



## COMPANY PROFILE

Est. 2016

2026



## Unlocking your digital potential

Guided for over a decade by a philosophy of passion, intelligence, and brand-first thinking, our company acts as a dedicated launchpad for entrepreneurial dreams. We empower our talented team with creative freedom to build intelligent digital solutions, positioning ourselves as a trusted, forward-thinking partner dedicated to turning your vision into a lasting reality.

# SWiRA DESIGNS Ltd.

Our creative software house was founded on a simple philosophy: be passionate, be smart, and always prioritize the brand. We built a team that shares this vision, giving them the freedom to think and create without limits. For over a decade, we've been doing what we love every day: solving problems with crafted, intelligent solutions that meet our high standards. This approach has earned us multiple awards for our creativity and a reputation for excellence.



From our Egypt-based operations hub, we serve 100s of clients worldwide, helping boost project efficiency by up to 120%. Our team of 30+ technology and market consultants acts as a trusted digital transformation partner, delivering tailored solutions for governments, corporations, and startups. As an Egyptian L.L.C. and ISO-certified, we back our commitment to quality with expert accreditations and our role as a service provider to the EBRD.



Years



Projects



Clients



Engineers



Consultants



Countries



Experiences

# Success Partners



## Governments & Organizations

- Ministry of Trade and Industry
- Export Development Authority
- Ministry of Youth and Sports
- Ministry of Culture
- King Saudi University
- United Nations – MENA
- GSK plc
- Honda (Al-Futtaim Group)
- Wadi Degla Club

## Overseas Companies

- Symons Transport and Energy
- Global Stainless Steel
- PML - Electronic Solutions
- Bremner Music (sshhMute)
- INELI - IMENA
- Autoliv - Automotive Safety
- MAO UAE - Fruit Juice
- PINTADERA – Luxury Tailor
- Proc Global - UK

## MENA Companies

- iSON “Wasla Outsourcing”
- Alfa Electronics
- RDI – Technologies
- Pie Technology
- Fakieh University Hospital
- Art Heritage
- Embark KSA
- Dura EPI
- Nile Taxi

*And more than a hundred satisfied others.*

# Brand Story



Ref.1: [whc.unesco.org/en/list/753](http://whc.unesco.org/en/list/753)

Our ethos is deeply rooted in our very name, which comes from Essaouira<sup>1</sup>, our ancestors' homeland. Known as a historic crossroads of cultures and a haven for artists, music, and free spirits, *"That same energy flows through everything we create"*, giving our team the freedom to think and create without limits. For over a decade, this approach has allowed us to solve problems with crafted, intelligent solutions.

Our philosophy is embodied by our logo, which is inspired by an alien; its oversized shape symbolizes our *"Futuristic vision, curious, and unafraid to see beyond the ordinary"*. It reminds us to explore, imagine, and *"Design with possibility in mind"*. This unique combination of honoring our creative roots and our vision for the future defines our role as a trusted digital transformation partner, passionate about helping entrepreneurs realize their dreams.

# Values



## Professional Creativity

Generating new ideas, concepts, and solutions through imaginative thinking and problem-solving. It fuels innovation and artistic expression, while reflecting expertise, ethical standards, and a commitment to excellence.



## Unique Originality

The power to transform vision into something new and unmatched. It's the force that brings freshness into every idea, ensuring that each creation is distinctive, authentic, and stands beyond comparison. It is the quality that makes a mark, one that others recognize but cannot imitate.



## Impact Power

Signifies a significant or marked effect or influence. It describes the power or force of a business to produce a noticeable change or result. It suggests a substantial and often lasting effect on individuals, organizations, or systems.



## Trusted Clarity

The quality of being easily understood and free from ambiguity or confusion signifies precision, transparency, intelligibility, & clear communication. It ensures that information is readily accessible and comprehensible. It represents a firm belief in reliability, integrity, and competence.

# Mission

Harness the creativity of digital evolution  
to support the business's growth.

# Vision

Emerging as a creative technology hub  
for businesses, startups, and entrepreneurs.

# Solutions



## Digital Transformation

In today's digital landscape, transformation is crucial. SWiRA DESIGNS offers Digital Transformation as a Service (DTaaS), a comprehensive solution for modernizing your business. We take care of everything from strategy to ongoing support, so that you can concentrate on growth.

[Learn more ...](#)



## Media and Marketing

Unlock your brand's full potential with our integrated branding, advertising, and marketing services. SWiRA DESIGNS builds impactful brands, drives results with strategic advertising, and connects with your brand audience through compelling marketing.

[Learn more ...](#)



## Consulting and Audit

Digital success demands strategic planning and robust infrastructure. SWiRA DESIGNS offers tailored consulting and audit solutions to guide you through your digital transformation journey, ensuring seamless integration, optimal performance, and sustainable growth.

[Learn more ...](#)

# Solutions

## Digital Transformation

In today's digital landscape, transformation is crucial. SWiRA DESiGNS offers Digital Transformation as a Service (DTaaS), a comprehensive solution for modernizing your business. We take care of everything from strategy to ongoing support, so that you can concentrate on growth.

## Capabilities

- Strategic roadmaps through a tailored plan to meet your business goals
- Technology implementation with expert deployment of cloud, AI, and data solutions
- Process optimization and streamlining workflows for increased efficiency
- Data-driven insights for actionable analytics for informed decisions
- Change management involves a seamless adoption of new technologies
- Continuous support through ongoing maintenance and optimization

## Key Benefits

- Lower costs and quicker results
- Professional guidance and greater agility
- Improved customer experiences and enhanced efficiency

Learn more about digital transformation [case studies](#),

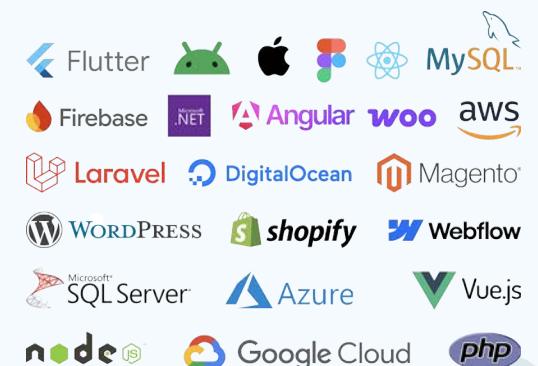
Check out our comprehensive [product range](#), and [contact us](#) for more information.



## Services

- Artificial Intelligence
- Mobile development
- Web development
- Custom Software Development
- Cross-platform development
- Legacy modernization
- Solution Architecture
- ERP and CRM Systems
- UI/UX Design
- CMS-based development
- Startups and MVPs

## Technologies



# Solutions

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### Capabilities

- Craft unique brand identities, from strategy to visual design, ensuring consistent messaging across all platforms
- Create targeted campaigns (digital and traditional) that deliver measurable results and reach your ideal customer
- Develop engaging content, social media strategies, and email campaigns to build relationships and drive growth

### Key Benefits

- Creative Excellence
- Strategic, Data-Driven Approach
- Collaborative Partnerships
- Comprehensive Solutions

Learn more about media and marketing [case studies](#), and [contact us](#) for more information.



### Services

- Naming
- Brand Strategy
- Branding Design
- Logo Design
- Company Profile
- Stationery and Packaging
- Digital and Social Ads
- Animation and Motions
- Experiential Design
- Iconography and Infographics
- Illustration and In-Store Graphics
- Outdoor and Print Ads
- Events Production

### Technologies



# Solutions

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Digital success demands strategic planning and robust infrastructure. SWiRA DESiGNS offers tailored consulting and audit solutions to guide you through your digital transformation journey, ensuring seamless integration, optimal performance, and sustainable growth.

### Capabilities

- Digital Strategy Customized by roadmaps and goal alignment
- IT Audit through Infrastructure analysis, security checks, and optimization
- Process Optimization through Workflow Streamlining and Automation
- Risk & Compliance for Data security and regulatory adherence
- Data Insights for Informed Decision-Making

### Key Benefits

- Expert consultants
- Tailored solutions
- Results-driven approach
- Client-Centric Focus

Learn more about consultation and audit [case studies](#), and [contact us](#) for more information.



### Services

- Brand Audits
- Voice and tone
- Copywriting and UX Audits
- Content Mapping and Models
- Communications strategy
- Information Architecture
- Modular Content
- Persona Development
- Competitive Analyses
- User, A/B, and Tree testing
- Design Systems Audit
- User flow diagrams

### Technologies



# Products



## eCommerce and eBusiness

Our ready-made comprehensive SaaS products empower you to create stunning online stores, streamline operations through automation and secure payment integrations, and drive sales. We facilitate scalable growth by integrating with multiple channels and providing robust analytics, all on a safe, reliable platform, enabling you to expand your digital footprint.

[Learn more ...](#)



## eLearning and Education

We offer a powerful product for modern education by enabling engaging content creation, streamlining administration, and enhancing learning outcomes through tools for virtual classrooms, personalized learning paths, and analytics, expanding access, improving quality, and fostering a dynamic learning environment that adapts to evolving needs.

[Learn more ...](#)



## Digitalization and Automation

Our magical products streamline business operations by automating tasks, digitizing workflows, and leveraging AI for data-driven insights. We empower businesses to increase productivity, improve scalability, and enhance customer experience through intelligent automation, ultimately driving growth and innovation in the digital landscape.

[Learn more ...](#)

# Products

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### Key Features

- Inventory and Order Management
- Payment Gateway and API Integrations
- SEO Optimization and CRM Integration
- Marketing Automation and Analytics Reporting
- Mobile Responsiveness and Scalable Infrastructure

### Key Benefits

- Build a strong online store.
- Improve efficiency and operate with confidence.
- Increase sales and grow your business.

Learn more about our eCommerce and eBusiness products [case studies](#), and [contact us](#) for personalized consultation.



### Applications



**Pegasus**  
Ultimate eCommerce



**Lynx**  
Professional eCommerce



**Bison**  
Startup eCommerce



### Industries

Fashion and Apparel, Food and Beverage, Electronics, Home Goods and Furniture, Beauty, Pharma, Healthcare, Automotive, Real Estate, Software and Hardware, Bookstore, and Downloads.

[Contact us](#) for more details

# Products

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### Key Features

- Create engaging and interactive content.
- Streamline educational administration and expand access and reach
- Enhance learning outcomes and improve educational quality

### Key Benefits

- Learning Management System (LMS)
- Interactive content creation tools for personalized learning paths
- Virtual classroom and collaboration tools
- Progress tracking, analytics, and secure user management
- Mobile learning compatibility and API Integrations
- Automated grading and reporting

Learn more about our eLearning and Education products [case studies](#), and [contact us](#) for personalized consultation.



### Applications

**Ursus**  
Academy LMS

**Jubatus**  
Education Center LMS

**Maximus**  
Mentor/ Teacher LMS



### Industries

Education, Corporate Training, Nonprofit Organizations, Professional Development and Certification, Creative Arts and Hobbies, Technology, and any industry requiring compliance training.

[Contact us](#) for more details.

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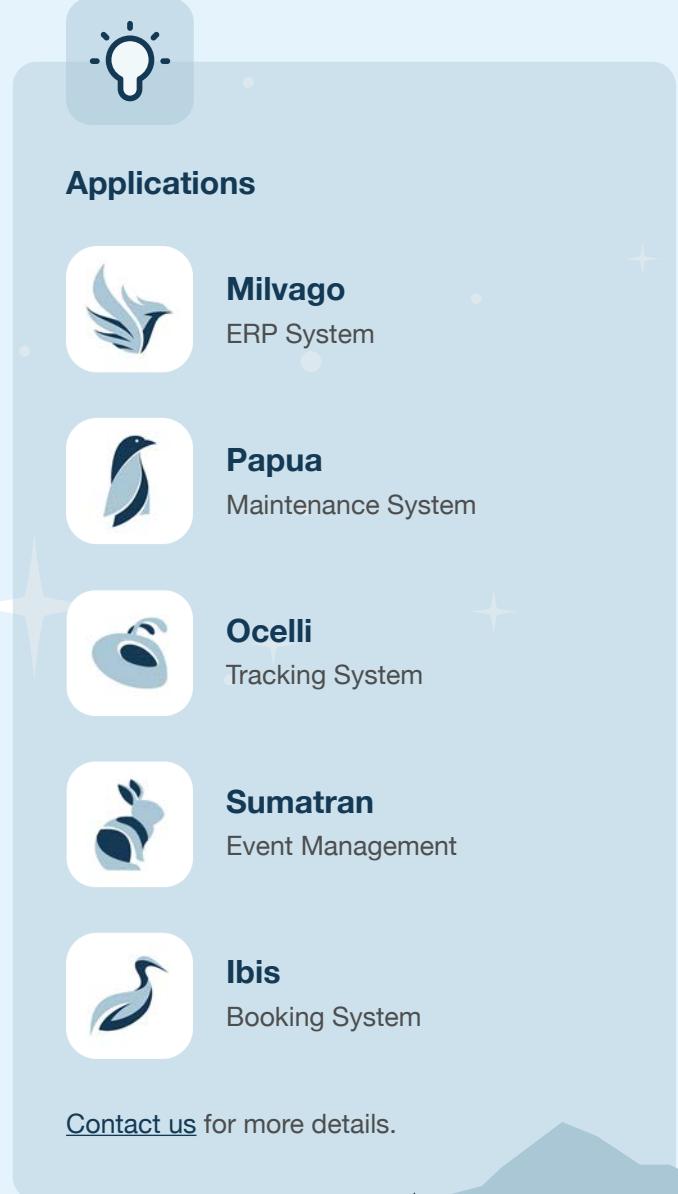
### Key Features

- Automate repetitive tasks and digitize workflows.
- Optimize operations to enhance productivity
- Improve scalability, increase accuracy, and improve CX
- Implement AI and machine learning
- Integrate systems seamlessly and secure your data

### Key Benefits

- Robotic Process Automation (RPA) and Business Process Management (BPM)
- Data analytics, visualization, and workflow automation
- Cloud-Based solutions and API Integrations
- Document management and digitization

Learn more about our digitalization and automation products [case studies](#), and [contact us](#) for a personalized consultation.



**Applications**

- Milvago**  
ERP System
- Papua**  
Maintenance System
- Ocelli**  
Tracking System
- Sumatran**  
Event Management
- Ibis**  
Booking System

Contact us for more details.

# Case Studies



## Corporates

We empower governments and global enterprises with strategic digital solutions that solve complex challenges and drive measurable growth. Our portfolio ranges from modernizing national infrastructure for MTI and MSMEDA to executing critical sales campaigns for Honda and educational initiatives for the UN and GSK. Whether enhancing digital experiences for long-term partners like RDI or driving social change, we consistently deliver innovation that elevates brands and optimizes user experiences across diverse sectors.

[Learn more ...](#)



## Startups

SWiRA DESiGNS accelerates startup success by transforming concepts into scalable, award-winning digital businesses. Our diverse portfolio includes modernizing mobility with NileTaxi and the Aenny disability app in Saudi Arabia, and driving retail growth for brands like Be Cleopatra and Floria. From complex technical solutions like Ongineering's remote 3D tools to automate recruitment workflows with vHire, we empower startups to secure funding, win regional awards, and achieve sustainable market success.

[Learn more ...](#)



## Branding

We create distinctive brand identities that connect cultures and modernize industries worldwide. Our expertise includes unifying corporate assets for the UK's Proc Global and revitalizing the niche market for New Zealand's sshhMute. We have successfully blended heritage with luxury for brands like Nozol in the ME. Our work encompasses enabling international expansion for Scrub Right, modernizing industrial giants such as Dura EPI, and ensuring our strategic approach delivers a lasting, high-impact visual narrative for every brand.

[Learn more ...](#)

# MTI EXPO Portal



Ministry of Trade & Industry  
وزارة التجارة والصناعة

Sponsored by

## Egyptian Exportation Portal - Government

The Export Development Authority is an integrated entity that brings together all export stakeholders and is tasked with implementing the Ministry of Trade and Industry's strategy to increase Egyptian exports. It does this through electronic marketing, promotional missions, B2B meetings, specialized training, and technical support.

The Egyptian Ministry of Trade and Industry launched a national portal to support manufacturers, exporters, and investors. While the backend services and modules were already developed, the interface was outdated, difficult to navigate, and lacked a user-centric design.

SWiRA DESiGNS redesigned the entire UI/UX of the portal to deliver a seamless bilingual experience that works for diverse user groups. The new design ensures accessibility, cultural adaptability, and intuitive interaction across all modules.

## Features and Impact

- Advanced search modules by industrial zones, industry type, or location
- Location-based insights to help investors identify optimal factory sites based on proximity to raw materials, logistics, water sources, and skilled labor
- Bilingual interface to serve both local and international users
- Modernized navigation that eliminates user confusion and improves adoption

The result was a user-friendly digital gateway that empowers businesses to make informed decisions and supports Egypt's industrial and export growth.



# MTI Interactive Map



Ministry of Trade & Industry  
وزارة التجارة والصناعة

## Egyptian Industrial Investment Map - Government

Sponsored by

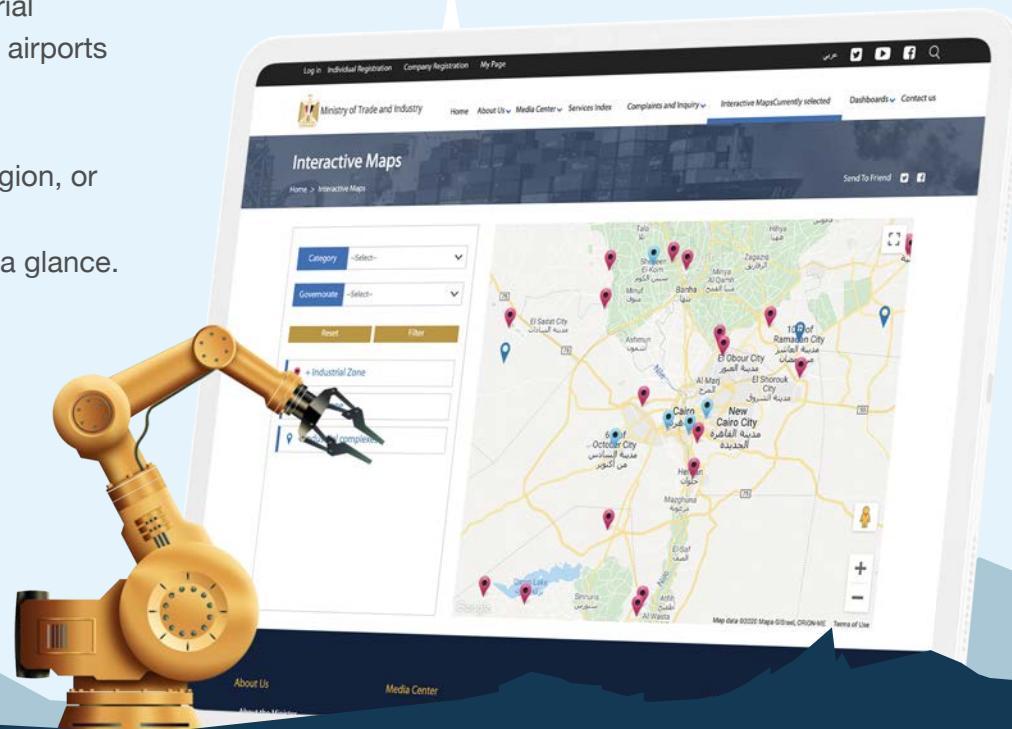
The Egyptian Ministry of Trade and Industry launched an interactive map designed to attract and support industrial investment. Built on Google Maps API, the platform provides a powerful visual tool that helps both local and international investors explore Egypt's industrial landscape and identify the most strategic locations for their businesses.

By organizing data into thematic layers, the map highlights over 27 industries and the key logistics that support them, enabling investors to make informed decisions about where to establish their factories and operations.

### Features and Impact

- Multi-layered industrial map displaying different industries across Egypt
- Location-based pins that showcase factories, raw material sources, and logistics hubs such as ports, railways, and airports
- Regional insights that reveal each governorate's leading industries in descending order of significance
- Intuitive filtering system to explore industries by type, region, or logistics needs
- Icons for each pin make the map easy to understand at a glance.

The Interactive Industrial Investment Map empowers investors to match their industrial projects with the correct location, workforce, and infrastructure, positioning Egypt as a competitive hub for global manufacturing.



# MSMEDA Platform

## MSMEDA Small Projects Platform - Government

Sponsored by



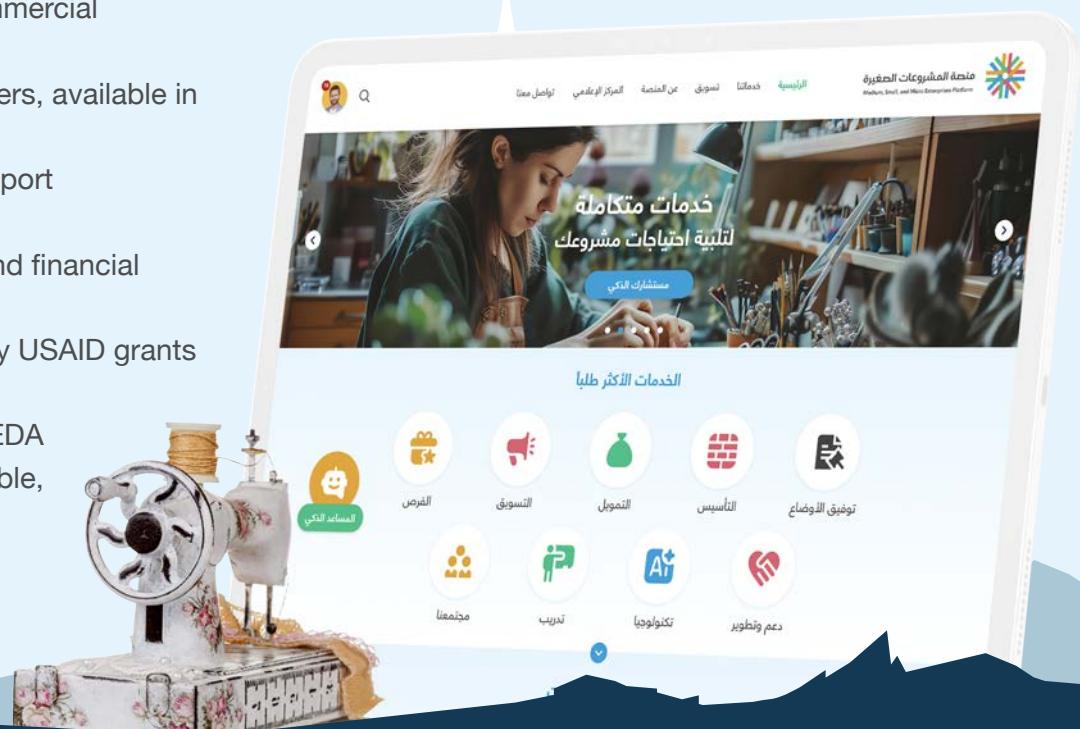
MSMEDA (Micro, Small, and Medium Enterprise Development Agency) is a non-profit initiative supported by USAID to formalize and empower Egypt's small businesses, the real backbone of the national economy. Many of these businesses, from small factories to family-owned workshops, have operated for decades without licenses, insurance, or export certification.

The MSMEDA SPP was designed as a simple, user-friendly platform that guides entrepreneurs through the complex process of legalization, licensing, and official registration, making it easier for small businesses to access funding, secure their workforce, and expand to international markets.

### Features and Impact

- End-to-end digital support for licensing, tax ID, commercial registration, and insurance
- Step-by-step guidance designed for low-literacy users, available in simple Arabic
- Tools for certification and accreditation to unlock export opportunities
- Accessible interface that simplifies complex legal and financial requirements
- Backed by the Ministry of Finance and supported by USAID grants

By digitizing and simplifying the bureaucratic journey, MSMEDA empowers small manufacturers to become official, sustainable, and globally competitive players in Egypt's economy.



# UN ESCWA Program

## UN ESCWA Gender Statistics Guide - Organization

Sponsored by



ESCWA aims to help member states use their shared language, culture, and aspirations to tackle transboundary challenges and achieve sustainable development. They launched a digital training program to challenge gender stereotypes and promote women's empowerment across Middle Eastern societies. The platform was designed to educate and sensitize communities on the importance of women's roles in leadership, governance, and non-traditional professions that are often underrepresented in the region's male-dominated culture.

The challenge was to build an intuitive interface that could both deliver educational content and evaluate users' understanding through interactive assessments. The ultimate goal is to equip participants with the knowledge and confidence to apply this awareness within their organizations and communities.

### Features and Impact

- Engaging UI/UX tailored for awareness campaigns and cultural training
- Interactive educational modules highlighting women's leadership and social contributions
- Integrated quizzes and assessments to measure learning outcomes
- Multilingual support to maximize regional accessibility
- A scalable structure that different UN programs across the Middle East can adopt

The result was a training platform that not only informed but also tested and reinforced cultural change, thereby accelerating women's integration into leadership and societal roles.



# GSK Learning SCORM

## GSK DPK Training SCORM - Organization

Powered by



GSK launched an educational program designed to train doctors across the Middle East on prescribing two newly developed active ingredients. While both ingredients deliver similar efficacy, each is recommended for different cases, making it crucial for doctors to know exactly when to prescribe which.

The program was structured into four learning units, each including interactive activities and regional challenges. For example, doctors in Cairo could compete against peers in the UAE through case-based quizzes, testing their ability to recommend the proper treatment for each scenario.

The main challenge we faced was the platform itself, which was built on Articulate Storyline and had limited interface capabilities. Despite these restrictions, we successfully delivered the full program by adapting to the platform's standards while ensuring seamless functionality.

## Features and Impact

- Train doctors across the Middle East.
- Engagement Methods
- Platform with limited interface capabilities
- Brand Compliance

At the same time, we applied GSK's full brand guidelines, making sure colors, layouts, typography, and icons aligned precisely with corporate standards. The result was a region-wide educational experience that was engaging, compliant, and delivered within a very tight timeline.



# IFLA - INELI MENA

## INELI MENA Re-Branding & Digitalization - Organization

IIFLA/INELI MENA is a regional organization dedicated to advancing library systems across the Arab world. Their mission: make knowledge more accessible through digitization and cross-country collaboration.

This project was not just about visuals; it was about enabling a cultural shift. By blending creative design with digital tools, we helped INELI MENA move closer to its mission of modernizing library services across the region.

Sponsored by



Our role was to create a unified brand identity for the initiative. We designed a new logo, developed a set of characters representing different countries, and built the whole visual system for their regional events, where library directors came together to share digitization practices. Beyond branding, we supported their digital vision. Annual reports and publications were converted into interactive e-books, published on platforms like Amazon Kindle, helping extend their reach globally and aligning with their digital-first strategy.



# Honda CR-V Campaign

## Social Media Campaign - Organization

A leader in the compact SUV class, the Honda CR-V stands out for its blend of practicality, refinement, and efficiency. This model year marked a significant update, making the advanced Honda Sensing safety suite standard on all trims.

With a newly standard 1.5-liter turbo engine and the debut of a highly efficient hybrid option, the Honda CR-V continued to offer a spacious, comfortable, and reliable package for families and commuters alike.

Powered by **HONDA**

During the COVID-19 pandemic, Honda faced a challenge with one of its SUV models. Due to lockdowns and reduced mobility, cars remained unsold in storage until late in the year, creating a stockpile. Our role was to design and execute a focused digital campaign to clear the remaining inventory. Within weeks, the stock was completely sold out, ahead of schedule. The result was a bold, customer-focused campaign that revitalized sales performance and helped Honda overcome one of its toughest market challenges.





## Football Members Platform UI/ UX - Organization

Powered by

Wadi Degla Sports Club embarked on a project to elevate the digital experience for its football members by upgrading their dedicated portal. The goal was to move beyond basic functionality to a fully personalized system where registered users could manage their athletic journey, tracking both upcoming fixtures and past match history. Crucially, the platform provided transparency into player roles, allowing members to instantly view their status for each game, whether selected as a starter, a substitute, or a reserve.

Our team was tasked with a comprehensive UI/UX redesign to align this functional depth with Wadi Degla's prestigious image. The primary challenge lay in the technical and aesthetic limitations of the existing ready-made platform, including rigid, predefined visual elements like specific design curves and crowns. We had to navigate these constraints to fully apply Wadi Degla's strict brand guidelines without breaking the underlying system.

## Features and Impact

- A complete redesign of the football members' platform interface to improve usability
- Enabled registered users to track their match history and view specific roles for every game
- Complete application of Wadi Degla's strict brand guidelines to ensure a professional corporate look
- Successfully adapted visual elements within a restricted, ready-made platform that had pre-existing design constraints.
- Transformed a generic platform into a branded, professional environment that aligns with the club's identity





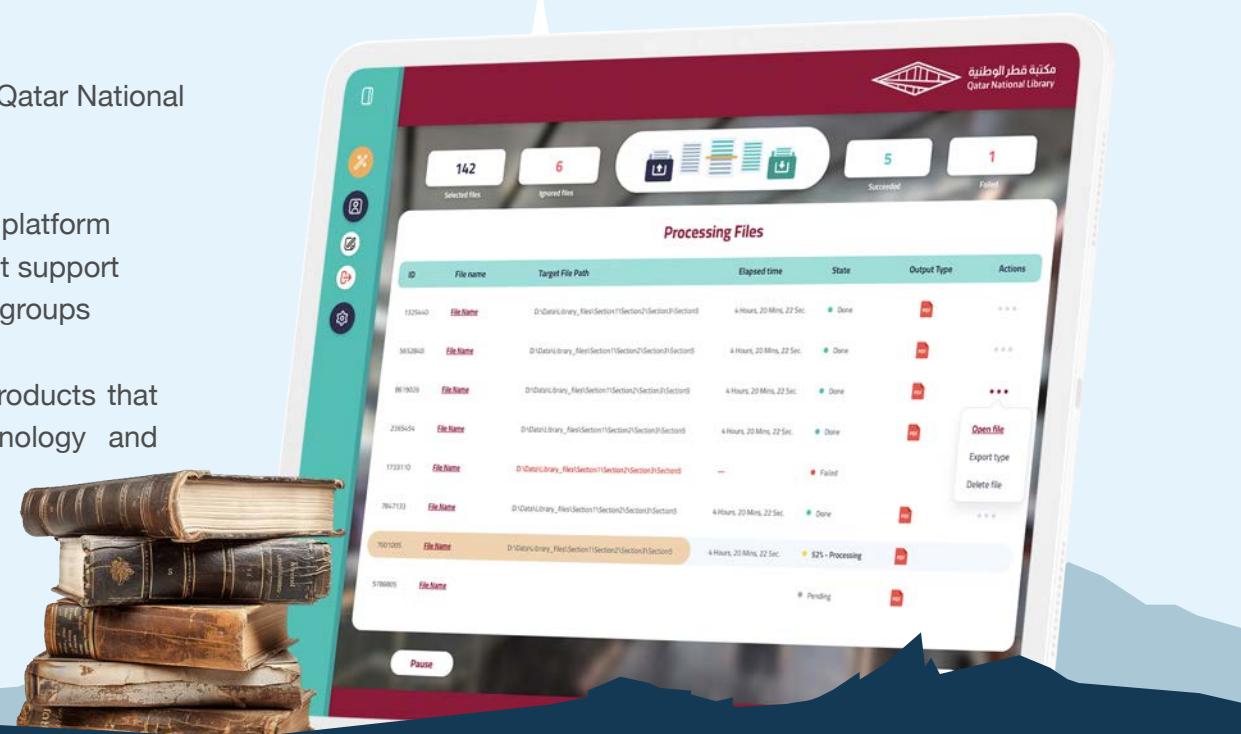
RDI is a leading software company specializing in advanced Arabic language tools. Their innovations go beyond standard NLP, tackling complex elements such as phonetics, dialect recognition, and accurate letter articulation. These tools powered unique applications, including a digital Qur'an recitation and tajweed tutor that listens, corrects pronunciation errors in real time, and adapts to individual challenges with specific Arabic sounds.

We partnered with RDI to design user interfaces and experiences tailored to their highly specialized audience. Across five to six major projects, we delivered interfaces that combined technical precision with user-friendly accessibility. Our scope also extended to developing their corporate website and designing applications for external partners, such as the Qatar National Library, where RDI's tools were used to scan, digitize, and convert historical manuscripts into searchable digital text, even when written without diacritics.

### Features and Impact

- Digitization solutions for major institutions of the Qatar National Library
- UI/UX design for advanced Arabic linguistic tools
- Interactive Qur'an recitation and tajweed training platform
- Corporate website development and multi-project support
- Expertise in tailoring experiences to diverse user groups

The result was a suite of intuitive, high-impact digital products that showcased RDI's world-class Arabic language technology and earned them multiple recognitions for innovation.



# Art Heritage Furniture

## Art Heritage eCommerce - Organization

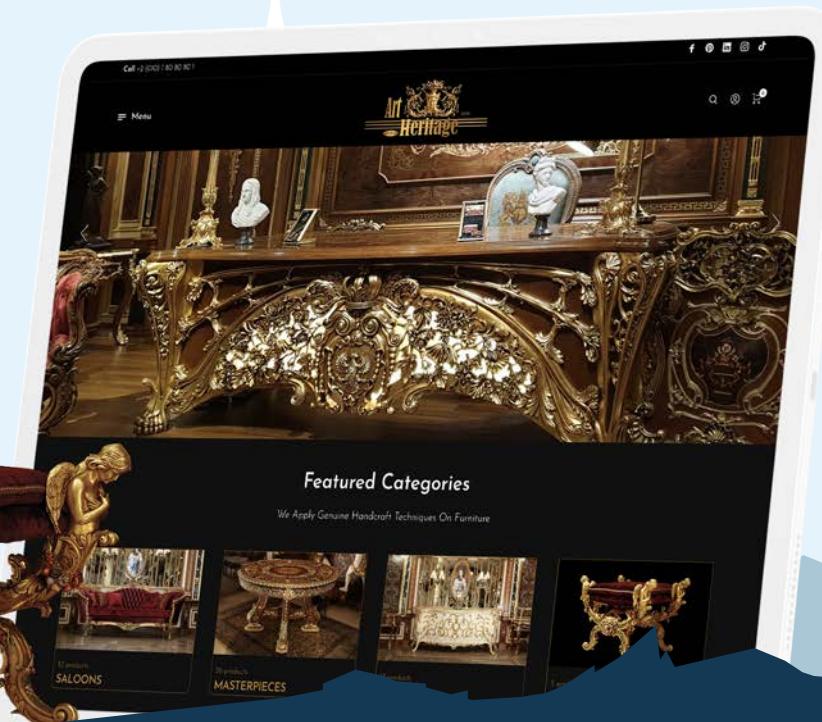
Art Heritage is one of our longest-standing partners, with a collaboration spanning more than a decade. Our journey began with designing and developing their first official website, which won an award at the time. Since then, we've continuously supported their growth by refreshing and modernizing their digital presence, including the redesign of their website, now a contender for new recognition.

Beyond web development, we built their complete digital platform across social media channels, establishing a consistent, engaging online presence. Our scope also extended into branding, where we ensured the Art Heritage identity was seamlessly applied across every touchpoint, from event materials and on-ground activations to marketing collateral.

## Features and Impact

- Brand implementation across events, exhibitions, and marketing materials
- Award-winning website design (decade ago) and full redesign for today's digital standards
- Complete social media platform setup and activation
- Strategic digital support over a decade of partnership

The result has been a trusted, long-term collaboration that elevated Art Heritage's brand presence, ensuring consistency across both digital and physical platforms while continuously achieving industry recognition.



# Madar Portal

## Building Materials eCommerce - Organization

Based on  Magento®

Madar is one of Saudi Arabia's leading steel and rebar suppliers, operating multiple digital touchpoints across the region. Their UAE branch had a modern WordPress website with an interface they loved, while the main corporate website ran on Magento. This created a disconnect between the two digital experiences.

The challenge was to rebuild the entire WordPress interface within Magento, a technically complex task because both platforms rely on fundamentally different architectures. Our team recreated every layout and component from scratch, ensuring full compatibility with Magento's architecture while maintaining the client's preferred UI and user flow. Alongside the redesign, we performed essential maintenance and stability enhancements to improve performance and provide a seamless experience across the platform.

### Features and Impact

- Rebuilt the WP interface within Magento with complete accuracy
- Unified the visual experience across the UAE and Saudi branches
- Improved performance and stability through targeted maintenance
- Delivered a consistent, modern user experience across all digital touchpoints

The result was a seamless, cohesive digital presence that provided Madar with a dependable, unified platform, connecting two systems without sacrificing performance or design.



## Listening Tool Dashboard - Organization

ExtendAd is a custom-built intelligence layer designed to enhance the performance of major social listening platforms like Sprinklr and Meltwater. While these global tools excel at English content, they consistently misinterpret Arabic, particularly prepositions and common filler words, leading to inaccurate sentiment analysis, faulty keyword rankings, and unreliable insights for Middle Eastern campaigns.

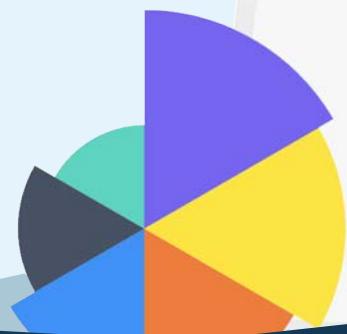
The challenge was to create a smart filtering and correction engine that could sit on top of Sprinklr, extract the raw data, and clean it from Arabic noise words while also removing inappropriate or sensitive content before it reached live screens. This was especially critical for high-visibility use cases such as live dashboards during Saudi entertainment events, where profanity or misclassified Arabic terms could not appear on air.

We engineered a customized processing layer that exports Sprinklr data into a data bank, cleans and restructures it, then feeds it back into live dashboards through charts, visuals, and infographics. This transformed generic listening outputs into accurate, culturally aligned insights built specifically for Arabic-speaking markets.

### Features and Impact

- Pro Arabic filtering engine for precise sentiment and tag analysis
- Real-time removal of profanity and sensitive terms for dashboards
- Custom data bank exporting and restructuring Sprinklr outputs
- A regionally-tuned enhancement layer that corrects platforms
- Clean, reliable visualizations including charts and infographics tailored to each campaign

The result was a high-precision listening solution that gave brands in the Middle East dependable, culturally relevant insights, something no off-the-shelf global tool could deliver.



## Automotive Safety System UI - Organization

Powered by **Autoliv**

The Car Safety App is a visual interface that explains how vehicle safety systems interact, showing the relationships among airbags, seatbelts, sensors, and other safety tools, and how the software decides on actions in real time. Its goal was to make complex, conditional safety logic immediately understandable to drivers, engineers, and safety teams across cultures and languages.

The challenge was to clearly present complex, conditional rules, such as airbag deployment based on seatbelt status, in specific scenarios. We needed an interface that visualizes causal relationships, simulates real-world scenarios, and supports multiple languages, all while remaining simple for non-technical users. We designed a clean, icon-driven UI that maps safety systems as interconnected nodes, showing real-time state changes and conditional logic, and includes interactive scenario playback, tooltips, and visual rules explaining system actions. We also developed a compact iconography and labeling system for effortless translation across languages, with live telemetry support for accurate vehicle data during testing.

### Features and Impact

- An interactive relationship map showing how safety systems interact.
- Localized icon and label system for cross-cultural clarity and quick comprehension.
- Integration-ready UI designed to display live vehicle telemetry and diagnostic data.

The outcome is an intuitive safety interface that simplifies complex automotive logic for technicians, trainers, and drivers, enhancing understanding, trust, and the ability to diagnose or verify safety behavior across markets.



# Training Educational Simulation

## MOM Educational Web UI – Government

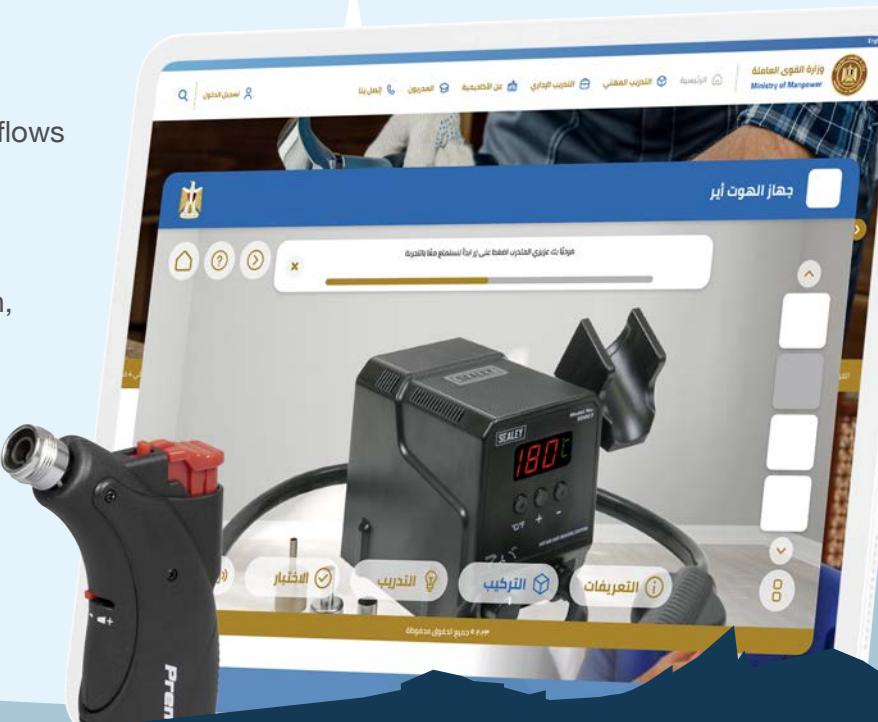
This project was developed for the Ministry of Manpower as a web-based eLearning platform designed to train technical students across multiple industrial disciplines. The system teaches practical skills such as assembling car engines, repairing exhaust systems, maintaining refrigerators, and other hands-on vocational activities.

The main challenge was creating a universal interface that works for students with different backgrounds, literacy levels, and technical exposure. The application included many tools, modules, and learning paths, yet the UI needed to remain simple, visual, and intuitive, using icons rather than heavy text. At the same time, the design had to leave maximum space for displaying practical training content and instructional media. We designed a clean, icon-driven interface that minimizes cognitive load and lets learners navigate complex modules through visual cues rather than text. The layout prioritizes large content areas for videos, diagrams, and step-by-step demonstrations, ensuring the educational material is always central and easy to follow.

## Features and Impact

- Improved learner engagement through simplified, intuitive workflows
- Visual, text-light UI optimized for varied literacy levels
- Icon-based navigation for clear, universal comprehension
- Modular layout maximizing space for educational content
- Streamlined multi-discipline access for automotive, refrigeration, and mechanical training

The result was an accessible and highly efficient training interface that made industrial education clearer, faster, and more engaging for thousands of vocational students.



# HIDRASEC Game

## Gamified Medical Training Platform – Organization

Sponsored by  ABBOTT

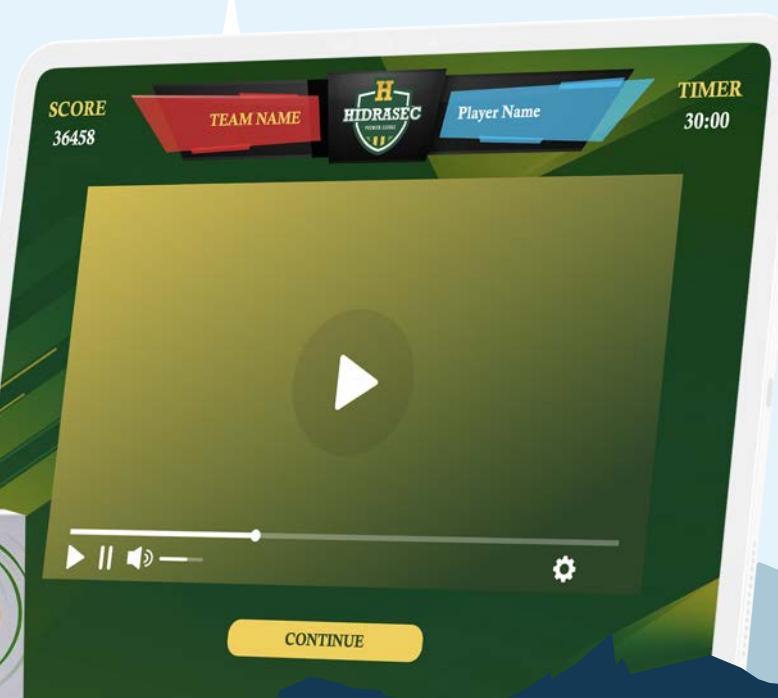
Abbott developed a gamified training experience to help physicians understand the proper use of Hidrasec, covering dosage, active ingredients, treatment logic, and case-based decision making. The goal was to ensure doctors across different regions apply the medication correctly, improving patient outcomes and supporting overall product performance.

The challenge was to build a fully functional game engine that transforms medical guidelines into interactive scenarios doctors can practice. Each level needed to simulate real patient cases, showing the consequences of correct versus incorrect treatment decisions while keeping the learning experience engaging and intuitive. We developed the entire game logic and functionality, implementing interactive pathways, scoring rules, and outcome-based learning flows that mirror real clinical situations. The result was a smooth, responsive training tool that increased doctors' understanding of when and how Hidrasec should be prescribed.

## Features and Impact

- Gamified medical scenarios simulating real patient cases
- Interactive decision pathways teach correct dosage and treatment logic
- Outcome-based scoring to reinforce clinical best practices
- Smooth, stable gameplay experience across devices
- Enhanced physician knowledge leading to safer, more effective prescribing

This project transformed clinical education into an engaging experience, helping Abbott ensure that physicians apply Hidrasec with confidence and accuracy.



# Fakeeh Care App

## Enterprise Medical App Audit – Organization

Fakeeh Care, a major Saudi hospital group, uses a large digital ecosystem for appointments, records, and billing. After an external Indian vendor developed the original application, we were contracted to perform a full, independent audit.

The challenge was to evaluate the app comprehensively: usability, interface, performance, security, capacity, and cross-platform stability. We produced two detailed audit reports on user journeys and technical behaviors, identifying critical issues and areas for improvement. Our findings directly informed the redesign and significant upgrade to Version 10, resulting in a more secure, faster, and user-friendly healthcare platform meeting the needs of patients and doctors across Saudi Arabia.

## Features and Impact

- Complete UX, UI, performance, and cross-platform testing
- Security and capacity evaluation for enterprise-level healthcare usage
- Detailed audit reports identifying critical and high-priority issues
- Direct influence on the redesign and release of Version 10
- Strengthened reliability and usability across all patient services

This audit not only improved the platform's stability and user experience but also helped Fakeeh Care deliver a safer, more efficient digital journey for patients across the Kingdom.

Powered by

فقيه •  
Fakeeh Care Group

المجموعة السعودية لرعاية المرضى  
Fakeeh Care Group



# NileTaxi Water Taxi

## Transportation Platform, Startup

Nile Taxi is an all-in-one management platform in Egypt that revolutionizes water and bus transport by integrating powerful technology with sustainable practices. Our ecosystem consists of a central control panel, a dedicated driver app, and a customer app, all available on iOS and Android.

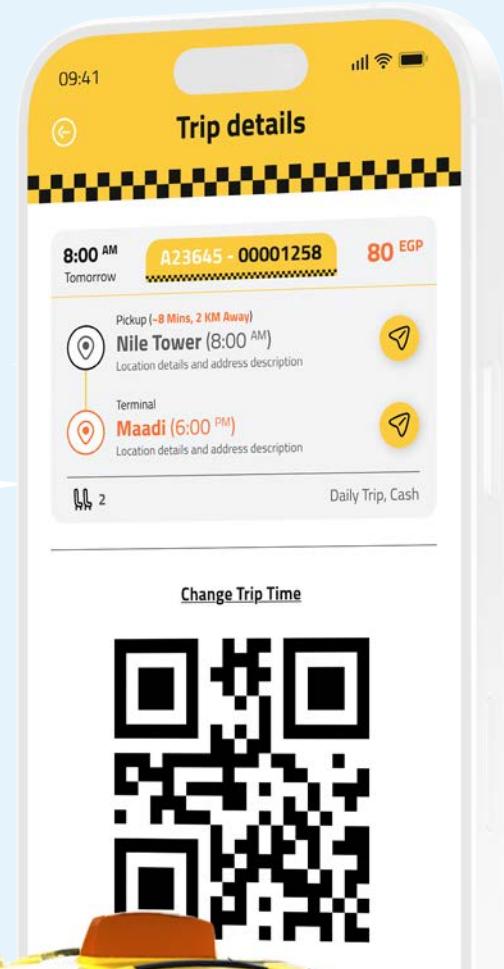
Our platform simplifies passenger transportation while empowering operators with centralized control, improved efficiency, and advanced safety features. By digitizing every step, Nile Taxi supports sustainable transit while delivering a reliable, modern service for everyone.

## Features and Impact

- Effortless Travel, Plan trips, book rides, and receive real-time App updates directly
- Flexible Payments with digital payments, subscriptions, discount coupons, and cash
- Convenient E-Ticketing and go paperless with our secure, accessible system
- Centralized management for your entire fleet, including ships, drivers, and stations, from a single, powerful dashboard with Google Services integration
- Reduce Fuel consumption and promote sustainability with smart, GPS route planning
- Streamlined Finances with an integrated and transparent price matrix system
- Advanced Safety: Ensure passenger and skipper security with a robust system

By digitizing every step, Nile Taxi supports sustainable transit while delivering a reliable, modern service for everyone, supported by the European Bank.

Supported by  European Bank



# Ditto Carpooling

## Transportation Platform, Startup

Ditto is an innovative mobile carpooling platform conceived and designed to address commuting challenges, particularly relevant in regions like Egypt. It connects drivers with empty seats with passengers travelling along similar routes, aiming to make daily travel more affordable, sustainable, and community-oriented through a seamless and secure mobile experience.

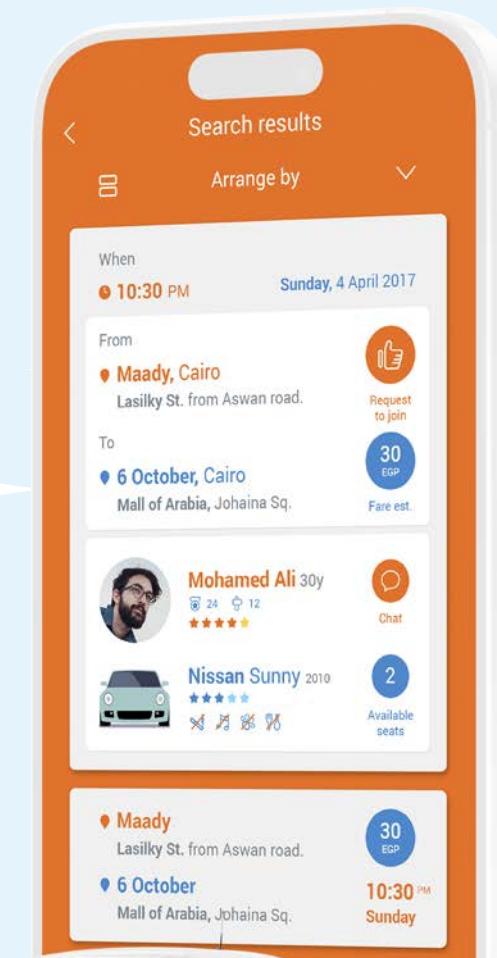
Ditto's strong potential and innovative approach received significant validation when it won the prestigious INJAZ Egypt 2019. This achievement underscores the market need for such a solution, the quality of the platform design, and the viability of the business concept, particularly within the regional entrepreneurial ecosystem.

## Features and Impact

- Intelligent matching based on routes, timing, and user preferences.
- Integrated features to build trust and safety within the community.
- Streamlined communication and coordination tools.
- Potential for integrated, cashless payment options for ride-sharing costs.
- A focus on reducing traffic, lowering individual travel expenses, and decreasing carbon emissions.

Following the successful development of the concept/UI/UX and validation through the INJAZ Egypt 2019 win, Ditto is poised to raise seed investment, initiate pilot programs, and build strategic partnerships.

Awarded by



# Turni Booking

## Queuing/ Booking Mobile App, Startup

Turni is a smart queuing app that lets you book your spot in line at banks, government offices, and other service centers - before you even leave the house. Discover the nearest branches, view their services, and check real-time wait times to avoid the crowds. The app calculates your travel time and lets you secure a digital ticket, so that you can arrive just in time. You can even send notes to the staff with your booking. Spend less time waiting and more time living.

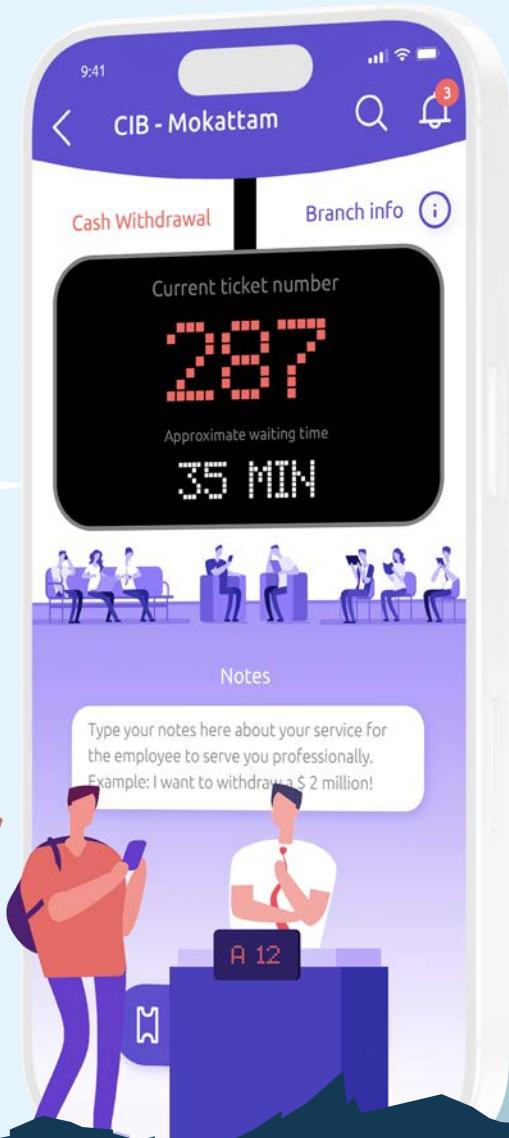
As the official app from Alfa Electronics, the pioneer company in electronic systems, with a legacy of innovation in Egypt since 1987. We deliver comprehensive solutions.

### Features and Impact

- Branch locator instantly finds nearby service centers, views their operating hours, and sees a complete list of available services.
- Real-time data is used to inform decisions by viewing live queue data, including the number of people waiting.
- Intelligent planning, the app calculates the distance and estimated travel time to your chosen branch.
- Remote booking to secure your digital ticket in advance and communicate specific requests to staff by adding notes to your booking

Built with Flutter, Turni is a sleek app that lets you book your spot in line at banks and service centers, ensuring a smooth experience on any device.

Powered by



# Glowry Rating (msha3lil)

## Rating Mobile App, Startup

Glowry sought to capture the Saudi Arabian market by creating a mobile-first platform that merges automated life-logging with community-driven discovery. The challenge was to build an application that was both technically robust enough for passive location tracking without significant battery drain, and intuitive enough to foster a vibrant, engaged user community.

We architected and delivered 'Glowry,' an end-to-end mobile solution for iOS and Android. The platform features an advanced geo-fencing and tracking module for automated activity logging. We integrated this with a comprehensive social and content management system, allowing users to check in, post reviews and tips, and follow friends' activities. To drive discovery, we developed a custom recommendation algorithm and a gamification layer to incentivize user participation and content creation, laying the foundation for Saudi Arabia's largest location-based community.

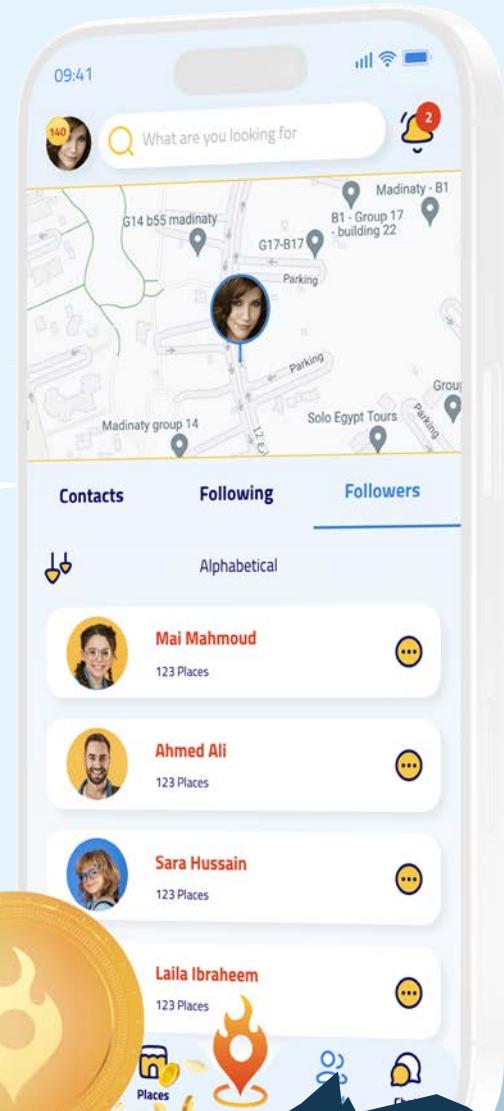
## Features and Impact

- Map your story, your life's journey, and logged automatically.
- Bookmark your world and save the places that define you.
- Unlock your city by discovering local gems, not just landmarks.
- Share insider tips, share adventures with friends.
- Explore and Earn by getting rewarded for living your life.

Built around a low-power, background geo-logging service that feeds a scalable backend for its social graph, recommendation engine, and user-generated content APIs.

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BUILDING VENTURE



# AMCO Opal Residence

## Real Estate Platform - Startup

Sofia, Bulgaria



Opal is a premium residential development in Bulgaria, managed under the same group overseeing AMCO Marble. The project stands out as one of the few buildings in the region that receives full sunlight, a valuable advantage in Bulgaria's colder climate. The website needed to present this lifestyle benefit clearly while appealing to international buyers.

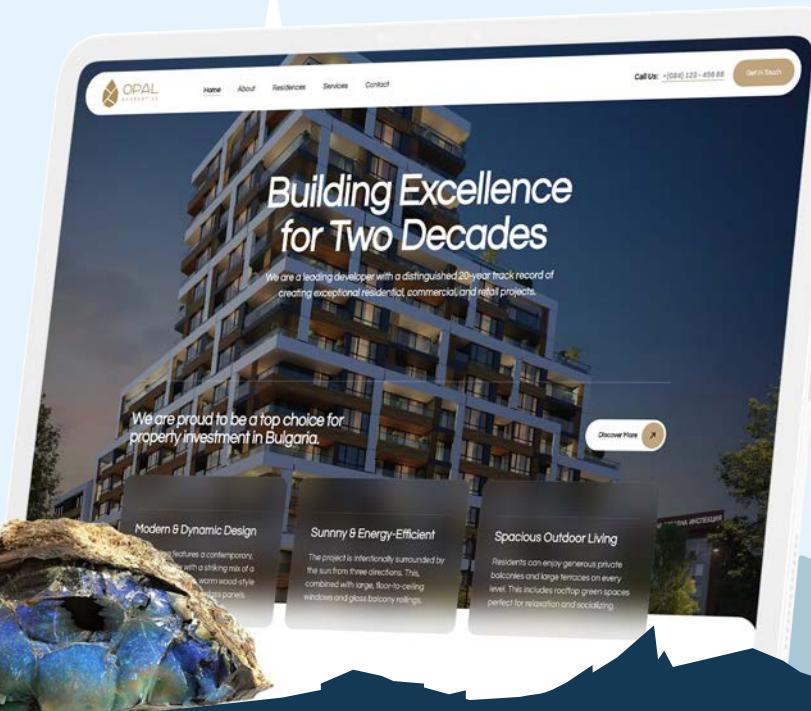
The challenge was to create a bilingual platform in English and Bulgarian that showcased the smart-home features, EV charging facilities, and the overall value of the development. The experience had to remain clean, modern, and easy to navigate for foreign investors evaluating the project remotely.

We developed a refined, bilingual website that highlights Opal's facilities, clearly presents unit details, and positions the project as a high-end residential choice backed by a trusted regional developer.

## Features and Impact

- Fully bilingual website (English and Bulgarian)
- Clear presentation of smart-home and EV charging features
- Structured facility exploration for international property buyers
- Modern UX aligned with the group's digital vision

The result was a polished, investor-friendly platform that communicates Opal's unique advantages while aligning its digital presence with the group's broader portfolio.



# vHire Recruitment

## Recruitment Platform, Startup

vHire is a modern recruitment platform that automates the initial hiring stages through standardized video pre-screening. vHire transforms the hiring workflow, creating an efficient, transparent, and equitable process for both employers and applicants.

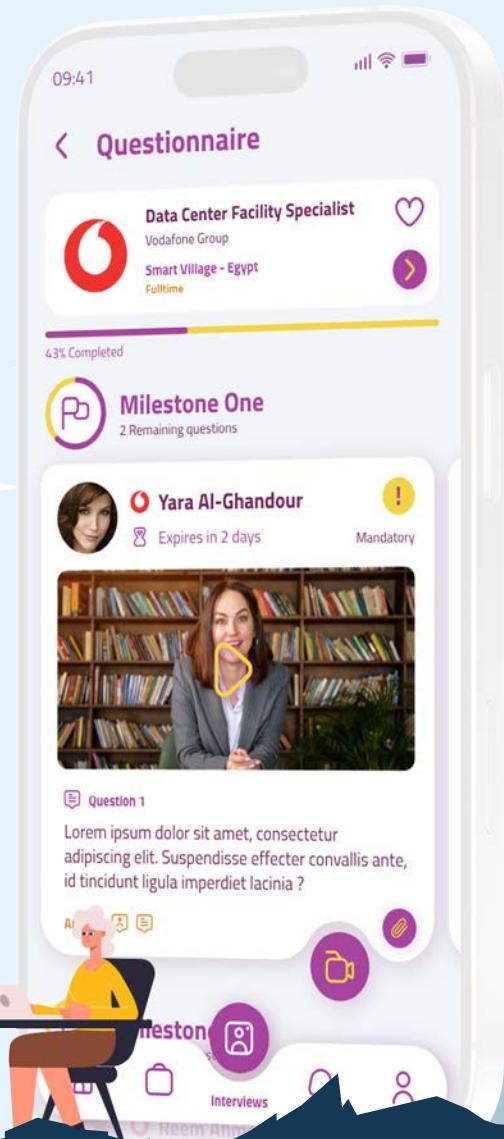
Companies create custom questions and tests, while candidates use their smartphones to build a profile and complete these assessments independently. This automated process allows applicants to advance through the early stages without direct intervention, freeing up the company's recruitment team to focus solely on screening the most qualified candidates for final interviews.

## Features and Impact

- Automates Initial Screening using video to handle the first stages of the hiring process.
- Employers and companies create their own questions for candidates to answer.
- Convenient for candidates, applicants can use their phones to record video responses whenever they like.
- Saves recruiter time by filtering candidates, allowing the hiring team to focus only on interviewing the top applicants in the final stages.

The key challenge is ensuring the experience is seamless for both recruiters and candidates, whether scheduling calls or joining them on mobile or desktop.

MVP UI/UX of **UltraHire**



# Quizt eLearning

## E-learning Platform - Startup

Quizt is a cross-platform educational solution (Mobile and Desktop) designed to modernize how teachers create and students interact with learning materials. Teachers can upload curricula, design question banks, and allow their students to subscribe, learn, and practice interactively.

The main challenge was building an advanced equation module, since math and science questions often require complex formulas, symbols, and even hand-drawn equations. This meant enabling both teachers to create such questions easily, and students to respond using intuitive on-screen tools. It was a completely new experience for us, but one that we successfully delivered.

## Features and Impact

- Cross-platform access, Mobile and Desktop
- Teacher-friendly dashboard for curriculum setup and question creation
- An advanced equation module for creating and answering formula-based questions
- Subscription-based student access for courses and practice tests
- Seamless UX ensuring smooth interaction with complex content

The result was a fully interactive educational platform that empowered teachers to create richer content and enabled students to practice advanced problem-solving, digitally bridging the gap between traditional learning and digital innovation.

Integrated with 



# Aid-ME Bus (Aenny)

## Disability Bus App, Startup

Aenny is a specialized, Uber-like ride-hailing app designed to provide reliable, accessible transportation for students with disabilities in Saudi Arabia. The app aims to address a critical challenge for students by enabling them to travel to and from their schools and hospitals with ease, safety, and independence. Our platform stands out by offering a tailored experience, including bus selection tailored to the user's specific needs.

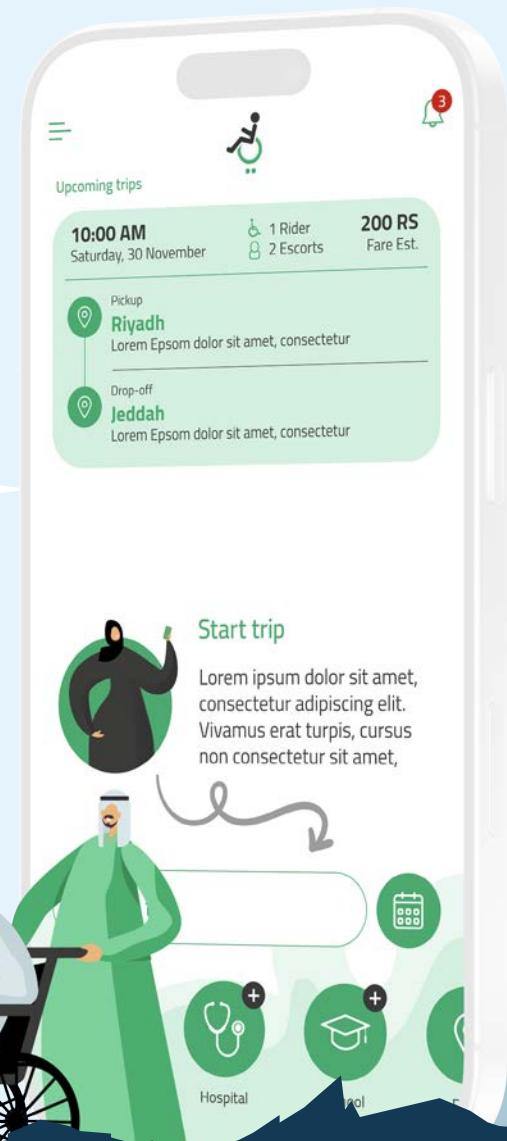
Students with disabilities often face significant barriers, such as a lack of accessible vehicles and trained staff. This can limit their access to education and essential healthcare. Aenny bridges this gap by offering a dedicated, reliable solution that promotes greater independence and social inclusion, in line with Saudi Arabia's Vision 2030 goals for a more inclusive society.

## Features and Impact

- Disability-Specific Bus Selection
- On-Demand and Scheduled Rides
- Real-Time Tracking
- User-Friendly Interface
- Secure and Convenient Payment

To ensure the Aenny app reaches all students, the team is pursuing a strategic partnership with the Saudi Ministry of Education, building on their current cooperation. The app's native development ensures broad compatibility across all devices. This accessibility directly contributes to this and streamlines integration with other systems.

Supported by



# Floria eCommerce

## eCommerce Platform - Startup

Floria is a startup platform designed to transform how flowers are ordered and delivered across cities in Egypt. Imagine being in Cairo and wanting to surprise your fiancée in Ismailia with a bouquet. Floria makes that possible with just a few clicks.

But the platform goes beyond simply delivering bouquets. It also offers value-added services such as garden arrangement and wedding car decoration. Customers can browse pre-set collections of bouquets, each with clearly defined components, ensuring that partner florists across different cities can reproduce the same arrangement consistently.

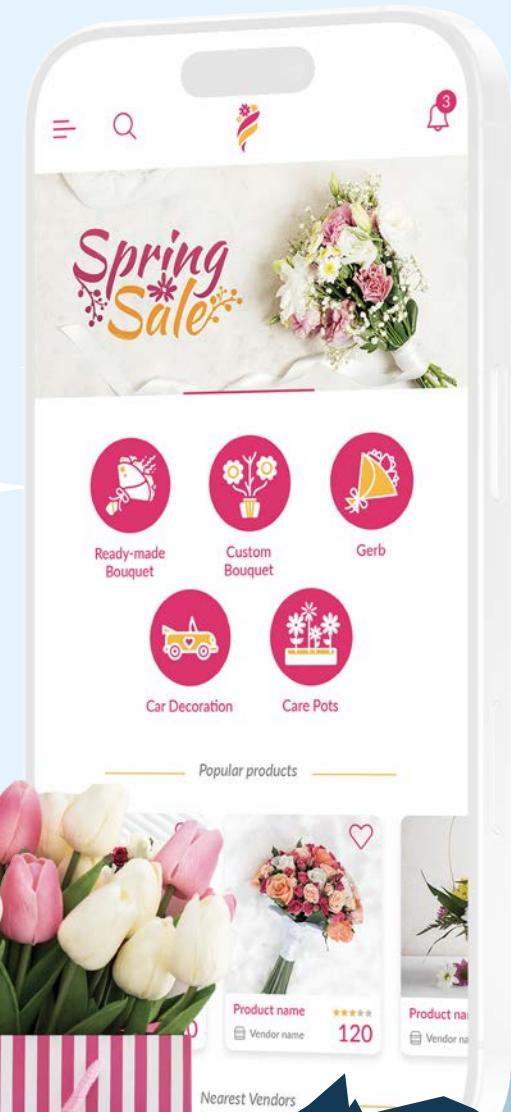
The biggest challenge was designing a seamless system like “talabat” that ensures real-time coordination between customers and multiple vendors while maintaining a consistent quality standard across all deliveries.

## Features and Impact

- Nationwide bouquet ordering and delivery
- Add-on services: garden arrangements and wedding car decorations
- Pre-defined bouquet sheets to guarantee consistency across vendors
- Vendor management system ensuring quality and fulfillment
- Simple, user-friendly interface for effortless ordering

The result was a scalable flower delivery platform that not only simplified gifting but also introduced new service layers, bringing reliability, beauty, and convenience to an age-old tradition.

Based on  Magento®



# SahSeh Coupons App

## Mobile Coupons and Vouchers Platform - Startup

SahSah is a mobile app offering a directory of valid coupons and vouchers from major brands like Noon, accessible by category, location, and profile. The core challenge was automating the validation and management of high-volume, complex voucher rules to reduce internal staff workload and human error. An automation layer was built to auto-validate new coupons based on logic keys such as region, gender, category, and validity period.

A key feature is a keychain mechanism that stores user accounts for specific stores, enabling real-time usage verification. This allows the app to trigger personalized notifications when relevant coupons become valid and award points to users based on actual redemption.

### Features and Impact

- Automated coupon validation system reduces staff workload
- Keychain feature enabling real-time redemption verification
- Personalized notifications based on user profile and eligibility rules
- Multi-logic coupon engine handling region, gender, category, and timing conditions
- Points and rewards system powered by accurate usage tracking
- A faster, smarter coupon experience for both users and the internal team

The result was a more intelligent, scalable voucher platform that improved operational efficiency while providing users with a seamless, personalized coupon journey.



# Yards Academy LMS

## English Exam Training Platform - Startup

Based on  MASTER STUDY

The Yards Academy platform offers a sophisticated, engaging digital learning experience, with a comprehensive practice environment featuring various question types, including core Multiple-Choice Questions (MCQs) and other complex formats that mirror high-stakes exams. This approach helps users master content, test structure and timing, and ultimately enable quick skill improvement and confident readiness for international study, work, or relocation.

Developing the platform was challenging due to a tight timeline that required creating a complete digital ecosystem, including a question-logic engine, user flows, and training interactions. The main obstacle was delivering this complex system under time constraints. Despite the strict deadline, the team adhered to the schedule and delivered a robust, user-focused system that was intuitive, supported various question types, and met standards. This enabled Yards Academy to launch on time, providing students with a powerful tool to reach their goals.

### Features and Impact

- Structured MCQ-based training aligned with real exam formats
- Clear and simple user flows for fast learning and reduced exam anxiety
- Performance-focused UI enabling students to track progress effectively
- Full delivery under a highly constrained timeline
- A strong first version that prepared the academy for rapid scale and future enhancements

The result was a ready-to-launch educational platform that enabled Saudi learners to practice efficiently and build the confidence needed to succeed in their English certification exams.



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Boost your scores and build testing skills in **Analogy, Sentence Completion, Contextual Error, and Reading Comprehension**. Access our robust **Practice Section** with guided lessons and quizzes, then test your readiness with our extensive library of **Full-Length Exams**. Your journey to English excellence starts now.



# Eagles Academy

## Sports Club Platform - Startup

Eagles Academy is the first fully integrated sports academy platform in Saudi Arabia, uniting more than 12 sports within a single digital ecosystem. The website enables users to explore sports programs, view coaches, browse athlete galleries, and easily subscribe to their selected activities through a centralized, user-friendly interface.

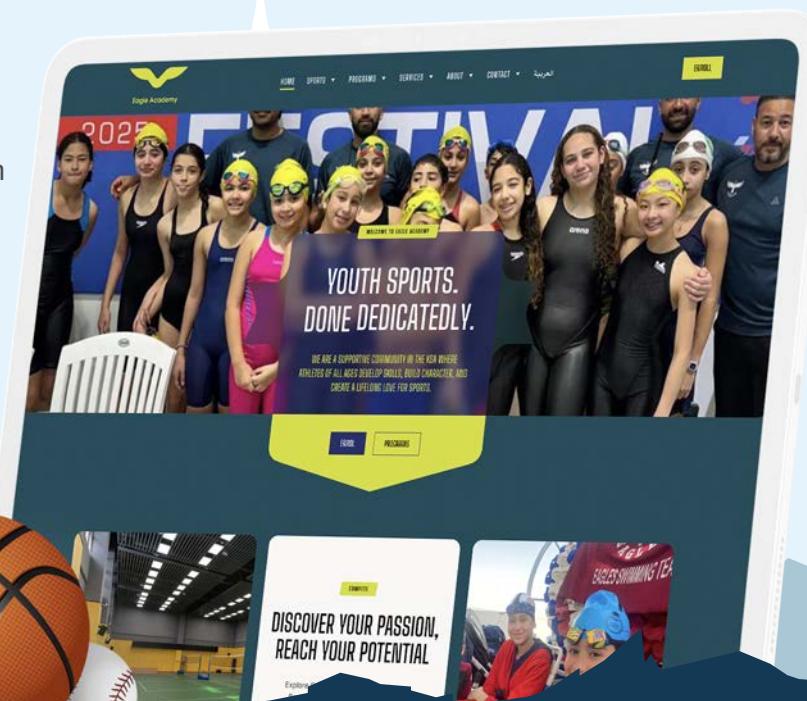
The main challenge was designing a system that could support multiple sports, each with its own schedules, coaches, and subscription options, while maintaining an engaging, straightforward user experience. As a rapidly expanding startup, the platform also needed to be scalable to incorporate new sports and additional branches in the future. We created a clean, modern platform that organizes each sport into its own section with simple subscription processes, coach profiles, and visual galleries. The system was built to grow, allowing the academy to expand its offerings effortlessly as it extends into new locations.

## Features and Impact

- Multi-sport structure with dedicated pages for 12+ activities
- Simple subscription flows tailored for parents and young athletes
- Coach profiles, athlete galleries, and program details in one ecosystem
- Scalable architecture supporting academy growth and new branches
- A clean, modern digital presence that strengthened the brand

The result was a unified sports platform that elevated Eagles Academy from a startup to a fast-growing athletic institution with a strong, scalable digital identity.

Authorized by



# Be Cleopatra eCommerce

## Beauty eCommerce Platform - Startup

Supported by



Be Cleopatra is one of Egypt's leading cosmetics brands, inspired by authentic Cleopatra-inspired formulas. While their products were known for real effectiveness and affordable pricing, the brand suffered from a critical weakness: poor branding and presentation.

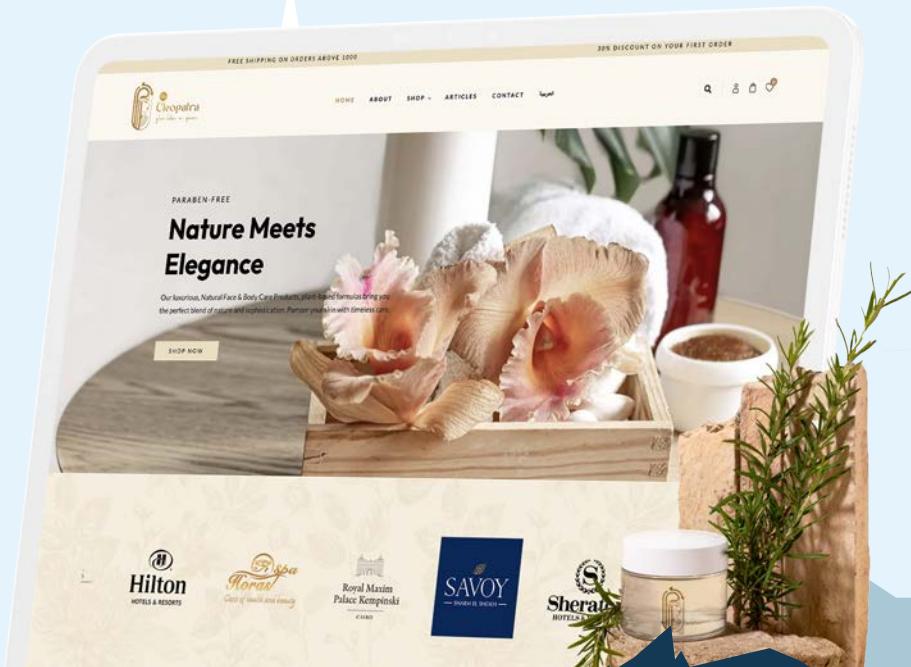
Despite having a strong product base, Be Cleopatra struggled to attract new customers. Competitors like Neferteri, who invested heavily in branding, started taking market share. Their outdated packaging, weak logo, and lack of digital presence made it hard to scale beyond their existing loyal base.

We stepped in to lead a complete rebranding and digital transformation journey. Starting from redesigning their logo and elevating their visual identity, revamping their packaging to reflect premium quality while staying affordable, building a new e-commerce website that positioned them as a trusted online-first cosmetics player, and supporting them in securing funding from the European Bank to develop their operations and ecosystem further.

## Features and Impact

- Complete brand overhaul: logo, packaging, and identity
- Launch of a modern e-commerce platform
- Strategic positioning as Egypt's only cosmetics brand fully dedicated to online sales
- Funding support for future growth and expansion

The result was a revitalized brand identity that matched the strength of Be Cleopatra's products, empowering them to attract new customers, stand out from competitors, and grow as Egypt's only dedicated cosmetics e-commerce platform.



# Bee Studio Apps

## Kids Apps eStore - Startup

Bee Studio is a creative company specializing in mobile applications for children, focused on blending fun, learning, and technology. Their team had substantial expertise in character design and UI development, but sought to improve how children interact with their digital products.

We partnered with Bee Studio to redefine the user experience across their educational apps, ensuring every touchpoint was playful, intuitive, and designed around how children think and learn. Our collaboration centered on crafting learning flows, gamification systems, and emotional engagement that turned education into an adventure.

Through this partnership, Bee Studio's apps achieved international recognition, winning multiple awards and establishing the brand as a leading innovator in children's digital learning experiences.

## Features and Impact

- User Experience (UX) Redefinition
- Child-Centric Design
- Learning Flow Crafting
- Gamification Systems
- Emotional Engagement
- Achieved Measurable Success

We partnered with Bee Studio to redefine their user experience, focused on making their educational apps more interactive. This collaboration successfully turned their apps into award-winning, internationally recognized digital learning experiences.

Awarded by



# Ghandour Auto

## Automotive Import Platform - Startup

Powered by



Ghandour Auto, led by Eng. Walid El Ghandour is one of Egypt's leading and most trusted companies for importing cars from abroad. As demand for foreign vehicles continued to grow, the company needed a next-generation digital platform to simplify the import journey and provide customers with complete transparency from the moment they choose a car until it arrives in Egypt.

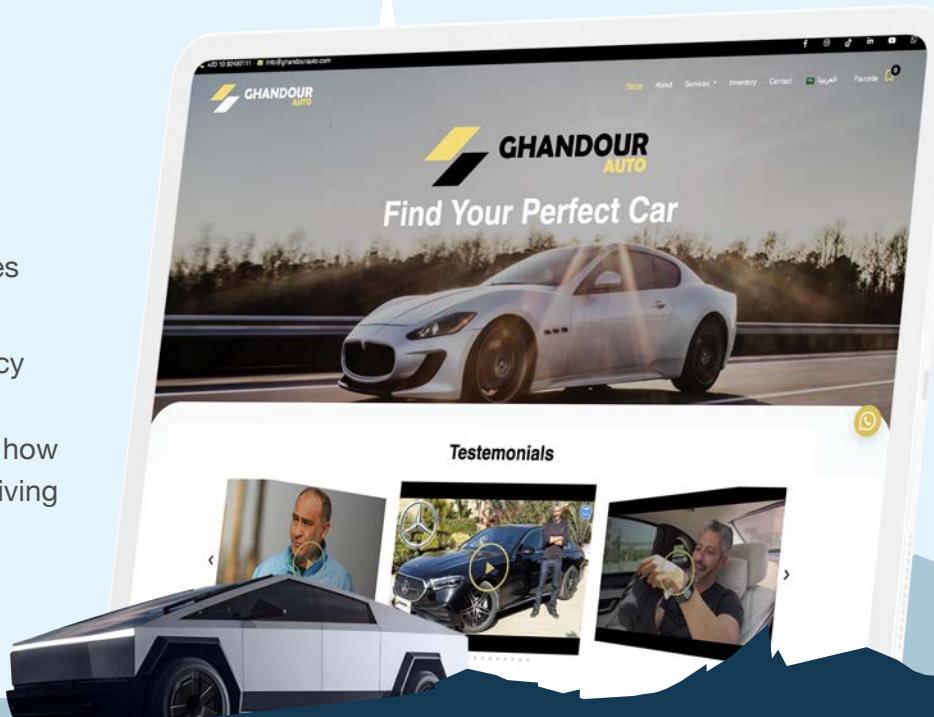
The main challenge was to upgrade the website to a fully interactive system that allows users to track their orders, compare imported car models available in Egypt, and calculate final landed costs, including customs, shipping, and fees. It also needed to provide detailed, verified information about each vehicle and connect customers directly with the company's international partners for more accurate insights.

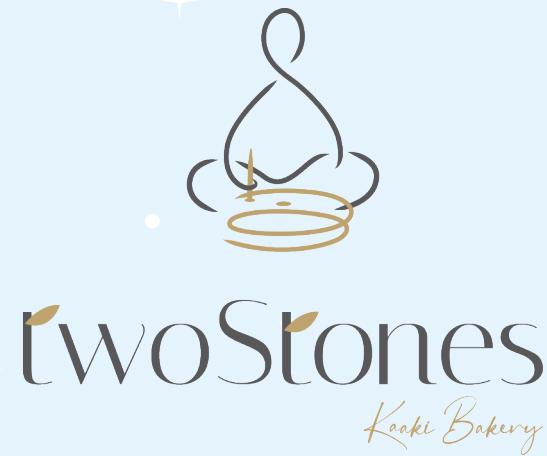
We built a modern automotive platform that guides customers through every step of the import process. The site includes live order tracking, a complete comparison tool for imported cars, an intelligent cost calculator, and a rich library of articles offering professional advice before purchasing.

### Features and Impact

- First platform in Egypt with real-time car import tracking
- Car comparison engine tailored for imported models
- Full cost calculator covering customs, shipping, and local fees
- Direct communication channel with international partners
- A streamlined digital journey that builds trust and transparency

The result was a comprehensive import platform that redefined how Egyptians search for, evaluate, and import cars from abroad, giving Ghandour Auto a potent competitive edge in a growing market.

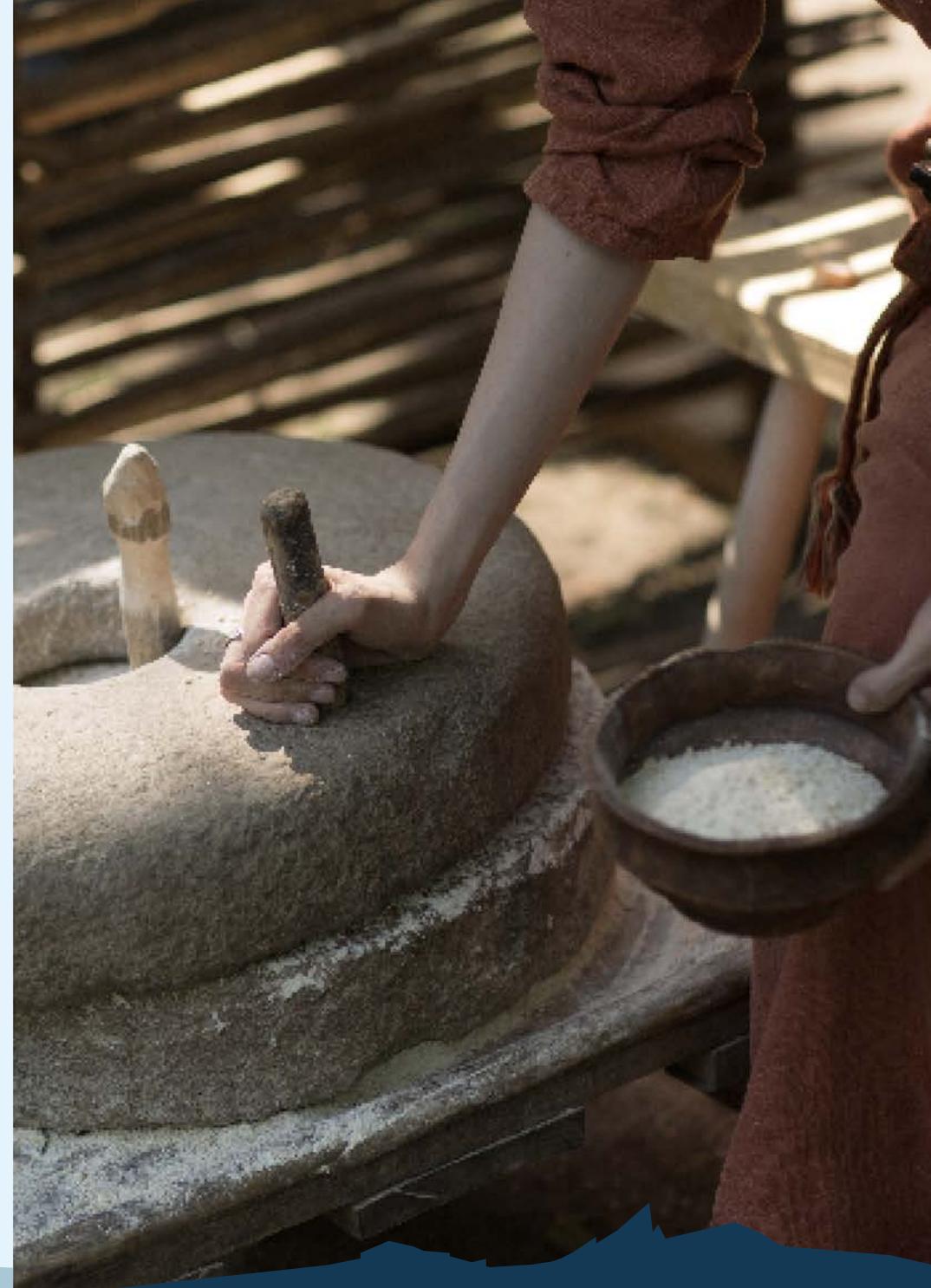




## Two Stones - Branding

Two Stones is a rebranding of a major Saudi bakery, known for its heritage and scale, similar to regional legacy brands. It has a strong cultural presence and needed an identity that respects its history while appealing to modern audiences.

The brand concept is based on the historical grain-grinding process with two stones turning against each other to produce flour. This symbolizes the brand's baking roots, presented through a modern, sophisticated visual style. The name Two Stones highlights the link between tradition and modernity, making the brand appear timeless, authentic, and relevant locally and globally.





# ACCULLIGENCE

NAVIGATE THE NOISE

## Acculigance - Branding

A Saudi-based data analytics and auditing company that validates AI-driven social listening insights to ensure accuracy and human relevance for enterprise clients across the region.

The challenge was to rebrand while emphasizing the human expertise behind its technology. We developed a brand identity inspired by a ship's helm, symbolizing human guidance and steering AI toward trustworthy, actionable insight.



### Nozol - Branding

A Saudi real estate brand aiming to blend traditional Arabic identity with a modern luxury appeal through its branding and visual presence.

The challenge was to create a bilingual brand identity that balanced Arabic heritage with contemporary sophistication. We developed a visual system that combined Islamic geometric elements with a clean modern typeface, reflecting authenticity while appealing to today's premium real estate market.





# SAMEER ELSHAMY

ATTORNEYS

## SAMEER ELSHAMY - Branding

A prominent law firm based in Mivida, Egypt, offering a wide range of legal services with a reputation for professionalism and integrity. The firm aimed to establish a strong, modern online presence that reflected its credibility and prestige.

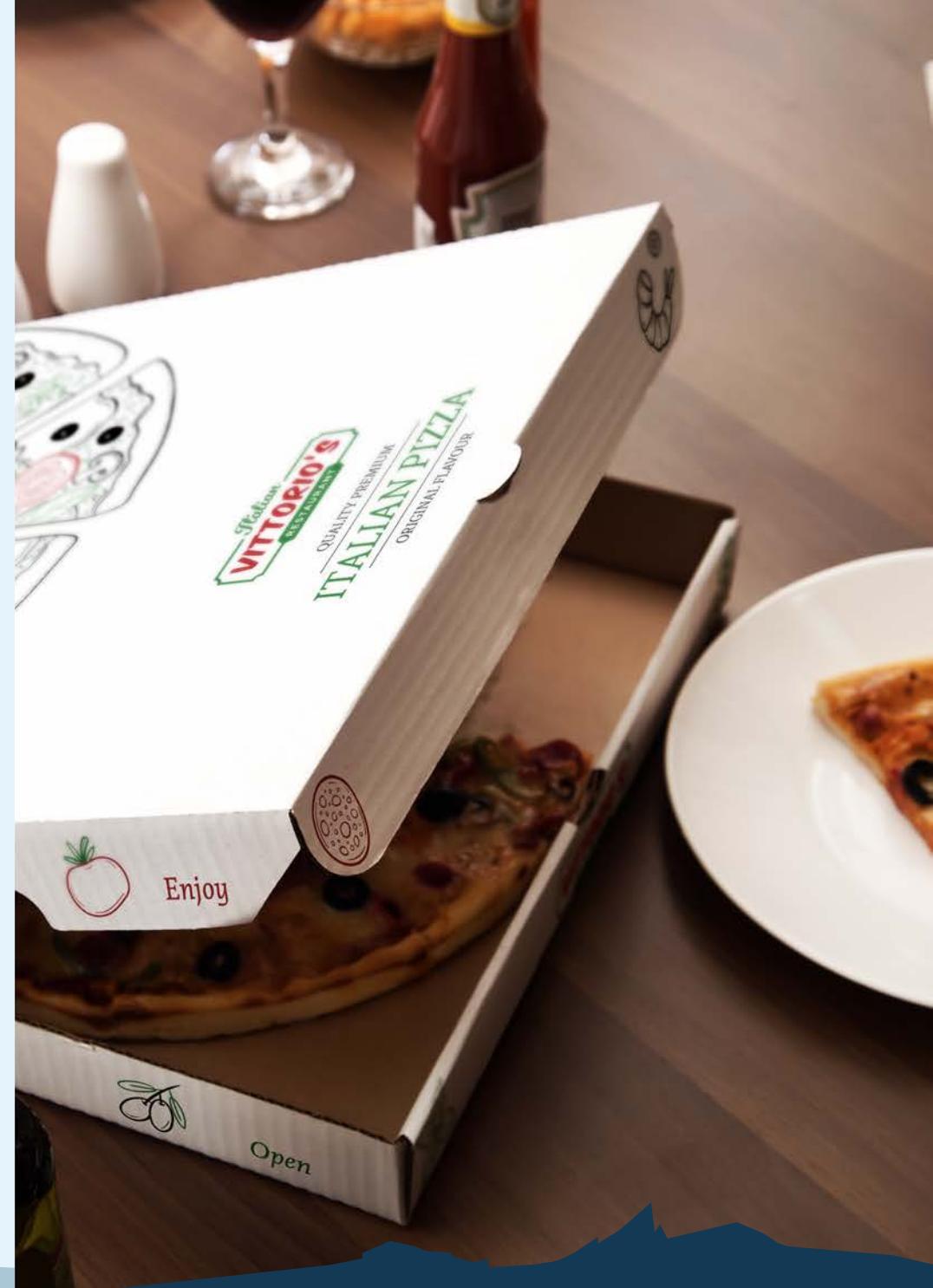
The challenge was to craft a distinctive brand identity in a highly traditional industry. We designed a sophisticated logo, created a consistent digital identity, and developed a professional website, all reinforcing trust, authority, and the firm's modern approach to legal excellence.



### Vittorio's Restaurant - Branding

An Italian restaurant in Egypt known for its authentic flavors and modern dining experience, aiming to refresh its brand identity and elevate its customer engagement.

The challenge was to modernize the brand while keeping its Italian essence. We redesigned the whole identity, created a unique pizza box with three-sided artwork and printed storytelling on the back, developed a cohesive menu, and linked it to an online ordering website via QR for a seamless dining journey.





## LionsGate Ltd.

### Lions Gate - Branding

Lions Gate is an investment brand inspired by Palestinian heritage, named after Jerusalem's historic Lions Gate. The brand combines deep cultural roots with modern business ambitions.

The challenge was to create a visual identity that honors history while showcasing a contemporary business presence. We designed a symbolic lion emblem holding a traditional door knocker, merging strength, heritage, and authenticity. This fusion resulted in a powerful, culturally rooted, and timeless brand mark that reflects both the legacy and the company's modern direction.



## Be Cleopatra - Branding

Be Cleopatra, an Egyptian cosmetics brand rooted in ancient beauty rituals and natural formulas, required a modern identity after over a decade. The goal was to refresh the pharaonic essence while broadening appeal. We redesigned the logo, modernized lettering, and introduced a refined, heritage-driven color palette. The updated visual system enhances versatility across packaging and digital platforms, elevating Be Cleopatra's market presence and story.





**PROC  
Global**

#### **PROC Global - Branding**

A UK-based holding company headquartered in London, managing and supporting a network of innovative startups across multiple industries worldwide.

The challenge was to unify the visual identity across all its sub-brands while maintaining a professional global appeal. We executed a complete rebranding, redesigning all digital and print materials from the website to corporate assets to reflect consistency, innovation, and international presence.



# Orka

S T O R E

## ORKA - Branding

ORKA, a premium homeware brand for kitchen and dining essentials (plates, cutlery, cookware, accessories), needed a modern identity that conveys strength and reliability for its durable products.

We developed a new identity based on the influential orca whale. The logo features the letter O combined with an emerging whale tail, symbolizing power, resilience, and durability. This bold, memorable mark reflects ORKA's commitment to lasting quality and elevated homeware design.





## sshhMute - Branding

A New Zealand-based brand crafting premium mutes for brass instruments, designed to help musicians practice quietly without compromising sound quality or breath control.

The challenge was to rebrand a niche product bought only once in a lifetime and make it appealing to a broader market. We redesigned the packaging with a modern, artistic touch inspired by New Zealand's heritage, created character-based visuals, and designed flyers featuring testimonials from iconic musicians to enhance credibility and engagement.

# نافع

## eBooks - Branding

A collection of management and project management books authored by Egyptian engineer Emad Al Sadeq, recognized locally and internationally for their insightful content and professional value.

The challenge was to design visually distinctive books that match the intellectual depth of the content. We digitized and redesigned five books with a unique visual storytelling approach that elevated the reader's experience, leading several titles to win multiple design and content excellence awards.



عماد الصادق

Principal, Transformation Delivery  
Centre of Excellence Leader  
EY Mena

محمود عكل

Executives Director  
Rayat Consultancy Company

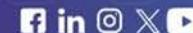
ناجي حمامي

Senior Advisor  
Colleges of Excellence

## PROJECT MANAGEMENT RESEARCH OF THE YEAR



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Group

## SYMONS - Branding

A leading shipping and logistics company in New Zealand, managing large-scale operations and strategic partnerships with major local brands.

The challenge was to maintain Symons' brand identity across diverse collaborations and offline campaigns. We designed cohesive visual materials and partnership assets, ensuring brand consistency, clarity, and a strong visual presence across all touchpoints.

# PICKS

THE PICKY EXPERIENCE

## PICKS Restaurant - Branding

A Moroccan fusion restaurant offering authentic dishes from Moroccan, French, and Italian cuisines in a premium dining experience.

The challenge was to create a standout menu that reflected the restaurant's diverse cuisines while remaining memorable. We designed a creative world map menu linking each dish to its country of origin, delivering an iconic and engaging dining experience.





*Time's everything; let's proceed immediately!*