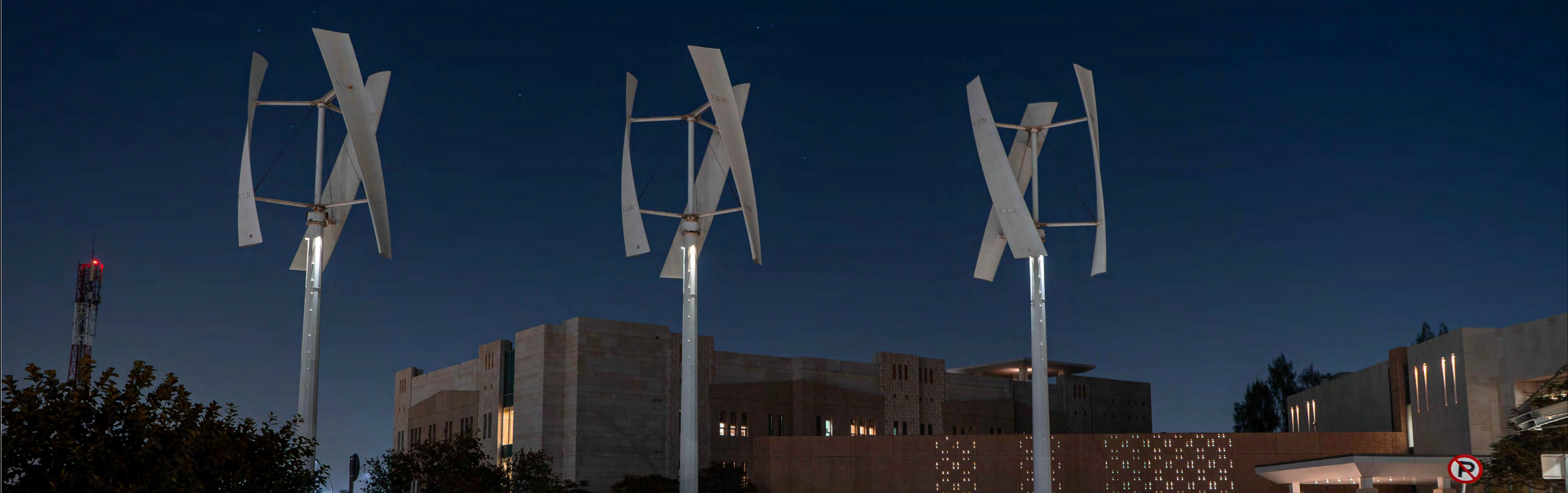


Branding | Advertising | UI/UX

safinhasan.com

2025

Design Portfolio



Hello! I am Safin Hasan

BSc. in Communications
Major: Media Industries and Technology

Northwestern University


I'm a visual designer and communications specialist based in Qatar, working at the intersection of design, strategy, and storytelling. My background spans advertising agencies, institutional comms, and freelance projects, with work ranging from campaign design and brand identity to internal systems and multimedia production.


Currently, I support creative and communications projects at Northwestern Qatar, where I manage everything from visual branding and digital assets to cross-department coordination and content workflows. Prior to this, I contributed to campaigns for brands like BMW, Qatar Tourism, and QNB during my time with firms like Ogilvy, Grey, and Alfardan.

I aim to create work that is purposeful before it's beautiful, functionality over aesthetics

In-house project
Northwestern Qatar

YOU + Northwestern





Common App

Apply Today

Early Action

November 15, 2024

Regular Decision

January 15, 2025

Transfer Deadline

March 15, 2025

qatar.northwestern.edu/admissions

Northwestern | QATAR


Take a Northwestern Direction

Study communication and journalism at a top-ranking global university.

Apply now!



Northwestern | QATAR



Take a Northwestern Direction

Study at a top-ranking U.S university closer to home.

Northwestern | QATAR

Apply now!

Admissions Campaign Visuals

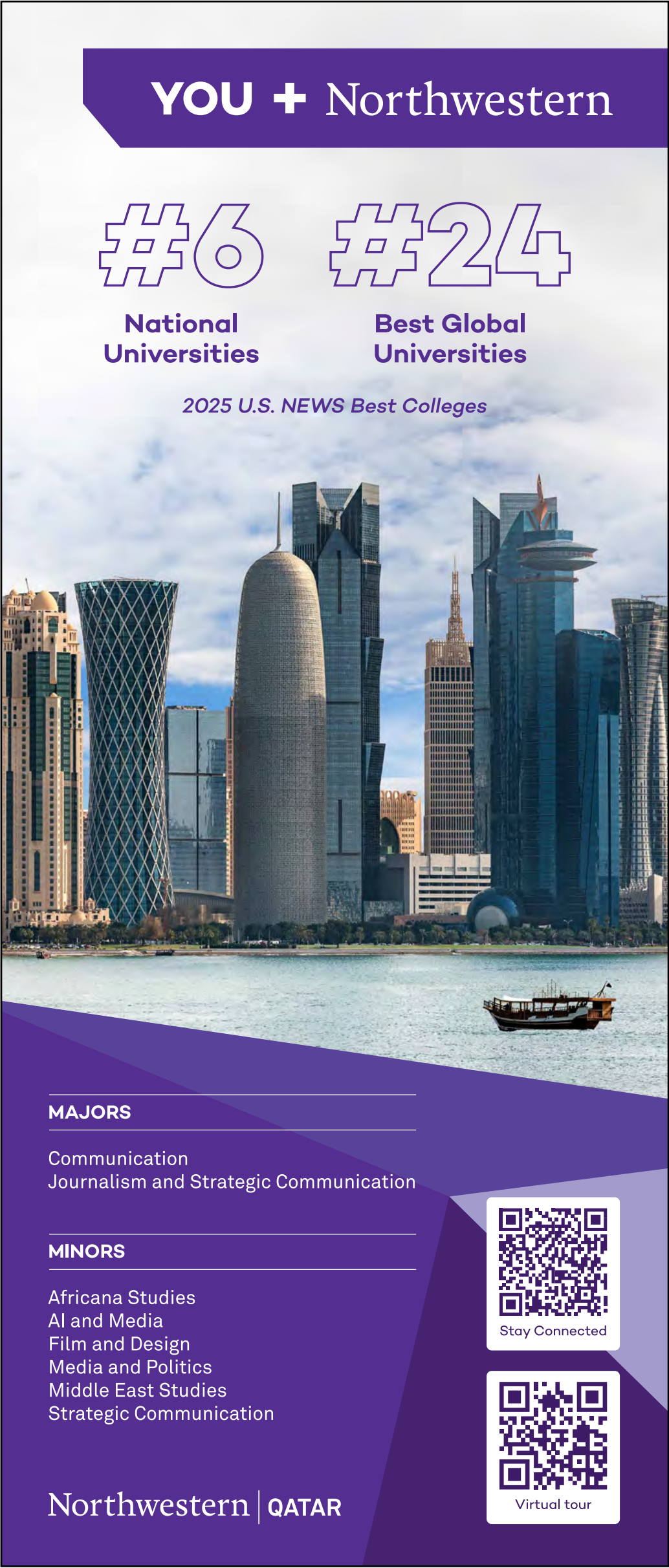
Designed multiple admissions assets for print and digital, including You + Northwestern and Take a Northwestern Direction campaign variants. Used across banners, brochures, and marketing channels.

In-house project
Northwestern Qatar



Admissions Campaign Visuals

Key visual design for the You + Northwestern admissions campaign. Applied across print and digital touchpoints including banners, brochures, newspaper ads, and marketing assets.



Commissioned project
Client — Qutors



Key Visuals for Launch and Campaign

Campaign and brand visuals for an educational organization based in Education City. Created all illustrations and led communication strategy, website planning, and digital marketing rollout across platforms.

Agency — Alfardan IHA
Client — Alfardan Group



Ramadan Greeting Visuals

Developed visual concepts for a corporate Ramadan campaign.
Designed two key variations balancing tradition and brand tone,
tailored for digital and internal distribution.

Agency — GREY



Key Visual Illustration

Initial concept artwork for Wakamaru, a waterpark brand developed while at Grey. Fully hand-drawn and illustrated, this piece set the tone for the park's future branding, from mascots to merchandise. Originally created as a themed wallpaper for pre-launch.

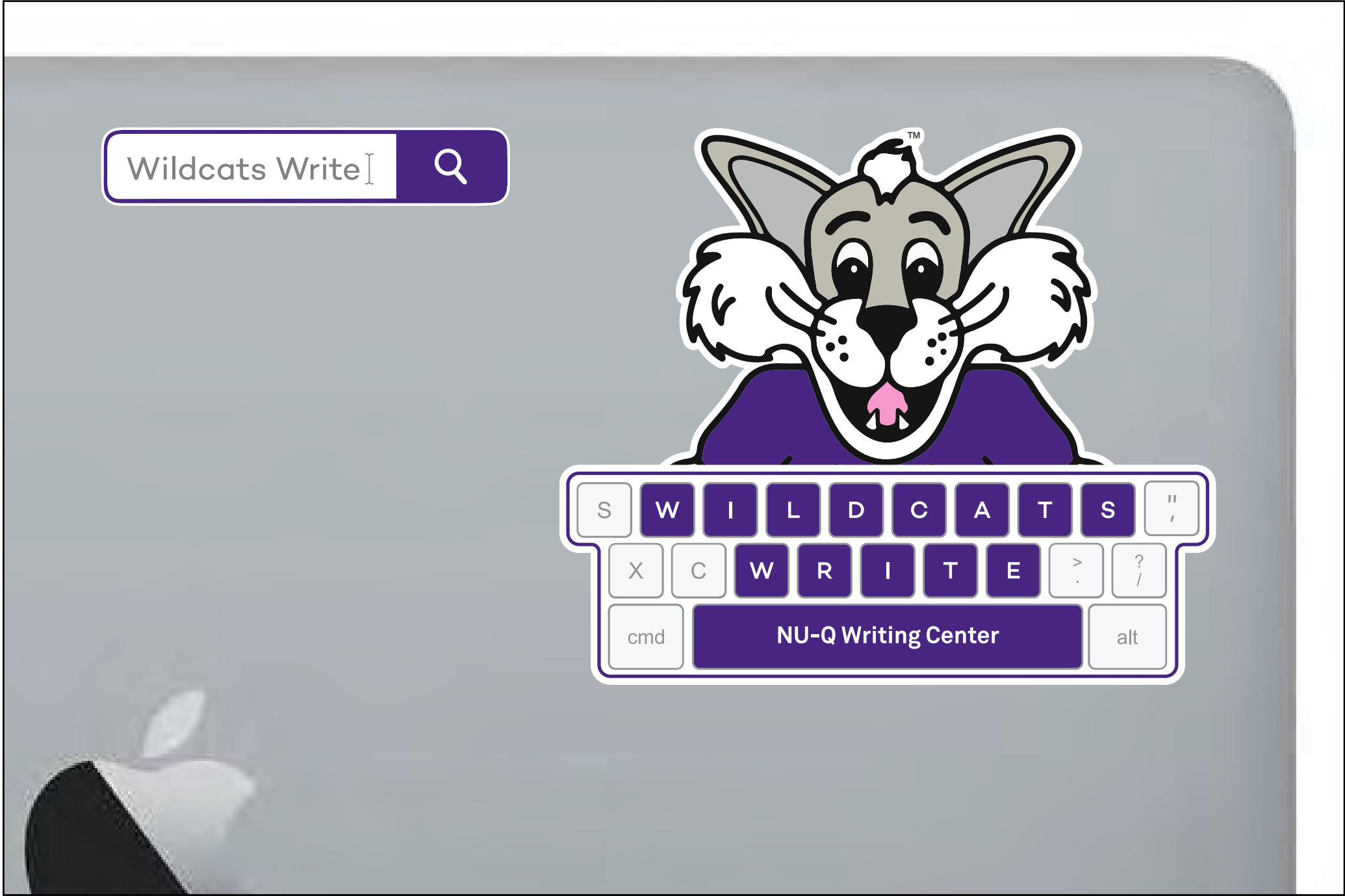
In-house project
Northwestern Qatar



Greeting Card Designs

Greeting cards for internal and external stakeholders, balancing NU-Q’s traditional brand tone with expressive cutouts for an interactive unfolding experience.

In-house project
Northwestern Qatar



Branded Giveaways

Branded giveaways for campus engagement. Designed bookmarks and stickers that blend institutional identity with playful visual cues, including QR-linked touchpoints and use of mascot in messaging.

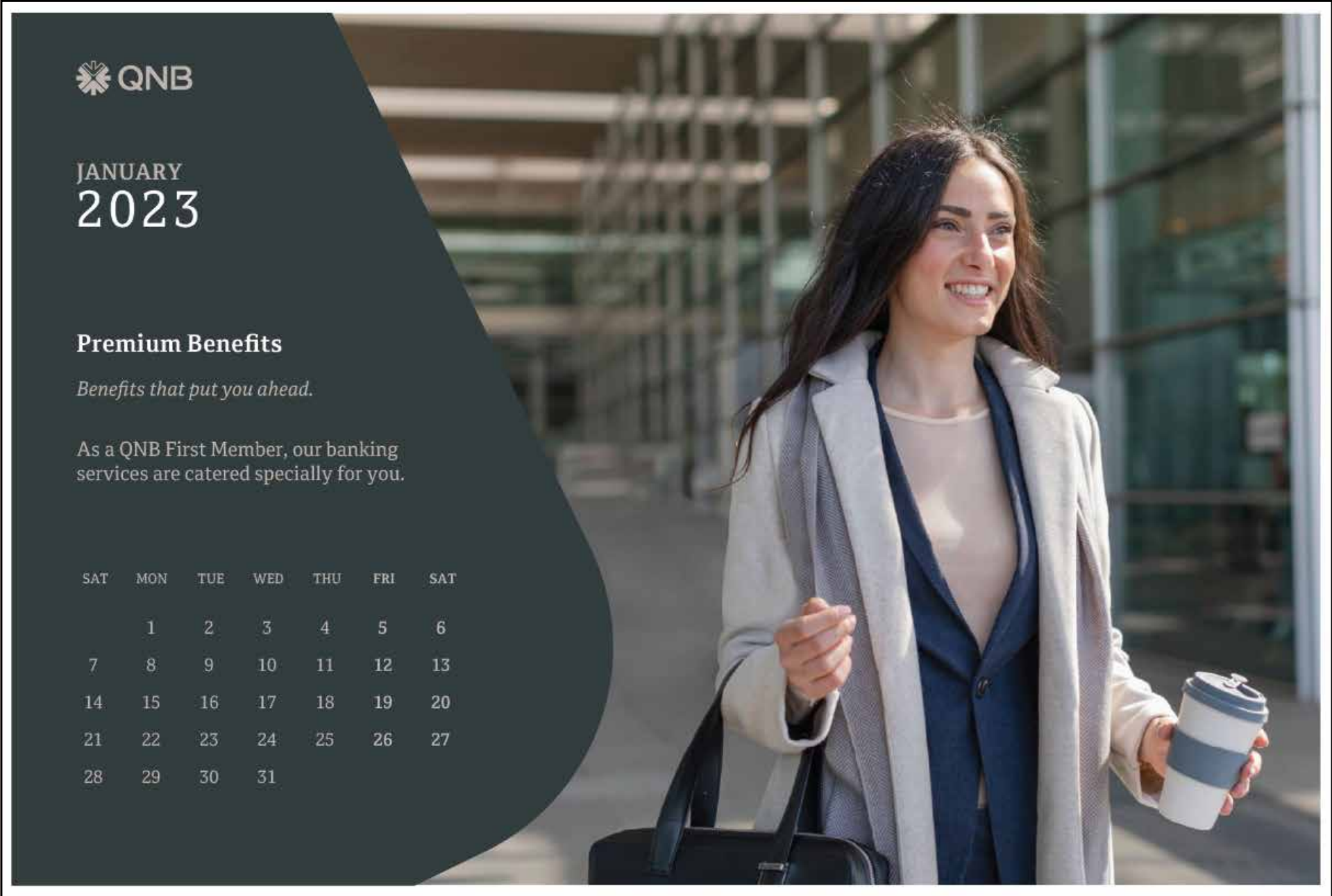
In-house project
Northwestern Qatar



Custom Campus Tote Bag

Developed from concept to production. Led art direction with freelance illustrator, merchandise design including material and construction. Part of broader campaign to increase visibility, design customized to reflect student life and NU-Q identity..

Agency — Ogilvy
Client — QNB



Calendar and KV Design

Designed key visuals for two distinct QNB projects: an internal campaign focused on employee recognition and benefits, and a premium member calendar developed for external distribution. Each slide was tailored to audience with editorial design.



Modular Lightbox Panels

Designed for NU-Q's newsroom. Inspired by the university's Arabic calligraphy logo, each unique abstract piece functions as a standalone or in combination. The design reinforces brand identity while staying subtle to not overpower on-air visuals or people.

In-house project
Northwestern Qatar



In-house project
Northwestern Qatar



VIP Gift Box


Custom gift box developed for the Dean’s Office to honor important guests. Handcrafted wood, velvet interior, and silver foil detailing, housing locally sourced dates. Subtle references to NU-Q branding embedded throughout to maintain sophistication without overt institutional presence.

In-house project
Northwestern Qatar

Northwestern | QATAR

Elevate Your Teaching Experience

Welcome to a new semester full of opportunities! We're dedicated to providing you with the resources and support needed to bring out the best in your teaching.




Customized Support

Discover educational technology tools and techniques to enrich your teaching and increase student engagement.


Interactive Discussions

Engage in conversations with your peers designed to inspire your teaching approach and provide different perspectives.

READY TO BEGIN?



Join our Canvas community to explore and share innovative teaching ideas and resources!



Teaching & Learning Services catalog on SharePoint. (login required)

Contact
IT Help Desk
+974 4454 5150
helpdesk@qatar.northwestern.edu



Book a consultation to discuss your specific needs.

Faculty Handouts

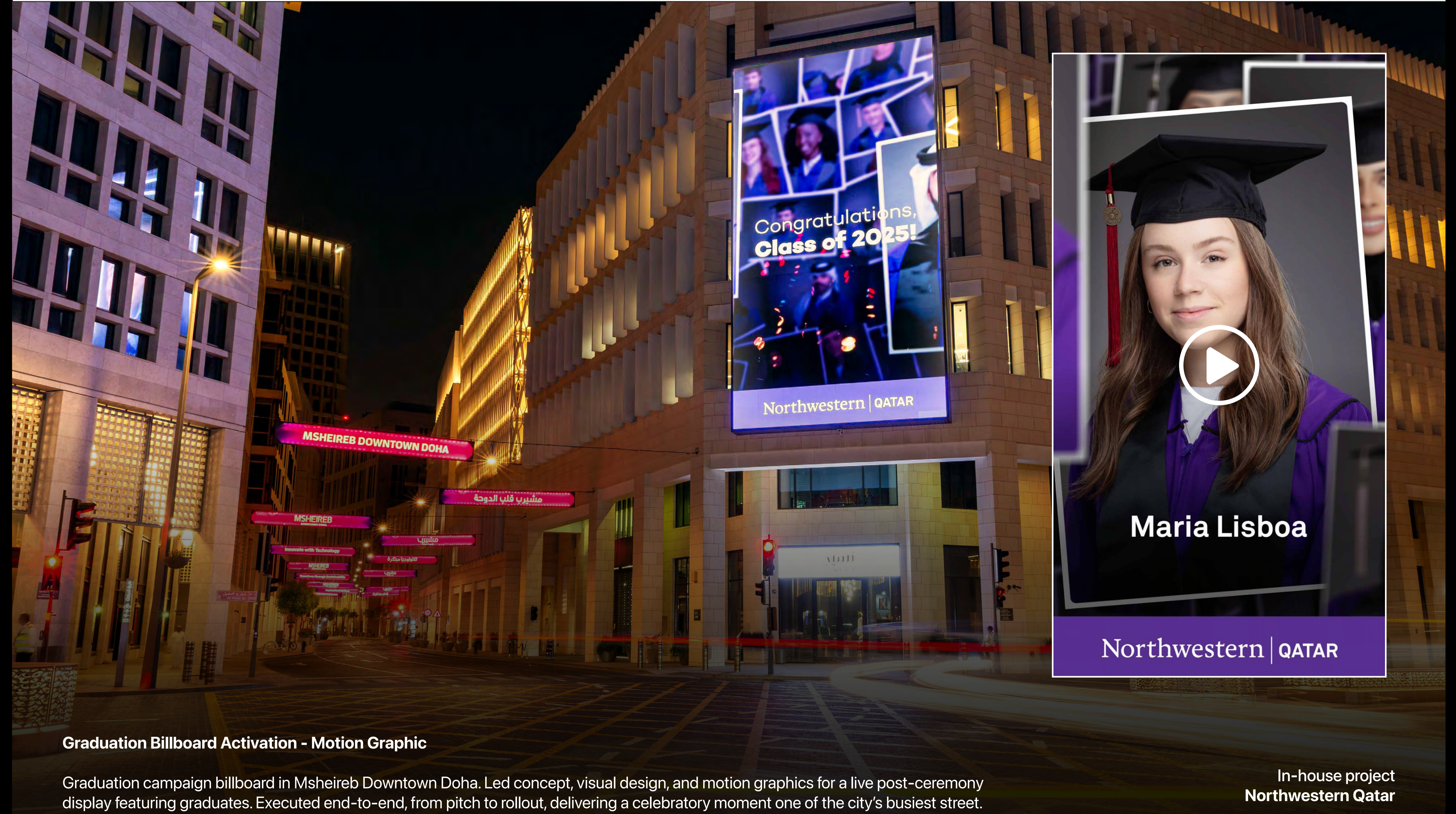
Introducing available teaching resources, consultation services, and tech tools. Includes QR shortcuts for direct access and support.

Agency — Alfardan IHA
Client — Safwa



Packaging Design

Date packaging for Safwa Farm, developed for retail display across multiple product lines.



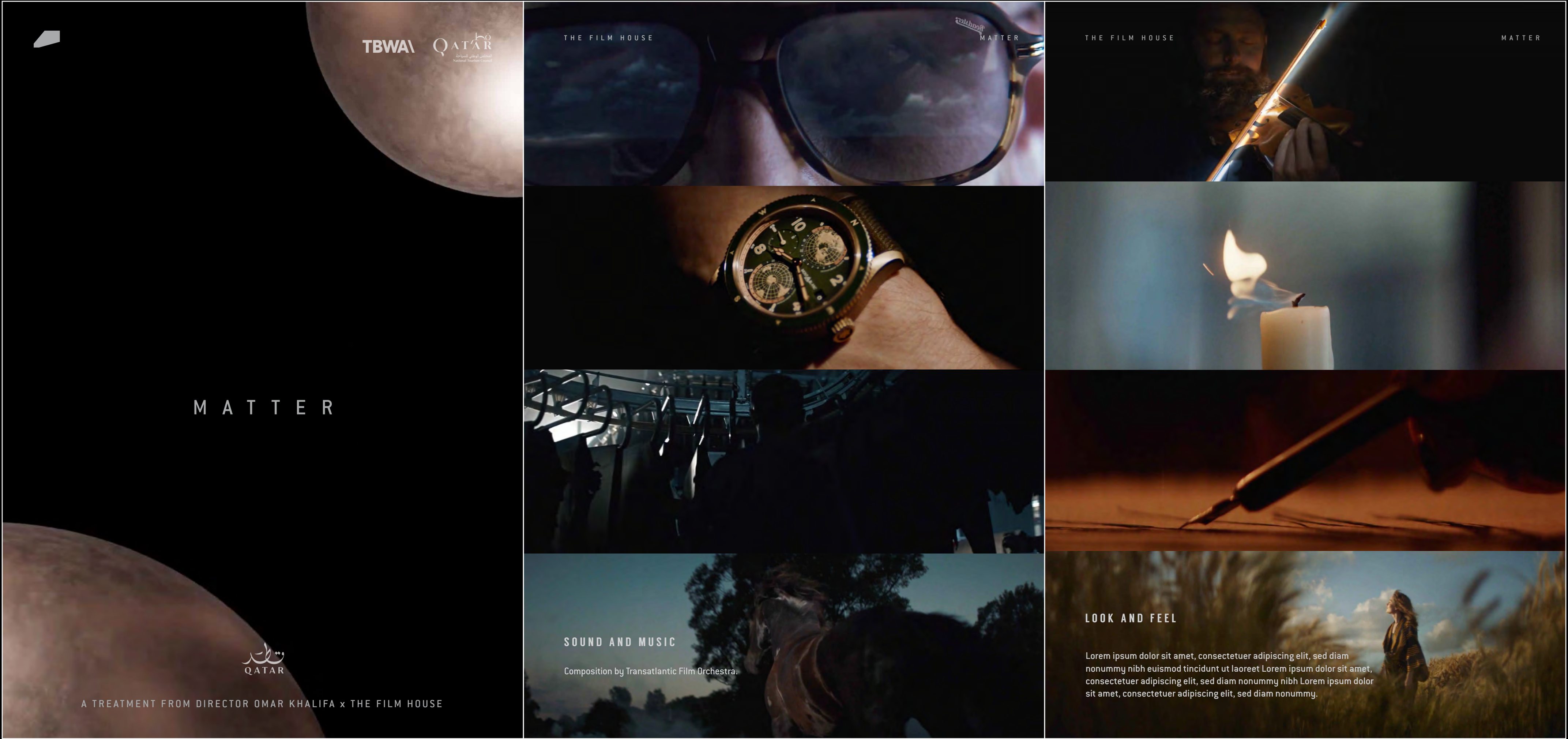
Graduation Billboard Activation - Motion Graphic

Graduation campaign billboard in Msheireb Downtown Doha. Led concept, visual design, and motion graphics for a live post-ceremony display featuring graduates. Executed end-to-end, from pitch to rollout, delivering a celebratory moment one of the city's busiest street.

In-house project
Northwestern Qatar



Freelance project
Client — The Film House



Visual treatment for a production pitch by The Film House. Designed to communicate tone, mood, and direction ahead of client approval.

Agency — Alfardan IHA
Client — Alfardan Group



KV conceptualization and Motion Graphics

Developed key visuals and animation for a corporate Women’s Day campaign, from initial concept to final delivery.

Agency — **Ogilvy**



Eid Greeting Visuals

Led concept, illustration, and storyboarding for Ogilvy’s Eid motion graphic. Collaborated with a motion designer to bring the piece to life across social and email platforms.

safinhasan.com

+974 7033 6256
safin1136@outlook.com