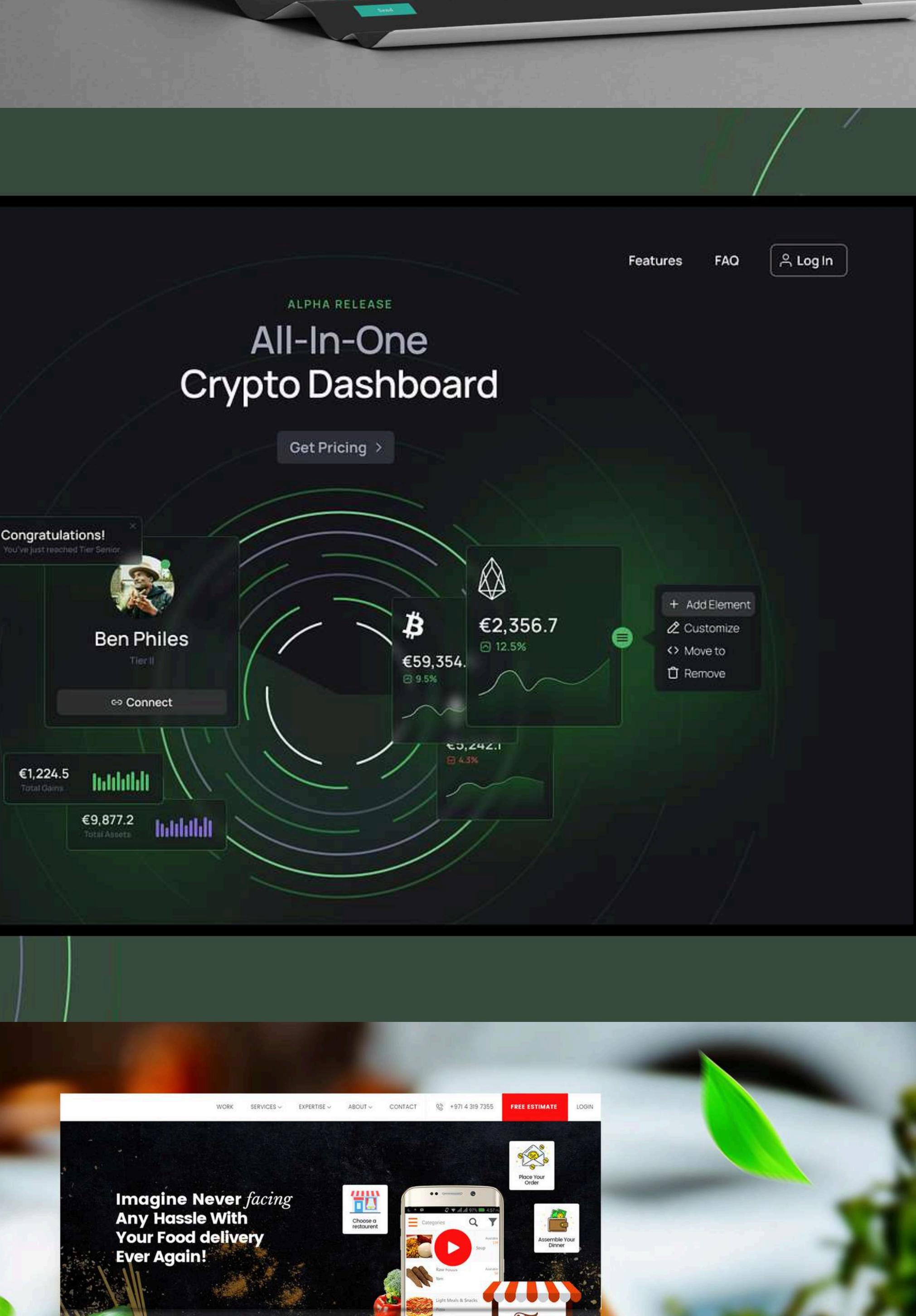
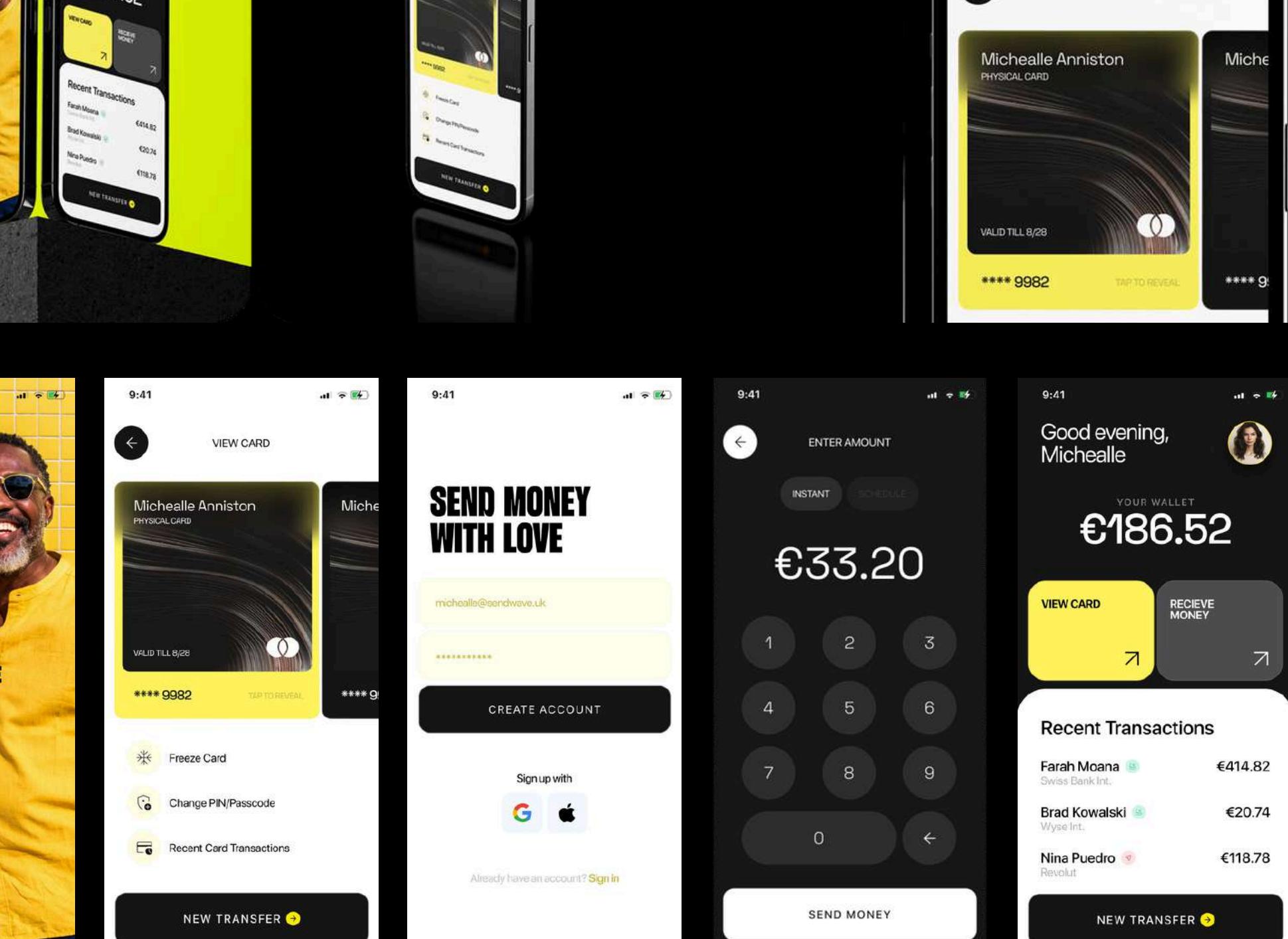
Oh, please enlighten me with your extensive knowledge of things you Googled five minutes ago.

Medium

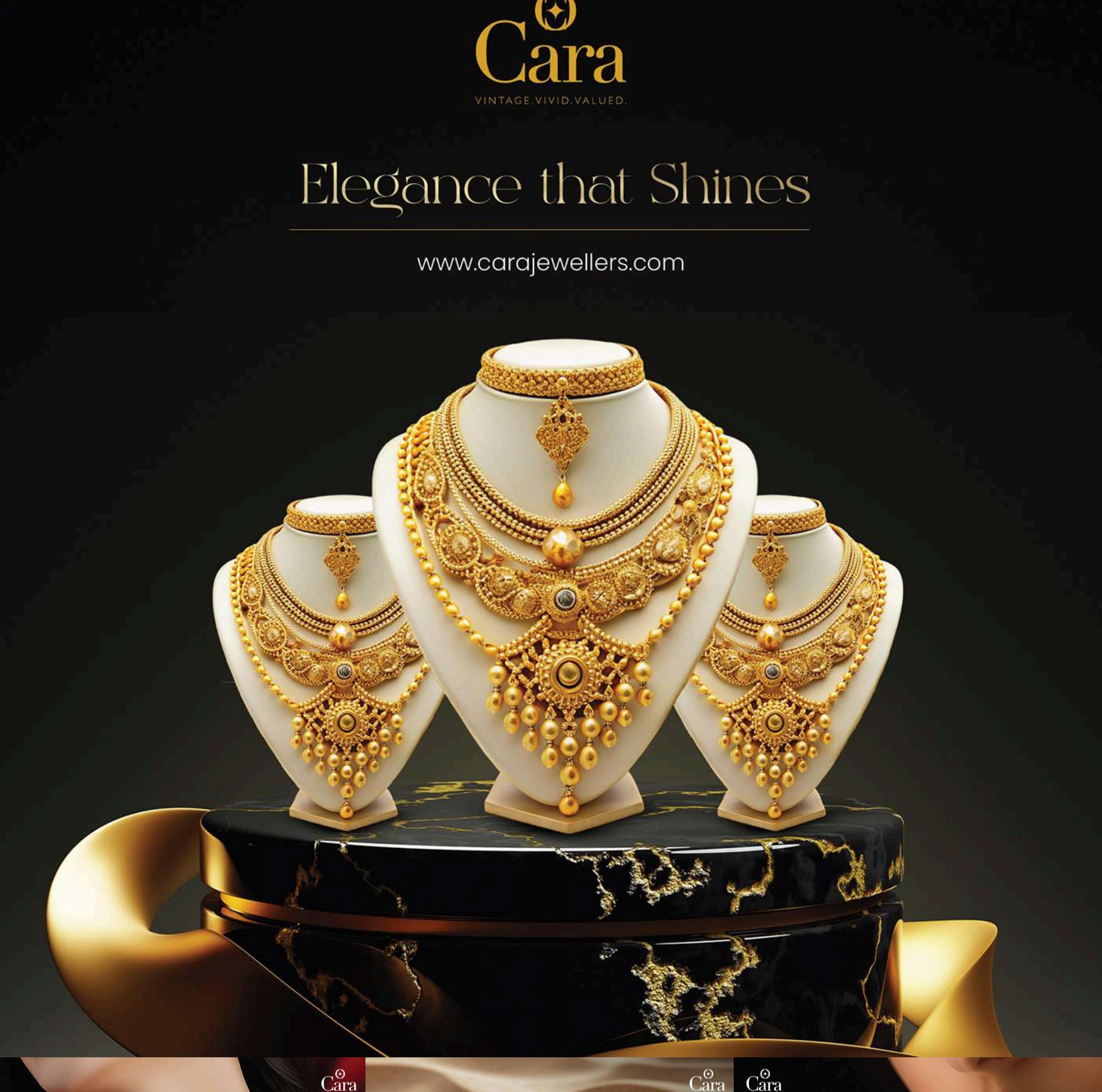
Oh, please enlighten me with your extensive knowledge of things you Googled five minutes ago.

Bold

Oh, please enlighten me with your extensive knowledge of things you Googled five minutes ago.



Social Media Design*





Merry Christmas



www.crispychicky.com



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LAST NUGGET?

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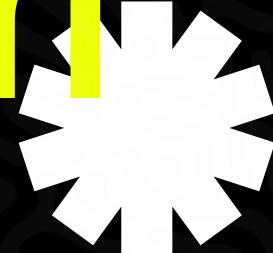


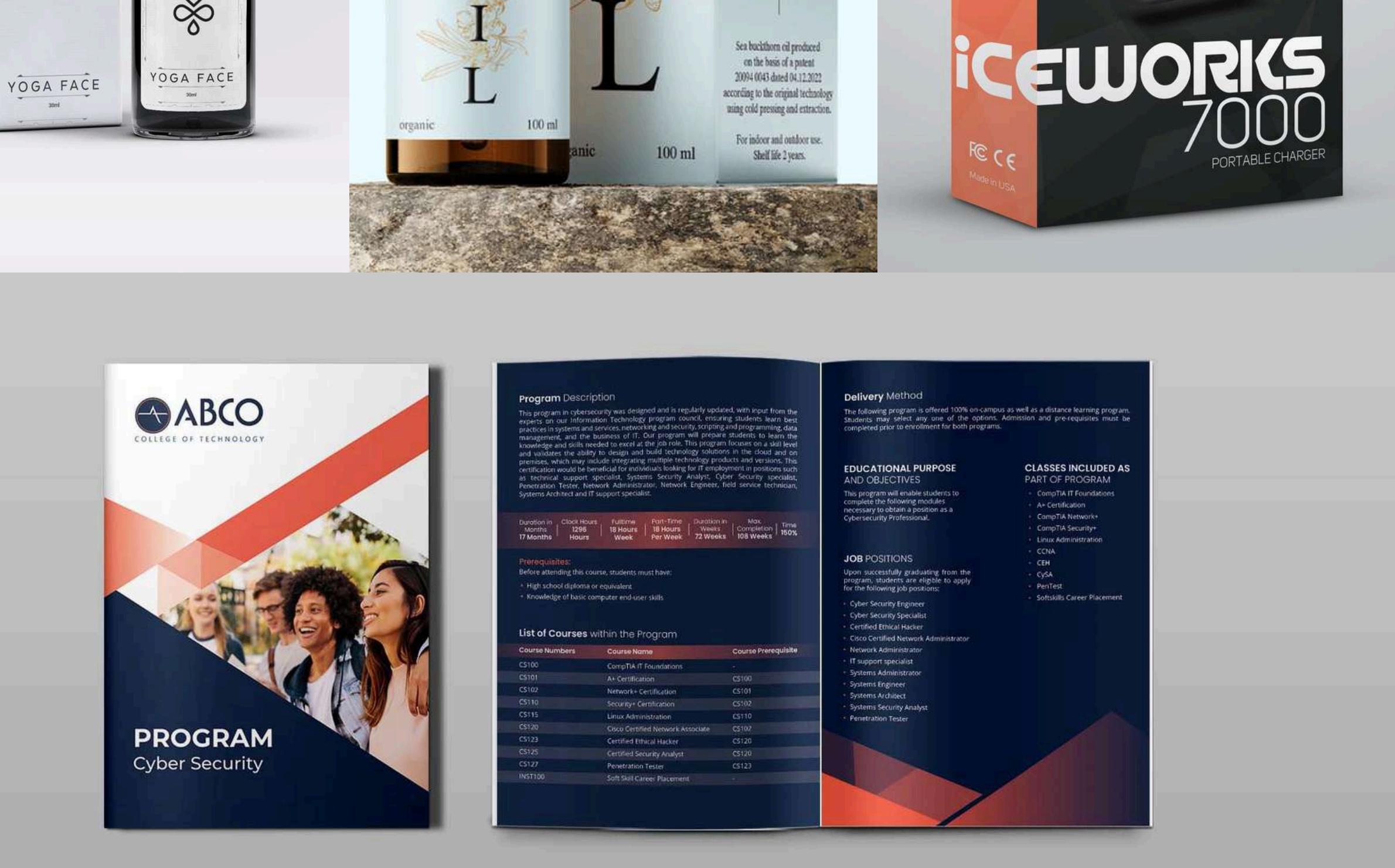
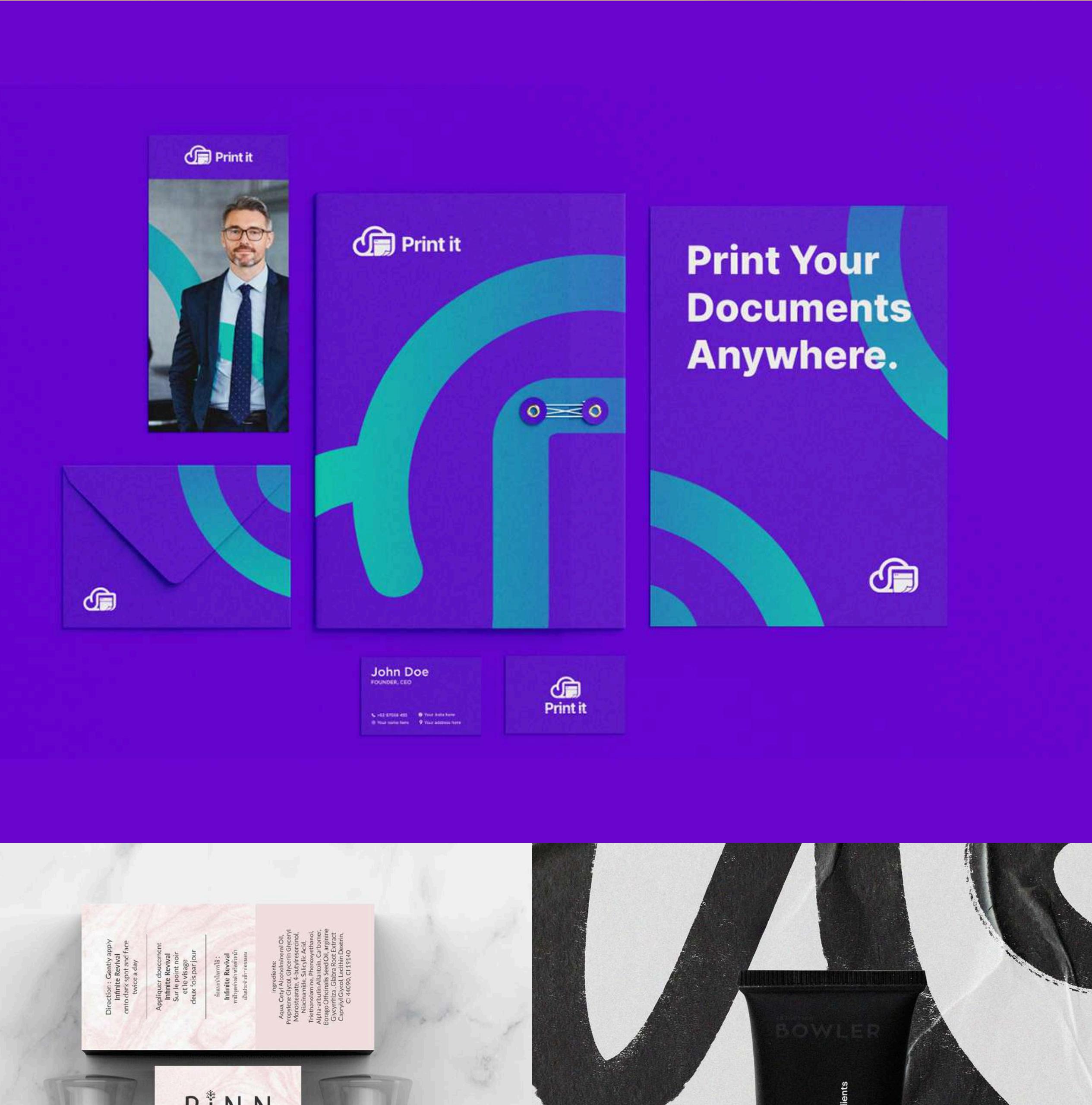
DID YOU
KNOW?

The first number to appear in your tire size information is the width, in millimeters

055 582 1011

Print &
Production
Design





Contact Me !



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Let's Work
Together.



Thank You