Ryan Saleh
4th Year 2nd Semester
Miriam Ahmed
George Mason University
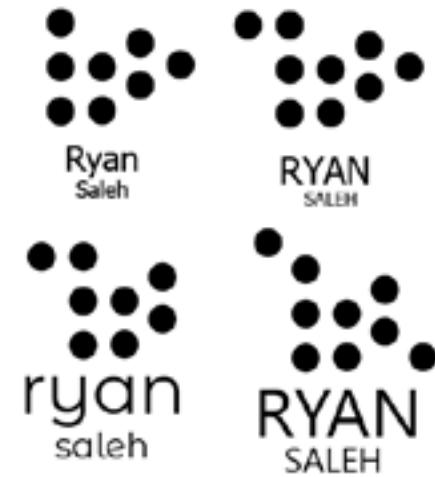
Project 1 presentation

The main idea behind my brand mark was something with my initials "RS", but almost everything of that sorts has been taken, so I thought of other languages, and came up to use "RS" in bail as my brand mark. Other than that the inspiration behind my letterhead was to design with only my brand mark, and my business card was simply a clean and simple design, something easily legible. For this project I used Illustrator, and InDesign.

What is your brand strategy?
How does it visually translate to your graphic mark through elements and principles of design?

"My design approach blends rhythmic flow with purposeful structure."

Principles of Design: Repitition, Balance, Rythm.

Drafts

# What do your brand color(s) and brand typeface(s) represent
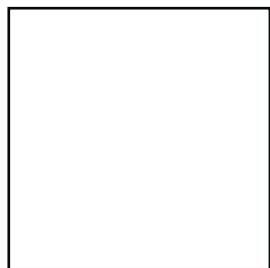
#5B9CD4
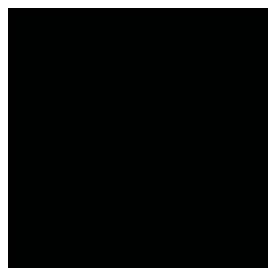
#9F775F

#FFFFFF

#000000

Typeface - Montserrat Alternates
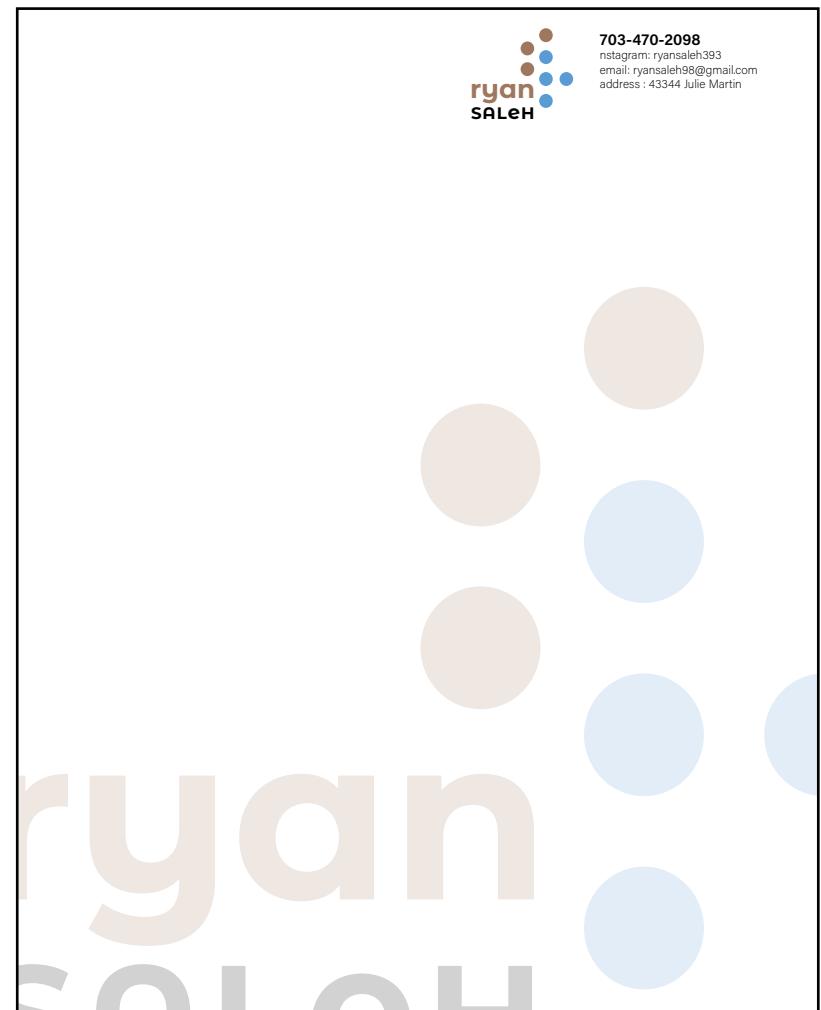
Soft & Approachable

What makes your letterhead design unique?

Designing with only the graphic mark

Draft

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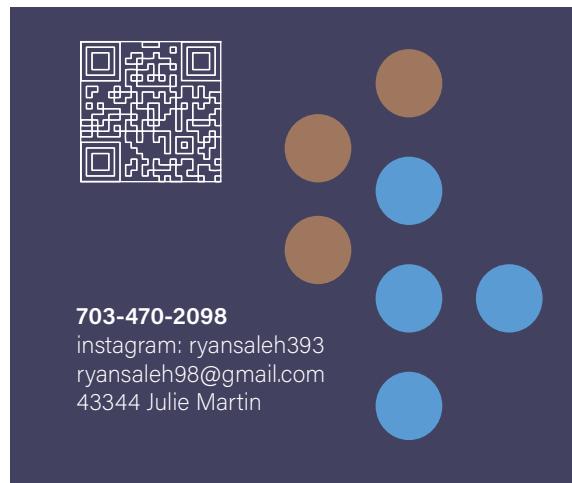
What is your novel approach to your "business card?"

Cleaniness and simplicity

Drafts

How is your Leave Behind useful, memorable, responsible, and sustainable?

Useful: Functional, wearable, and practical beyond the interview

Memorable: Bold design that leaves a lasting visual impression

Responsible: Ethically produced with thoughtful intent

Sustainable: Eco-friendly materials and made to last

Draft

Key Takeaways & Strengths/Weaknesses

Takeaways: The value of function in design, keeping the logo simple

Strengths: Simplicity and legibility of the work

Weakness: Too many colors on the logo

Project 2

The main reason I wanted to re visit my project 1 was because it a very important part of my career and I wanted to make sure I had the brand mark I wanted, I also took this opportunity to expand my brand and create more products with my name on it. For this project I used Photoshop, in-design, and illustrator.

My revised project

AVT 413 Project #1

Adjust Brand Mark

Expand my brand

Maintain a consistent tone across all touchpoints

Benefits

Planned on doing this anyway

Easier to put my self out in the world

Process

Tried horizontal orientation
overthought alot

Process

Once I had the logo applied it to my designs

Minimal changes

Process

Expanding My brand (Grayscale Drafts)

Process

Adusted the tone of the "S" in brail to stay
consistent with the colored logo
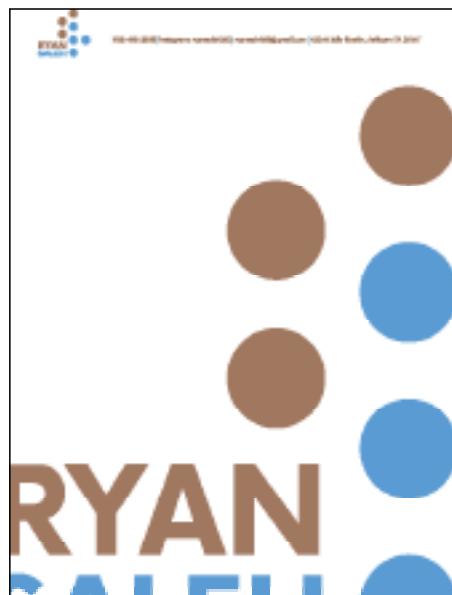
Process

Apply Color Mockups

Final

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RYAN
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Final

Final

Takeaways

Do not overthink
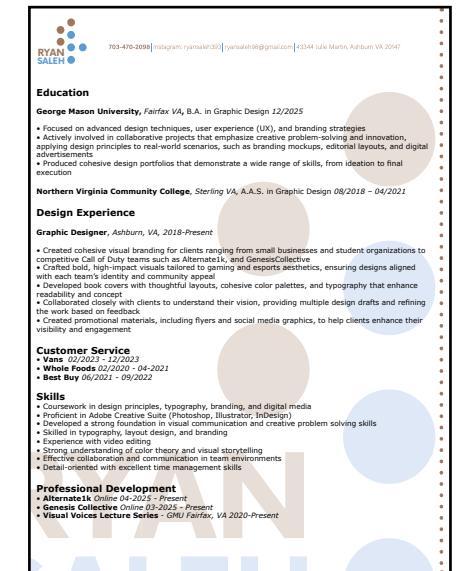
Happy about the changes I did to my logo and the expansion to my brand

Project Three

For my resume my design inspiration was my letterhead, the goal of this project was to get the design as close as possible while still being legible. The program used was indesign.

How does your brand strategy visually translate to your resume design through elements and principles of design?

- "My design approach blends rhythmic flow with purposeful structure"

- balancing rhythmic flow and purposeful structure

- Given visual priority through bold type or italics

- Hierarchy, Contrast, Alignment, and Repetition

What components of your resume are designed to be easily visible for those who scan quickly (ie, do not read)? And how are they designed to do that

- Bolded schools and job titles create strong visual hierarchy

- Italicized dates and locations provide contrast without distraction

- Consistent alignment guides the reader's eye vertically
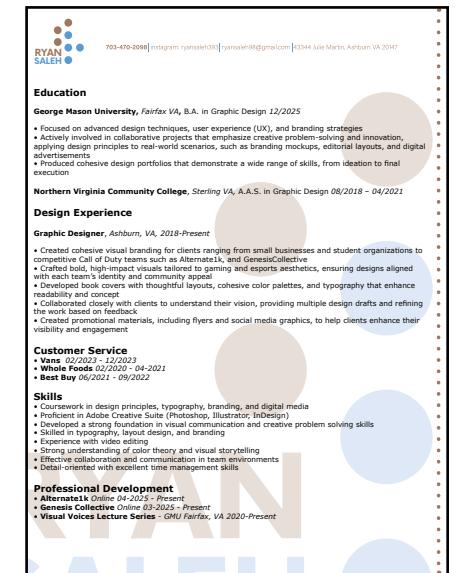
What is the key takeaway (information) about you that you think viewers/readers will have after perusing your resume?

- Shows balance between creativity and professionalism

- Reflects clarity, organization, and intentionality

- Communicates strong design fundamentals and brand awareness

- Demonstrates attention to detail in layout and typography

# What makes your resume unique and memorable?

- **Reflects a personal brand rooted in rhythm and structure**

- **Thoughtful use of type, spacing, and alignment**

- **Designed with the reader's experience in mind**

Outcome and key takeaways

- **Strength: Strong use of hierarchy and structure**

- **Surprise: Small typographic tweaks made a big impact**

- **Takeaway: Good design communicates before it's read clarity is key**

RYAN SALEH

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Education

George Mason University, *Fairfax VA***,** B.A. in Graphic Design *12/2025*

• Focused on advanced design techniques, user experience (UX), and branding strategies
• Actively involved in collaborative projects that emphasize creative problem-solving and innovation, applying design principles to real-world scenarios, such as branding mockups, editorial layouts, and digital advertisements
• Produced cohesive design portfolios that demonstrate a wide range of skills, from ideation to final execution

Northern Virginia Community College, *Sterling VA,* A.A.S. in Graphic Design *08/2018 – 04/2021*

Design Experience

Graphic Designer, *Ashburn, VA, 2018-Present*

• Created cohesive visual branding for clients ranging from small businesses and student organizations to competitive Call of Duty teams such as Alternate1k, and GenesisCollective
• Crafted bold, high-impact visuals tailored to gaming and esports aesthetics, ensuring designs aligned with each team's identity and community appeal
• Developed book covers with thoughtful layouts, cohesive color palettes, and typography that enhance readability and concept
• Collaborated closely with clients to understand their vision, providing multiple design drafts and refining the work based on feedback
• Created promotional materials, including flyers and social media graphics, to help clients enhance their visibility and engagement

Customer Service
• **Vans** *02/2023 - 12/2023*
• **Whole Foods** *02/2020 - 04-2021*
• **Best Buy** *06/2021 - 09/2022*

Skills
• Coursework in design principles, typography, branding, and digital media
• Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign)
• Developed a strong foundation in visual communication and creative problem solving skills
• Skilled in typography, layout design, and branding
• Experience with video editing
• Strong understanding of color theory and visual storytelling
• Effective collaboration and communication in team environments
• Detail-oriented with excellent time management skills

Professional Development
• **Alternate1k** *Online 04-2025 - Present*
• **Genesis Collective** *Online 03-2025 - Present*
• **Visual Voices Lecture Series** *- GMU Fairfax, VA 2020-Present*