



Visual Communication

PORTFOLIO

26'

Hatem Arafa

Graphic Designer & Calligrapher

<https://hatemarafa.com>

ABOUT ME



Hello!
I'm Hatem

I am a graphic designer and calligraphy artist, working across visual identity, branding, print and digital design, typography, and culturally grounded visual communication.

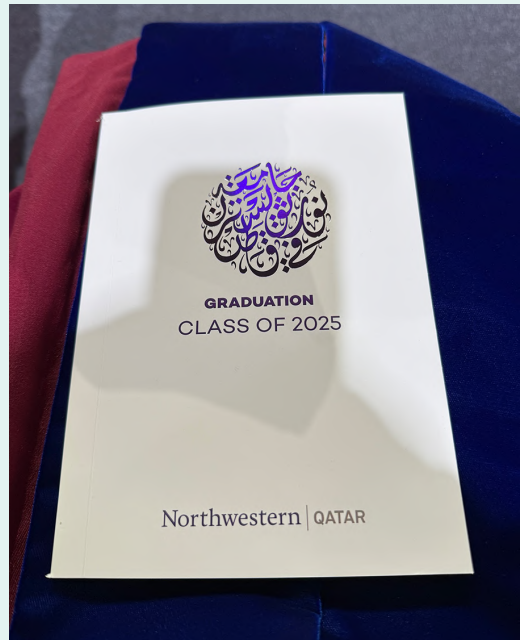
Since 2006, I have worked on projects ranging from editorial design and institutional branding to video games, commemorative coins, architectural calligraphy, and educational content.

My practice combines contemporary graphic design with a deep understanding of traditional art and Islamic visual culture.

SELECTED PROJECTS

01 Northwestern University in Qatar

Arabic Identity & Visual Design Collaborations



Since 2024, I have collaborated with **Northwestern University in Qatar** on Arabic identity and visual design projects, including Arabic wordmark applications, calligraphy-based visual elements, event logos, and selected institutional design materials.

02 Alpheratz Magazine

Brand Identity, Editorial Illustration & Digital Design

Since 2023, I have worked remotely as the lead graphic and brand designer for **Alpheratz Magazine**, a USA-based Arabic-language publication, creating its logo, visual identity, editorial illustrations, social media templates, and print and digital communication materials.



مجلة الفراتس

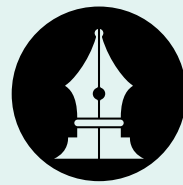
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مجلة الفراتس

مجلة الفراتس



الفراتس



السااهرة

Alpheratz
Center
for Social
Studies

مركز
الفراتس
للدراسات
الاجتماعية

الفكر
الإسلامي
الطامسة

الفكر
الإسلامي
المعاصر

My work with **Alpheratz** includes designing logos and visual identities for its affiliated initiatives, along with social media materials, advertisements, author portraits, and daily editorial illustrations accompanying published articles.

مساق أساسيات تنفيذ المسوحات الاجتماعية

يستهدف المساق المهتمين المشاركين من المهارات العملية والتفكير اللازمة لتصميم المسوحات الاجتماعية وتطبيقها في السياق السوري، يشمل التدريب:

- أدوات جمع البيانات
- المذاكرة الميدانية
- التحليل الأخلاقي والسياسي

دمشق: 19-23 يوليو
حلب: 26-30 يوليو

طالب، باحثون، موظفو منظمات إعلاميون، نشطاء الأوتوية لمن لديهم معرفة محلية

المشاركة مجانية
يعطي المركز تكليف النقل والقامة

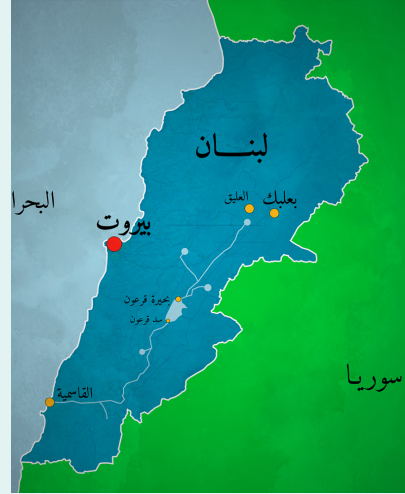
آخر موعد للتسجيل: 30 يونيو 2025
للتسجيل: أضح رمز QR
أو تواصل مع المركز.

ورشة ستوري لاد لتطوير النصوص المستندة إلى الإنتاج المعرفي الاجتماعي والإنساني

ورشة للمهتمين والعاملين في مجال كتابة السيناريو لتعلم كيفية تحويل النصوص الأكاديمية والبحثية إلى أعمال درامية

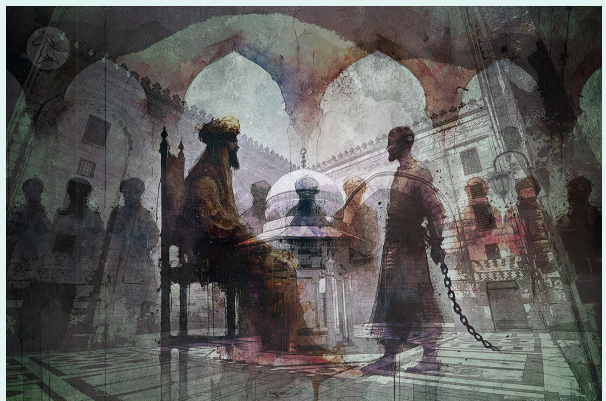
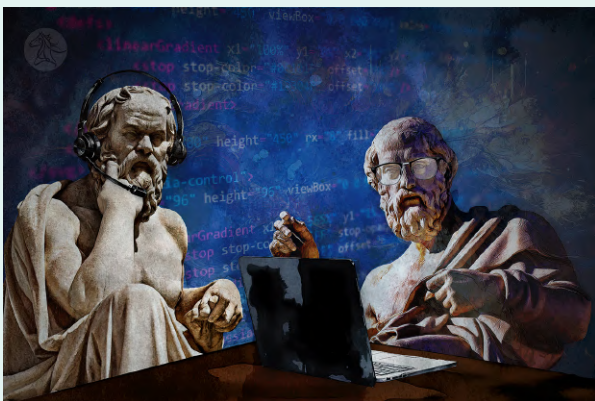
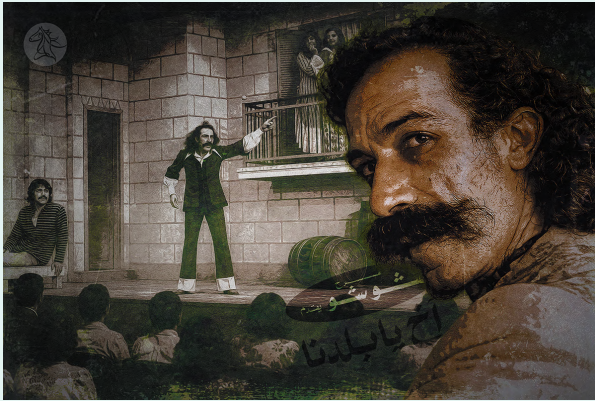
- الورشة تفاعلية عبر الإنترنت
- يقدم الورشة خبراء في مجال الإنتاج وكتابة السيناريو
- مدة الورشة أربعة أشهر تبدأ في أغسطس 2025
- آخر موعد للتقديم 8 يوليو

للاستفسار:
slab@alpheratzmag.com



نشأة المكتبة





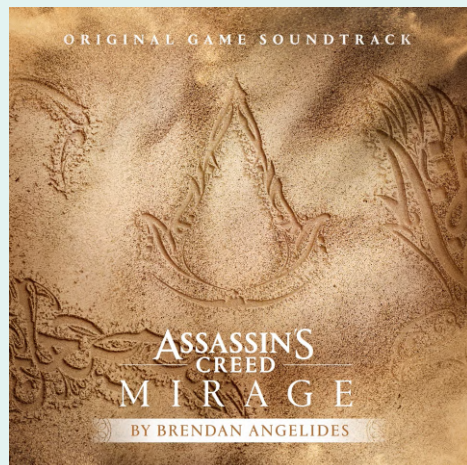
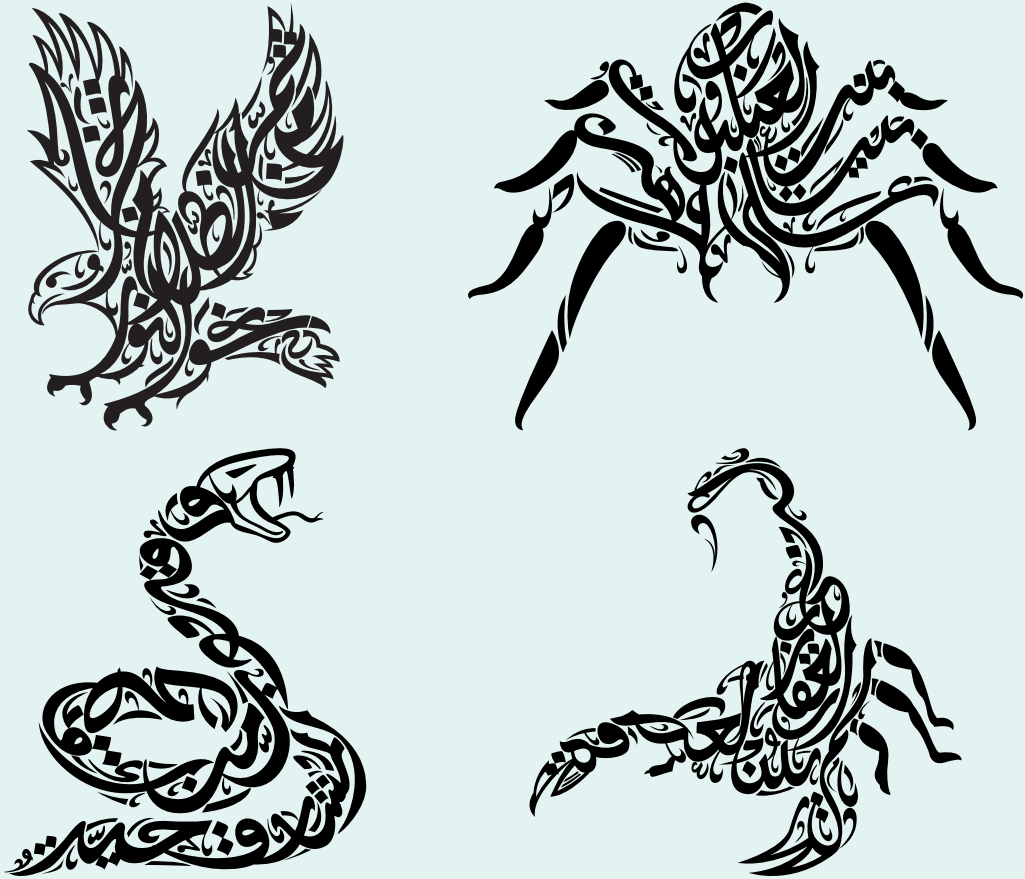
03 Game & Entertainment Visuals

Logos, In-Game Calligraphy & Regional Campaign Design

Created logos, in-game calligraphy artworks, and regional campaign visuals for gaming and entertainment projects. For **Assassin's Creed: Mirage**, the Arabic calligraphic logo was developed to reflect the atmosphere of the game's setting in Abbasid-era Baghdad, balancing historical inspiration, Arabic visual authenticity, and contemporary game identity.



The in-game calligraphy artworks, including Skill Tree visual elements, were inspired by Abbasid-era poetry and adapted into ornamental calligraphic forms suitable for the game's interface and visual storytelling.

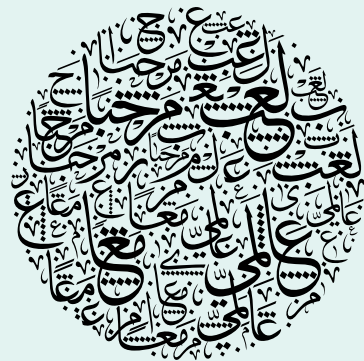


04 Commemorative & Legal Tender Coin

Arabic Calligraphy & Cultural Visual Elements

Designed Arabic calligraphy and cultural visual elements for commemorative and legal tender coin programs, adapting calligraphic artwork to highly detailed metallic surfaces and small-scale production requirements.

I contributed Arabic calligraphic designs to a series of eight official silver commemorative coins issued by **Qatar Central Bank** for the **FIFA World Cup Qatar 2022**. Shown here are selected examples from the series.



Selected coin designs include silver and gold Eid al-Fitr 2024 commemorative issues for the Republic of Djibouti, and a silver commemorative coin for the Sultanate of Oman marking the FIFA World Cup 2026.



05 Cary Mosque

North Carolina, USA - 2020-2022

Architectural Arabic calligraphy artworks designed and executed for Cary Mosque interiors, including major dome calligraphy, entrance panels, and interior calligraphic compositions.



The project required adapting traditional Arabic calligraphy to architectural scale, spatial rhythm, and on-site execution. My background in Traditional Arts, additional coursework in Architectural Restoration, and related training helped shape the technical and visual approach to this large-scale interior work.

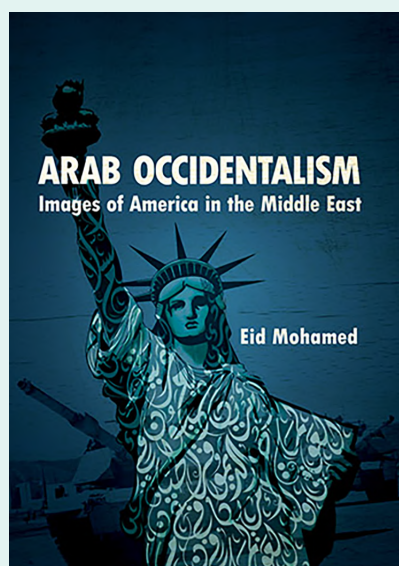


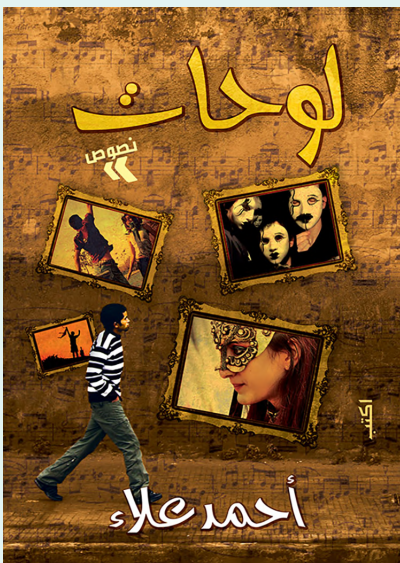
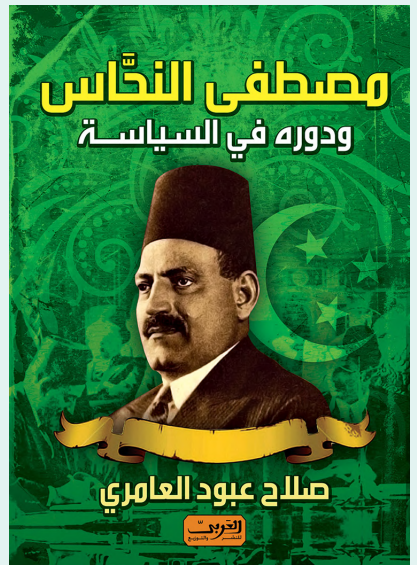
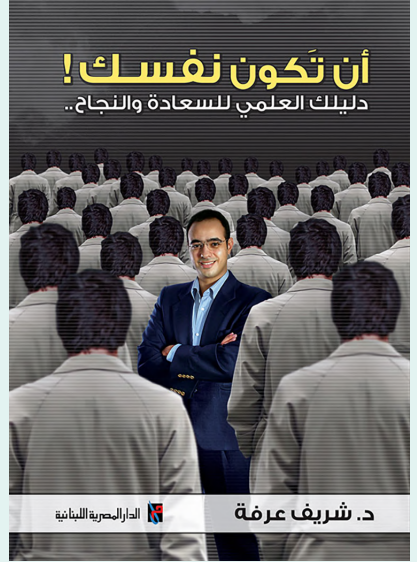
06 Publishing & Book Cover Design

Editorial Design, Typography & Visual Storytelling

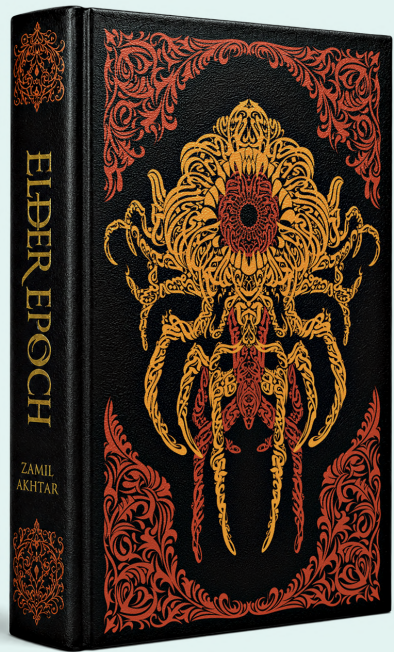
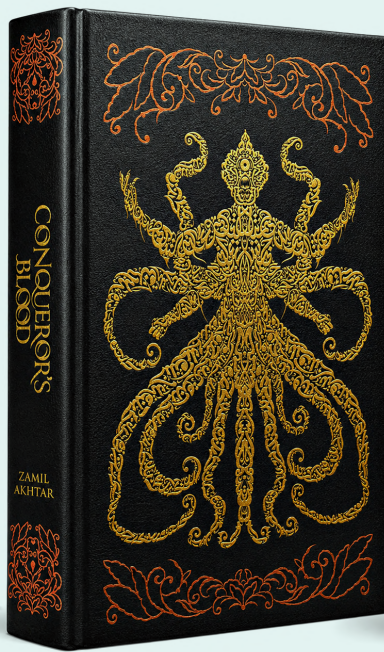
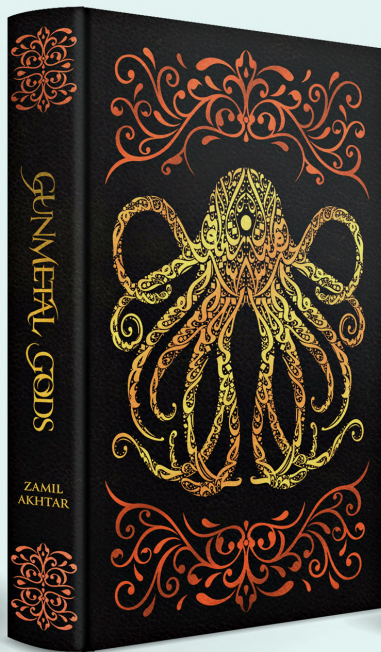
Since 2008, I have designed hundreds of book covers, magazine layouts, and print materials for publishing houses and cultural institutions, building strong experience in editorial design, typography, prepress, and visual communication for Arabic and English language publishing.

Across these covers, I used different visual approaches, including custom typography, calligraphy, illustration, collage, and photography-based compositions.





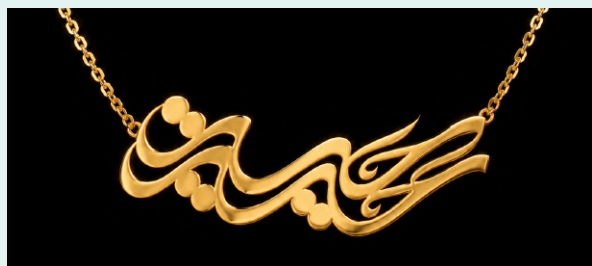
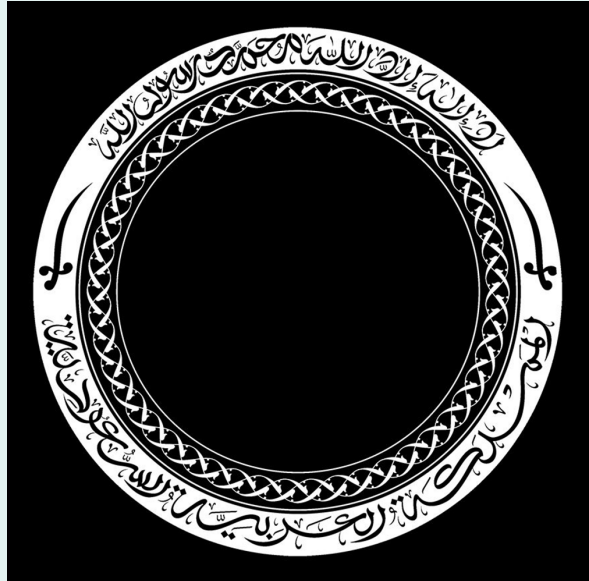
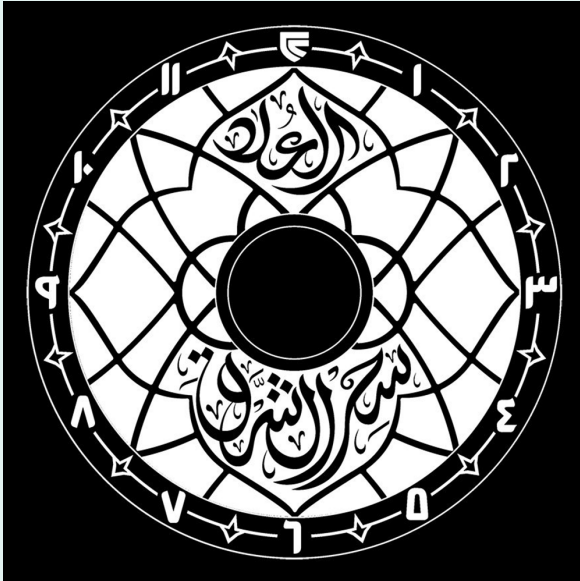
In recent years, this experience has continued through a book cover series for author **Zamil Akhtar**, where I designed three published covers and the fourth is currently nearing release. The series brings together atmospheric illustration, modern calligraphy, custom lettering, and visual continuity across multiple books.



07 Luxury, Jewelry & Applied Calligraphy

Precious Objects & Product Design

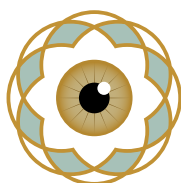
Selected applied calligraphy projects created for luxury and precious objects, including the Christophe Claret “Al-Ula” watch design and a gold calligraphy necklace.



08 Logos & Visual Identities

Brand Marks, Arabic Typography & Institutional Identity

Selected logo and visual identity works for institutions, commercial brands, and independent projects.



المراد لطب وجراحة العيون
El Mourad Eye Clinic
Excellence in Eye Care



Deutsch-Arabische Ophthalmologische Gesellschaft
الجمعية الألمانية العربية لطب العيون



وفاؤبير
جراحات تجميلية متقدمة



Lawhati



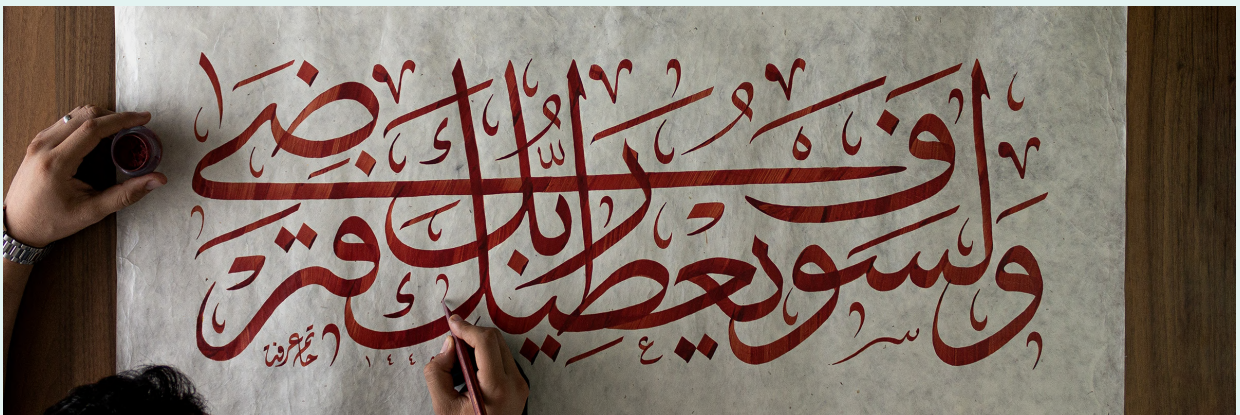
Oriental haute couture



09 Calligraphy Artworks

Traditional Practice & Modern Composition

Selected calligraphic artworks exploring the space between traditional Arabic calligraphy and contemporary visual composition.



Thank You!

This portfolio presents selected examples from nearly two decades of professional work. While it cannot represent all the projects developed across different clients, institutions, publishers, and cultural contexts since 2006, it reflects the main areas of my practice in graphic design, Arabic typography, calligraphy, visual identity, publishing, games, coins, architecture, and educational content.

My background combines professional design practice with academic study in Graphic Design, Traditional Islamic Arts, Arabic calligraphy, Islamic visual culture, and architectural restoration. I also work across photography, video editing, visual research, writing, and educational content creation, and have participated in exhibitions, lectures, and workshops internationally and online.

For collaborations, commissions, or professional inquiries:

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<https://www.youtube.com/@hatemarafa73>
<https://www.linkedin.com/in/hatem-arafa/>
https://www.instagram.com/hatem_arafa/