



ZOHAIB MOHAMMED • PORTFOLIO 2023



ZOHAIB MOHAMMED

A highly skilled Graphic Designer – Key specialisms include Graphic, Digital and Print Design, ranging from small businesses to large-sized corporations, most recently in FinTech.

Please see CV for full details.

BRANDS I'VE WORKED WITH



EDUCATION

University of Bradford
Sept 2002 - June 2005
BSc Computer Animation & Special Effects (1st Class Honours)

Currently enrolled in UDEMY courses to further progress my knowledge in After Effects & InDesign.

AWARDS

Bradford College
Art & Design Award

SOFTWARE

Photoshop
Illustrator
InDesign
After Effects
Premiere Pro
Figma

EXPERIENCE

STUDIO DESIGNER II - Juni Financial Ltd (Jan 2022 - Dec 2022)

Key achievements:

Spearheaded and successfully launched the Juni rebrand.

Led a team of freelancers; managed workloads and deadlines while maintaining brand standards and company goals.

I implemented new ways of working within the Studio Team.

Created better engagement in ads across Meta, Google and LinkedIn by working closely with the Growth Team.

SENIOR DESIGNER - Fox Group International (Nov 2020 - Oct 2021)

Key achievements:

Led the motion assets for each brand.

Initiated self-learning in Dimension, Blender and Cinema 4D to create 3D mock-ups and concepts for new products.

Produced brand identities and marketing material for new products, which I presented to the Executive Management Team.

MID-WEIGHT DESIGNER - Fox Group International (Oct 2019 - Oct 2020)

Key achievements:

Initiated self-learning which allowed me to offer a wider skill set in video editing and colour correction.

Introduced motion design into Fox Group's Marketing offering, which increased audience engagement on social accounts.

Created and project managed the "How To" videos to support customers when onboarding the new online platform.

www.zohaibmohammed.com

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[@michelangelzo](https://www.instagram.com/michelangelzo)

[@michelangelzo](https://www.facebook.com/michelangelzo)

[zomohammed](https://www.linkedin.com/in/zomohammed)

ZOHAIB MOHAMMED MOTION SHOWREEL 2023

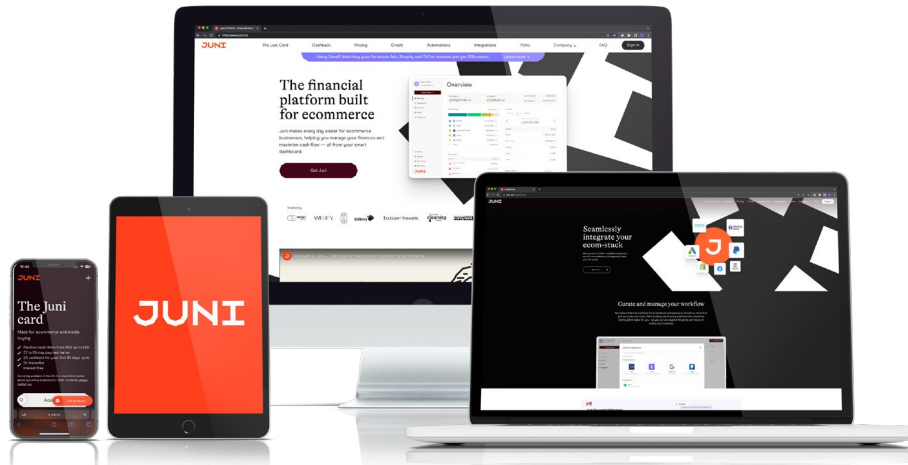


MOTION DESIGN

I've always enjoyed bringing movement to still images. The above showreel samples a slice of my creations, with focus on tutorials and templates I've used.

Please select the video to play.

See www.zohaibmohammed.com for more motion.



JUNI REBRAND

As Design Lead, I managed a team of freelancers to successfully deliver Juni's new rebrand. This included being a Brand Guardian to ensure the output was consistent across all assets.

I worked cross-functionally, especially with the Product Design, Sales and Growth Teams. Together we created the website, online social ads and out-of-home adverts to name a few.

<https://www.juni.co/>

Rebranding / Marketing

Keep spending, keep scaling

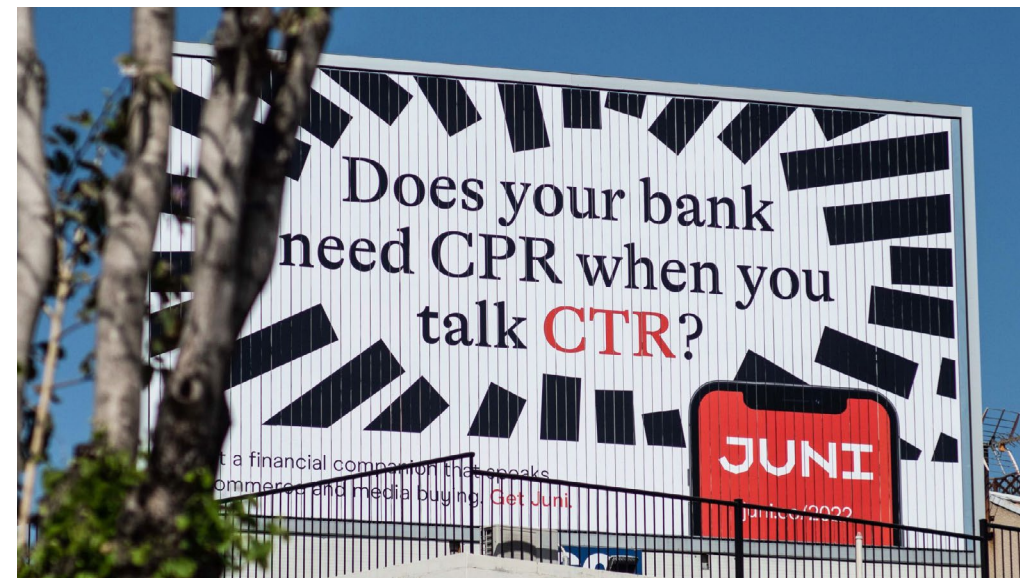
With flexible credit limits from
£10k up to £2M*

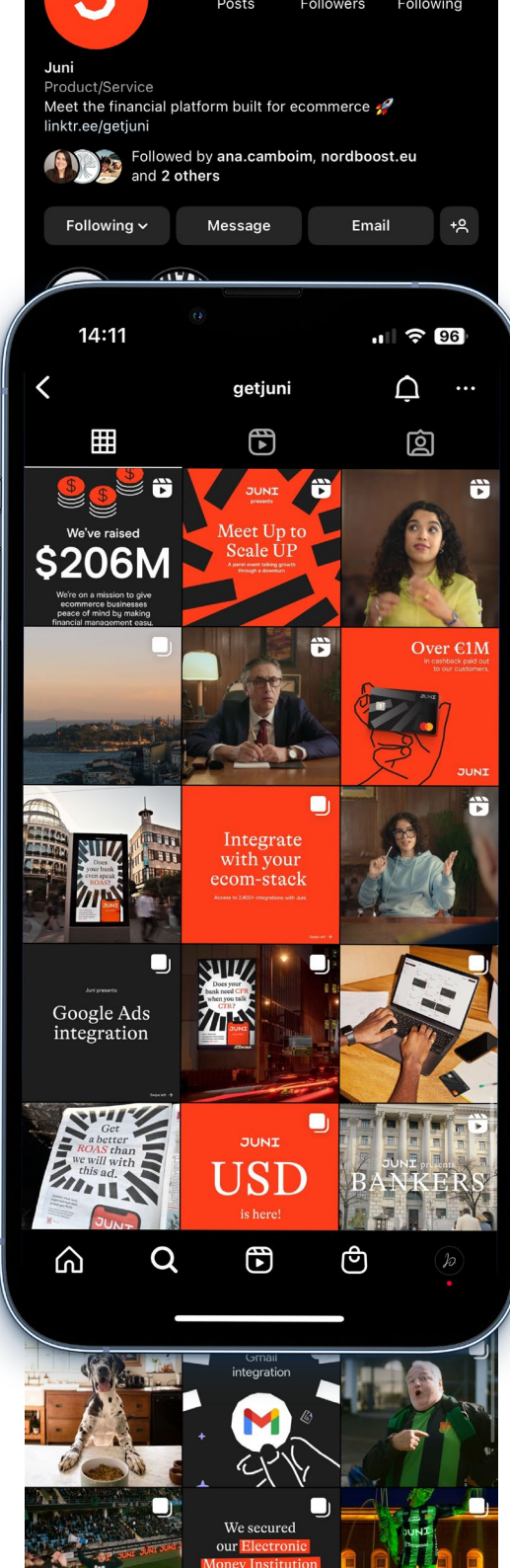
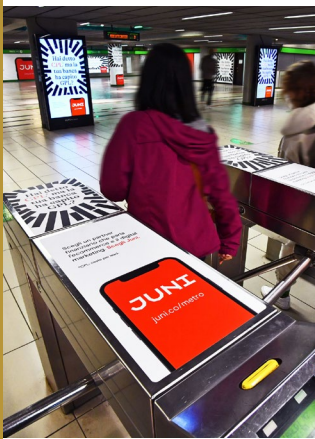


* For UK companies only, upon eligibility.
Terms and conditions apply. See website for details.



JUNI





JUNI EVENT DESIGN

Events are an important occasion in Juni's calendar. They raise brand awareness and enable the Sales Team to reach out to potential new customers.

Juni attended an event in Paris for which I was the Design Lead. I collaborated with several teams across the business to brainstorm ideas. The decision was taken to create an illustrated convenience store-style booth which kept in line with the company brand.

We payed homage to Juni's homeland by stocking local Swedish sweets and drinks. The images detail the booth design as well as the extras which included tote bags, t-shirts, stands and sweet labels.

<https://www.juni.co/>

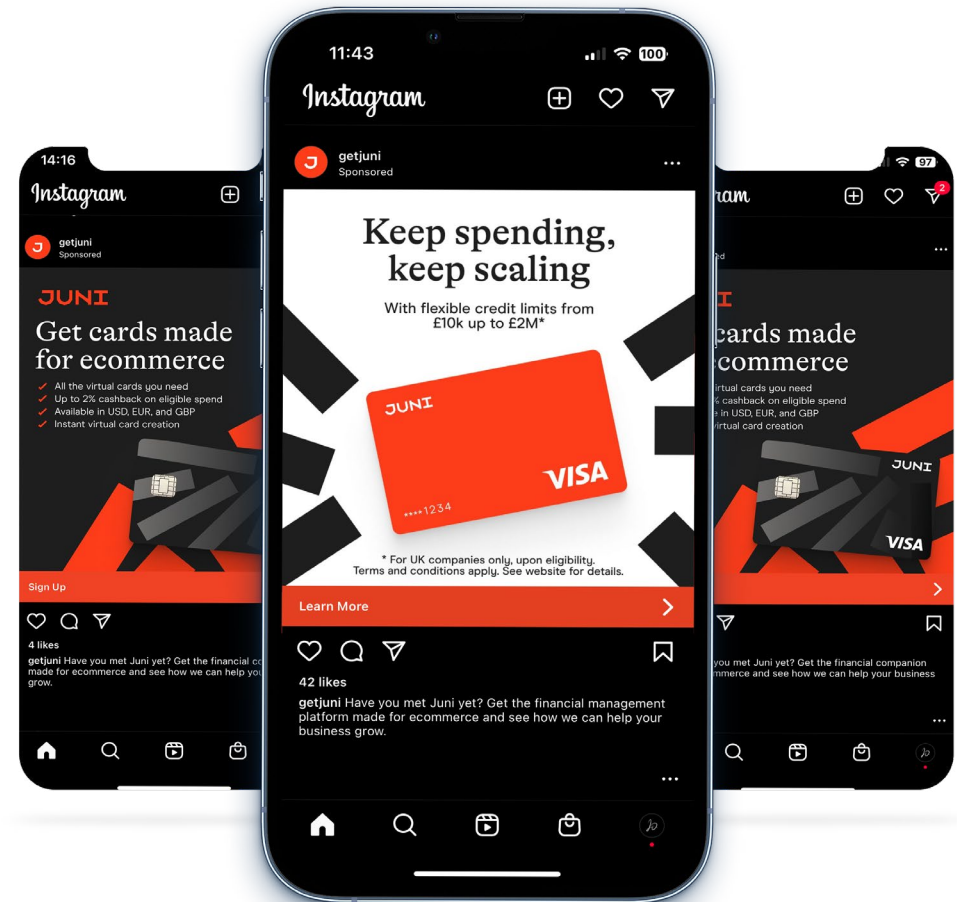


JUNI PERFORMANCE MARKETING

At Juni, we utilised Agile principles - Plan, Do, Check, Act - to work out ways to increase engagement and click-through rates on social ads. I worked closely with the Growth Team and we experimented with various styles of designs and tested each accordingly.

Successful Performance Marketing was key for Juni - main focus was on capturing and engaging the customers.

<https://www.juni.co/>



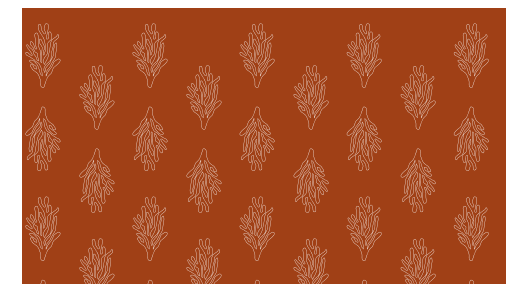
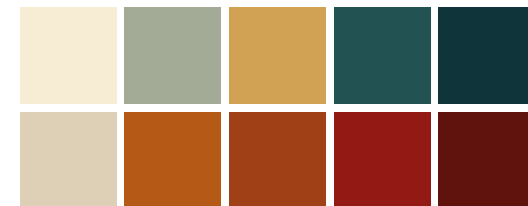
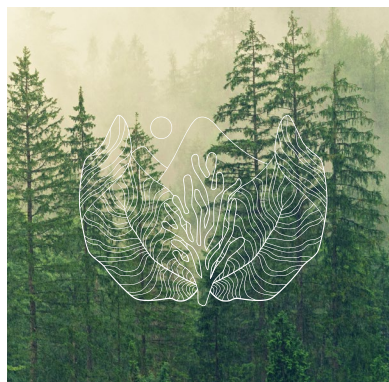


HOLOSCENE BRANDING

I was approached to create a brand identity for a company called Holoscene. They wanted something natural and friendly to the environment. The logo was designed to embody the sea, earth and sky.

I kept to an earthy colour palette and created various patterns from the logo elements.

The Holocene is the name given to the last 11,700 years of the Earth's history — the time since the end of the last major glacial epoch, or "ice age."





MANTALK REBRAND

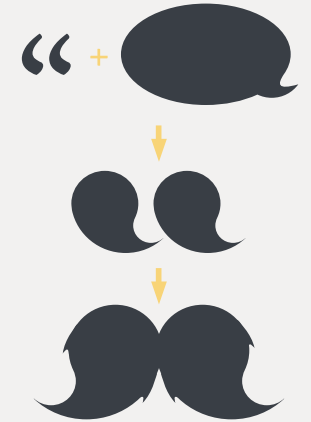
I was given a brief to rebrand a company called Mantalk. They had an outdated image and needed something more current and eye-catching.

I came up with the concept of the logo after looking into the word “talking” and how that could be linked specifically to men. You can see the journey of exploration to the right, using speech marks and the shape of a moustache.

The owners were avid football fans, so I emulated an emblem to incorporate their passion. The following pages show how the new brand would translate across social, posters and podcast.

www.man-talk.co.uk/


Rebranding / Marketing



MANTALK

Altheas Regular

ARIAL BLACK (TRK-50)



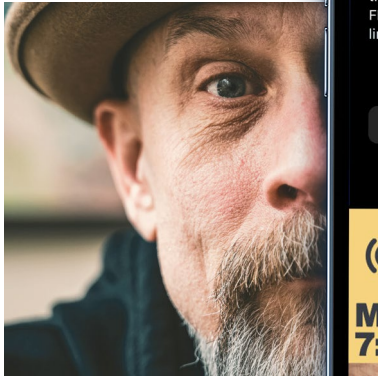
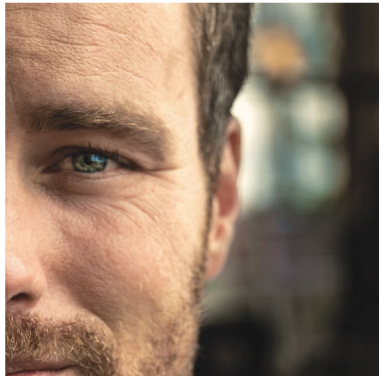
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas in sagittis enim. Mauris at convallis nibh.

MON Live Podcast
7:00PM



YOUR MAN POWER IS YOUR VOICE

Men aged 45 – 49 still have the highest rate of suicides. The suicide rate increased for this group in 2018



MAN TALK

Men aged 45 – 49 still have the highest rate of suicides. The suicide rate increased for this group in 2018

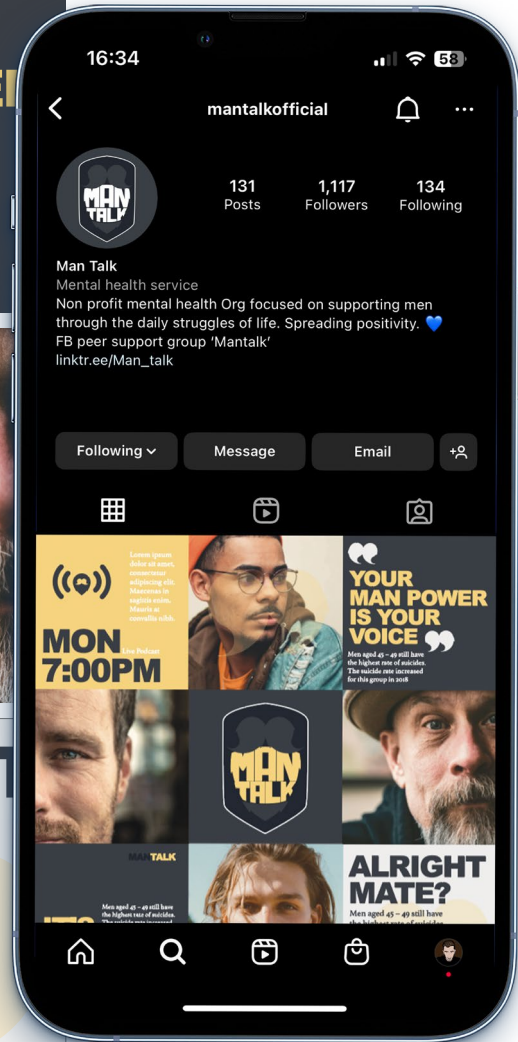
IT'S OK NOT TO BE OK

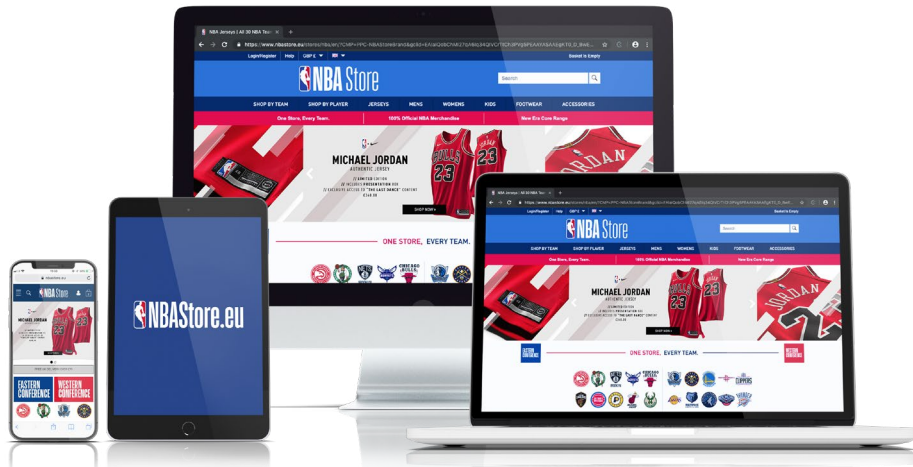


ALRIGHT MATE?

Men aged 45 – 49 still have the highest rate of suicides. The suicide rate increased for this group in 2018

MAN TALK





MICHAEL JORDAN AUTHENTIC JERSEY

After receiving images of the jersey from Nike, I created accompanying artwork to promote the jersey and its unique selling points.

Various digital assets were created and used across multiple e-commerce channels nationally.

www.nbastore.eu




MICHAEL JORDAN

AUTHENTIC JERSEY

// LIMITED EDITION
 // INCLUDES PRESENTATION BOX
 // EXCLUSIVE ACCESS TO "THE LAST DANCE" CONTENT
 £340.00

SHOP NOW ▶



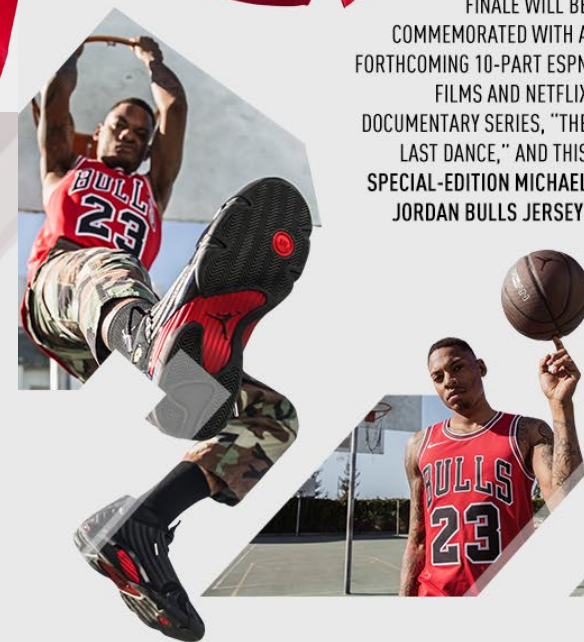
TWENTY YEARS AFTER THE LAST SHOT, MJ'S CHICAGO FINALE WILL BE COMMEMORATED WITH A FORTHCOMING 10-PART ESPN FILMS AND NETFLIX DOCUMENTARY SERIES, "THE LAST DANCE," AND THIS SPECIAL-EDITION MICHAEL JORDAN BULLS JERSEY.



MICHAEL JORDAN

AUTHENTIC JERSEY

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 "THE LAST DANCE" CONTENT
 £340.00



EACH JERSEY IS EQUIPPED WITH NIKECONNECT





IDENTITY DESIGN

Please find a small sample of logos above and a little more about each below:

- **The Big Cheese** - The Big Cheese is a charity dedicated to raising money to help people take part in the sport of Basketball.
- **Mantalk** - A non-profit Mental Health Organisation, focused on supporting men through the daily struggles of life.
- **Logo Concept** - A concept I illustrated for a lodge rental / adventure / travel company.
- **Kream Lounge** - Kream Lounge is a dessert / shisha lounge.

See www.zohaibmohammed.com for more logo designs

NBA EU CHRISTMAS ART DIRECTION

Every year Christmas is one of the most profitable months for retail stores. NBA EU needed a concept for the big Christmas push and I was tasked with solving this.

A photoshoot was needed which I spearheaded and art directed. Model selection was also a part of the process.

I pitched a black and gold theme that suited the NBA style of branding which achieved NBA EU approval.

www.nbastore.eu



PRODUCT LAYDOWN

Aside from the model shoot, I also needed to create a product photoshoot. I thought a slightly angled camera-position with a soft spotlight would highlight our products well and draw in the attention of the customer.

This aligned with the overall look of the model shoot, mastered using accessories and the same colour palette.

www.nbastore.eu





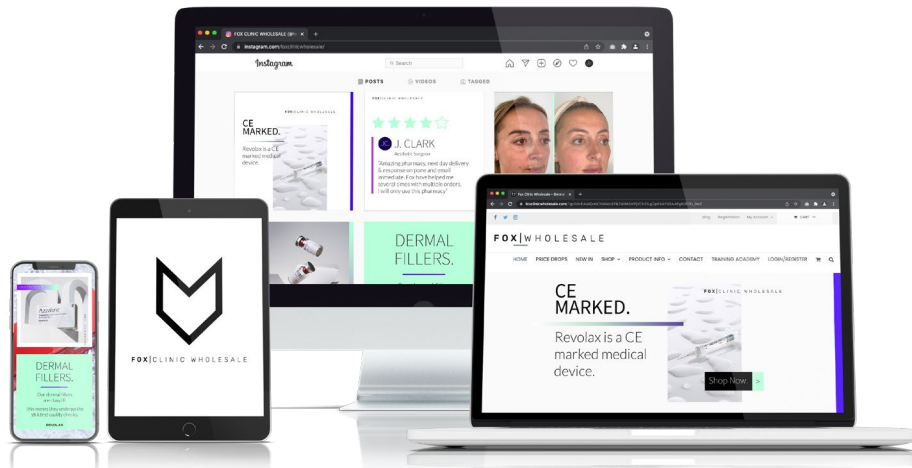
It's all in the details...



NFL ILLUSTRATIONS

NFL Shop Europe needed player illustrations to push the sales of the top selling player jerseys for the playoffs through social channels. I was tasked with creating these illustrations. They were received extremely positively and the decision was made to create these illustrations each month.

www.europe2.nflshop.com/en/



FOX CLINIC NEW LOOK & FEEL

Fox Group were keen to refresh the branding for Fox Clinic Wholesale (FCW). They had several accounts that all had a similar look and feel. The problem was that FCW used creative assets from other accounts which didn't allow it to stand out independently.

www.foxclinicwholesale.com/





DERMAL FILLERS.

Our dermal fillers are class III.

This means they undergo the strictest quality checks.

REVOLAX



★ ★ ★ ★ ★

JC. J. CLARK
Aesthetic Surgeon

"Amazing pharmacy, next day delivery & response on phone and email immediate. Fox have helped me several times with multiple orders. I will only use this pharmacy"

ARE YOU READY FOR BANK HOLIDAY?

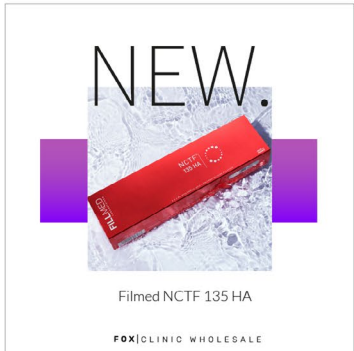
Make sure to order your products in time!

07/09/22

FILLERS • SKIN BOOSTERS • MESOTHERAPY • SKIN BOOSTERS • CHEMICAL PEELS

FCW.

...AND MORE



STOCK YOUR CLINIC.

- Dermal Fillers
- Skin Boosters
- Dat Dissolvers
- Toxins



HORTONTECH COMPANY PROFILE

HortonTech is an office space design company based in Dubai. They needed a Company Profile to raise awareness and to showcase their abilities to prospective clients.

www.hortontech.com






COFFEE CENTRAL BRAND MANUAL


Coffee Central is a Dubai-based coffee shop that needed a Brand Manual to distribute to designers.


I was in close contact with the owners and we collaborated to create this document that outlined exactly what guidelines to adhere to when creating any artwork relating to Coffee Central.




THANK YOU

 @zomohammed

 @michelangelzo

 @michelangelzo

 www.zohaibmohammed.com