



## CONTACT

832.526.5192

[samahassan.designer@gmail.com](mailto:samahassan.designer@gmail.com)

[samahassan.com](http://samahassan.com)

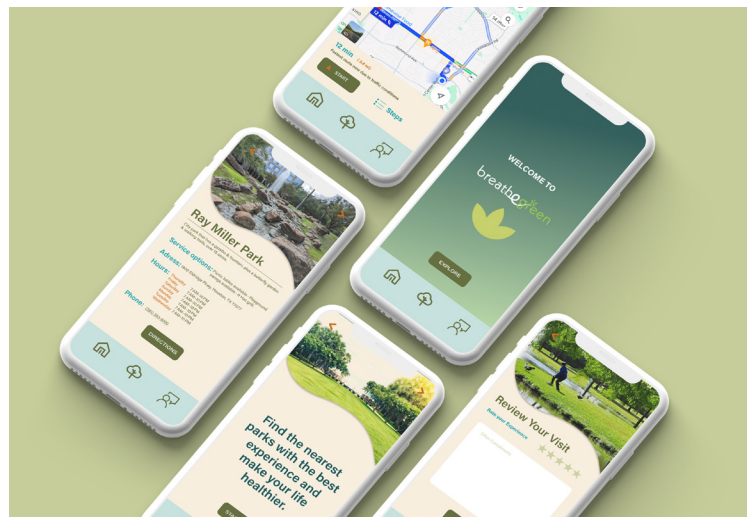
## Samah Hassan

Graphic Designer

A multidisciplinary graphic designer based in Houston, TX, my focus is on visual identity and experimental work. passionate about meaningful and purposeful design, I am dedicated to effective communication. My work has the power to inspire, inform, and influence. Passion for meaningful design is kept alive by approaching every project with creativity, empathy, and a commitment to excellence.

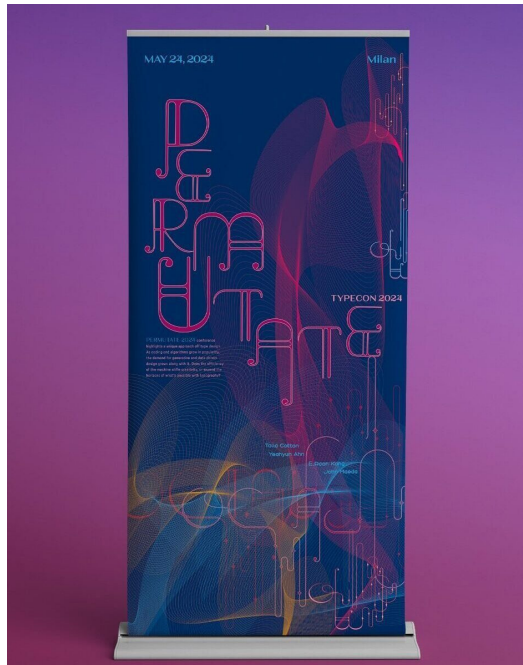
## Breathe Green Campaign Identity, UI/UX

Social campaign about parks and green spaces in Houston TX. Great parks and green space should be an essential part of every neighborhood. Everyone should have access to green spaces that enrich community experiences, improve quality of life and foster environmental resiliency in all of our communities.



## Permutate Identity

TypeCon is an annual conference dedicated to type and design. The design system for TypeCon: PERMUTATE conference highlights a unique approach to type design. As coding and algorithms grow in popularity, the demand for generative and data-driven design grows along with it. Does the efficiency of the machine stifle creativity, or expand the horizons of what's possible with typography? Permutate branding system includes a large poster, speakers schedules and swag items, all designed to elevate and broaden the reach of TypeCon conference.



## Flourishy Product Design

Introducing Flourishy a beautifully designed notebook in the shape of a vase, creating a blend of art and functionality. To complement its artistic design, Flourishy holds a hand-crafted flower that tops a pencil. Delicately crafted using a Cricut machine for the vase and hand-crafted the flower. This unique blend of technology and handmade craftsmanship results in a stunning and personalized creation that's sure to captivate and impress.

Flourishy featured at the Blaffer Art Museum.

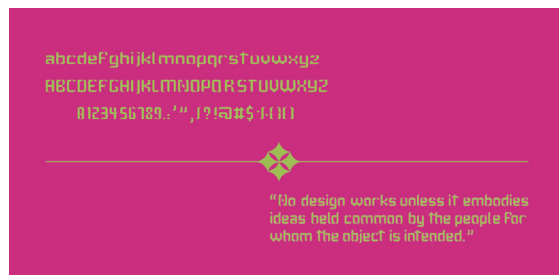




## Lona Typeface

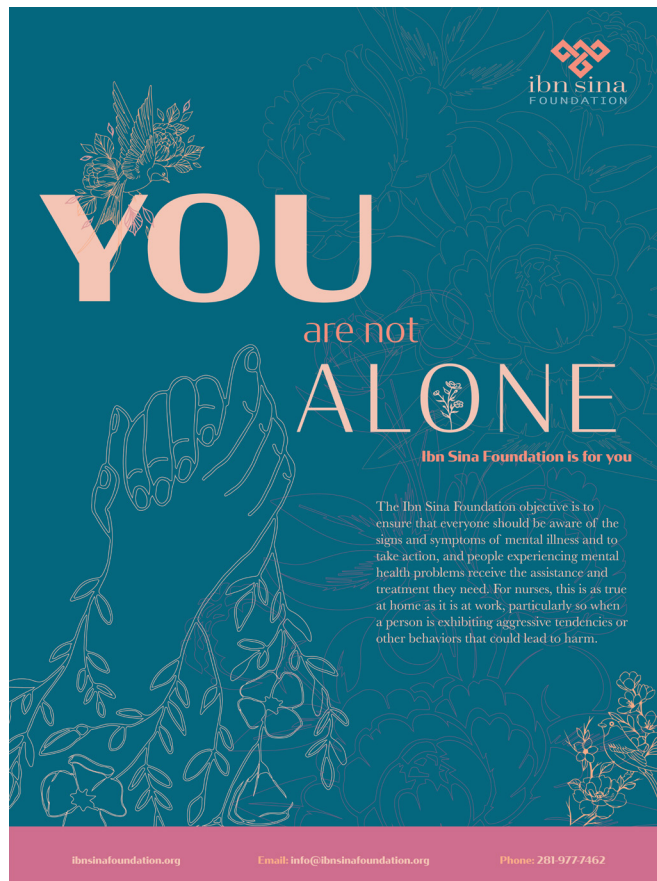
Typography

Lona is a modular font with forms that resemble the appearance of shapes. The shapes that are used in each letter form create unique curves and smoothness throughout thick and thin strokes. This font is primarily made up of the Regular weight, which has a great balance over the whole font and is ideal for headers, displays, and other uses. For Lona game, I've passionately crafted a unique concept that brings fonts to life in an exceptional way. I created an engaging 3D modeling game that turns letters into interesting shapes. Through Lona Game, this unique concept allows you to show-off the beauty of fonts. Lona Game is more than simply a personalized gift, it's a heartfelt effort that conveys the true nature of your love. You're not simply giving a present when you give Lona Game; you're sharing a piece of your heart, making it a really amazing and valued experience for your loved ones.



## Ibn Sina Foundation Identity

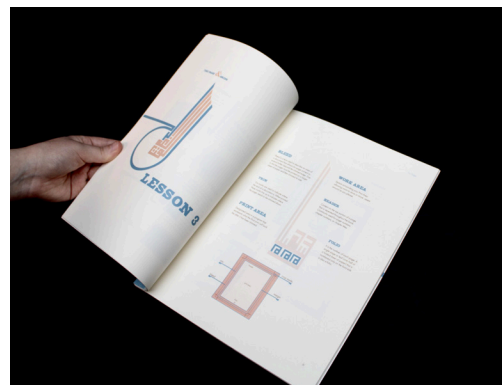
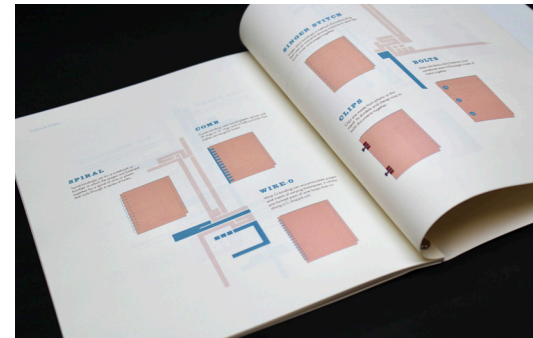
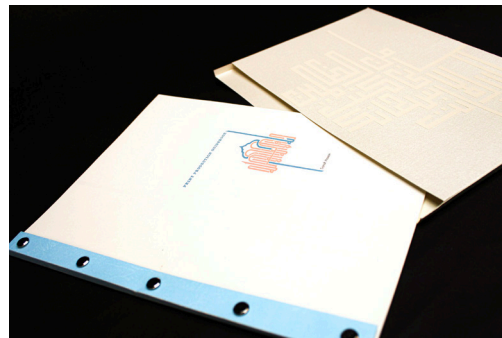
The core values of the Houston-based non-profit organization, Ibn Sina Foundation are presented in three interrelated formats. The "Audience Reports Booklet insightfully defines the organization's objectives and values as an initial part of this identification system. The second part includes three unique brochures for, Volunteers, Patients, and Donors, each crafted with variations that repeat the main concept. The third and last part of this identification system is an engaging poster designed to resonate with the community and emphasize that Ibn Sina welcomes all people in need of medical aid. The illustration and color palette enhances the overall impact and message of the identification system. These three designs work together to convey the Ibn Sina Foundation's identity in a visually appealing and cohesive approach.



## Print Production GuideBook

Print

This book aims to provide a comprehensive explanation and education on all aspects related to print production. Each lesson delves deeply into various topics, offering a thorough understanding of the intricate processes involved in print. The visual concept and aesthetic of this book embrace a modern, modular design that engages with Arabic Square Kufic Typography. Inspired by the captivating artistry of Arabic Calligraphy (Khatt) Kufic, which utilizes simple geometric lines and shapes, this design appeals to both designers and observers. The Kufic style employed in this book varies from thick to thin lines, ensuring a visually captivating and dynamic layout. The carefully selected color palette contributes a modern yet vintage atmosphere, enhancing the overall aesthetic. The Typefaces Futura PT and HWT Slab complement the design, reinforcing the contemporary feel while maintaining a sense of tradition.



## Columbia Tap Trail Environmental

The Columbia Tap Trail, a disused railroad, connects three historic Houston neighborhoods: East Downtown, Third Ward, and MacGregor. This identity system reinforces the original railroad's industrialized past while also highlighting the individual personality of each area through the use of vibrant colors, accurate vintage imagery, and distinctive signage that directs trail users to neighborhood attractions and facilities. From logo design to material selection, the process was detailed and informative. Designed by collaborating with Zoe Schomburg and Ashley Guzman.



Timeline





## On Tap Environmental

Play is an installation that celebrates the ongoing transformation of the Columbia Tap Trail and the community that has been at the heart of it throughout. This whimsical installation encourages children to interact with the space in ways that are enriching, imaginative, and fun. These vibrant, durable building blocks can be easily assembled and rearranged, creating an ever-changing play space. Each block is adorned with colorful patterns, inviting children to explore and match them in exciting ways. Designed by collaborating with Yanci (Arch), Ana, Rochelle, Widad (Arch).

As an addition to the On Tap Project, I designed a physical 16x16-inch 3D module.



## Kinetic Vote Campaign

Motion

Voting campaign specifically targeting young Arabic-speaking women in Houston, TX. The central theme revolves around utilizing ribbon as a symbolic representation of women, emphasizing connection and empowerment. Additionally, the campaign incorporates the element of a lantern to enhance its appeal and engagement. The system includes Poster, Hourglass Timer, and stickers.

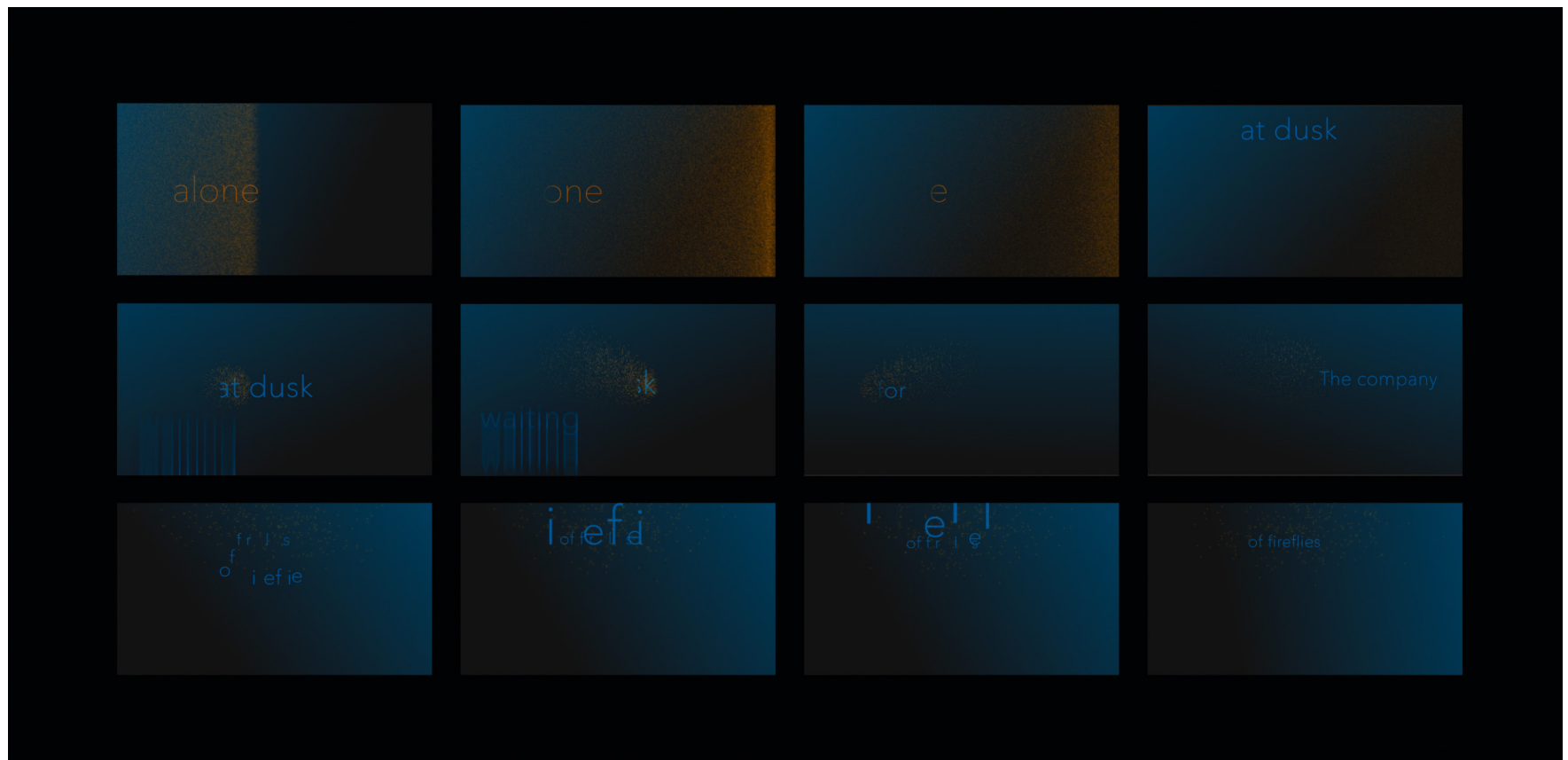




## Moving Haiku

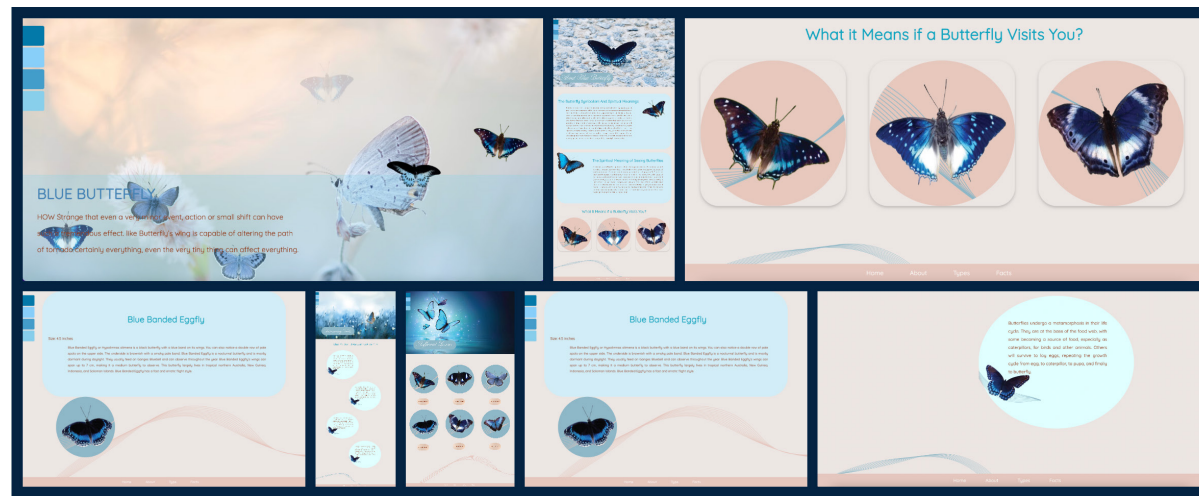
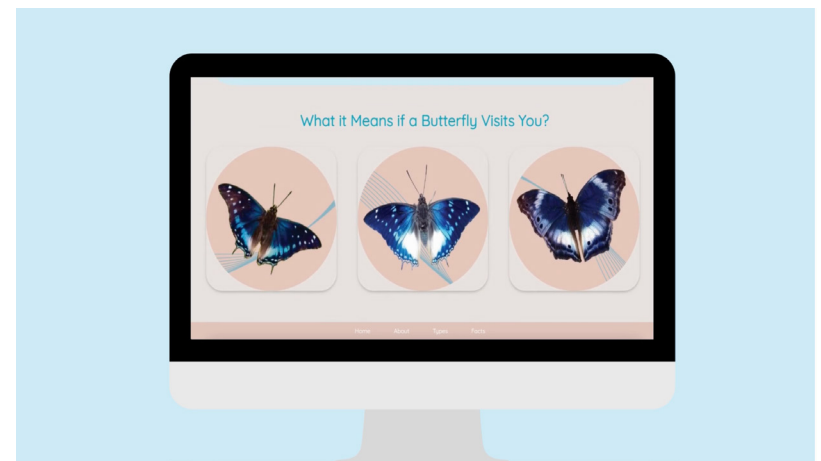
Motion

This motion graphic brings to life Adelaide B. Shaw's Haiku, in which she captures the feeling of loneliness with the anticipation of fireflies emerging to illuminate darkness. The concept of fading and flying fireflies conveys a sense of motion. The audio of fluttering fireflies and the subtle crackling of the night was created using Adobe Audition which enhances the visual narrative, immersing the viewer in a sensory experience.



## Print Production GuideBook UI/UX

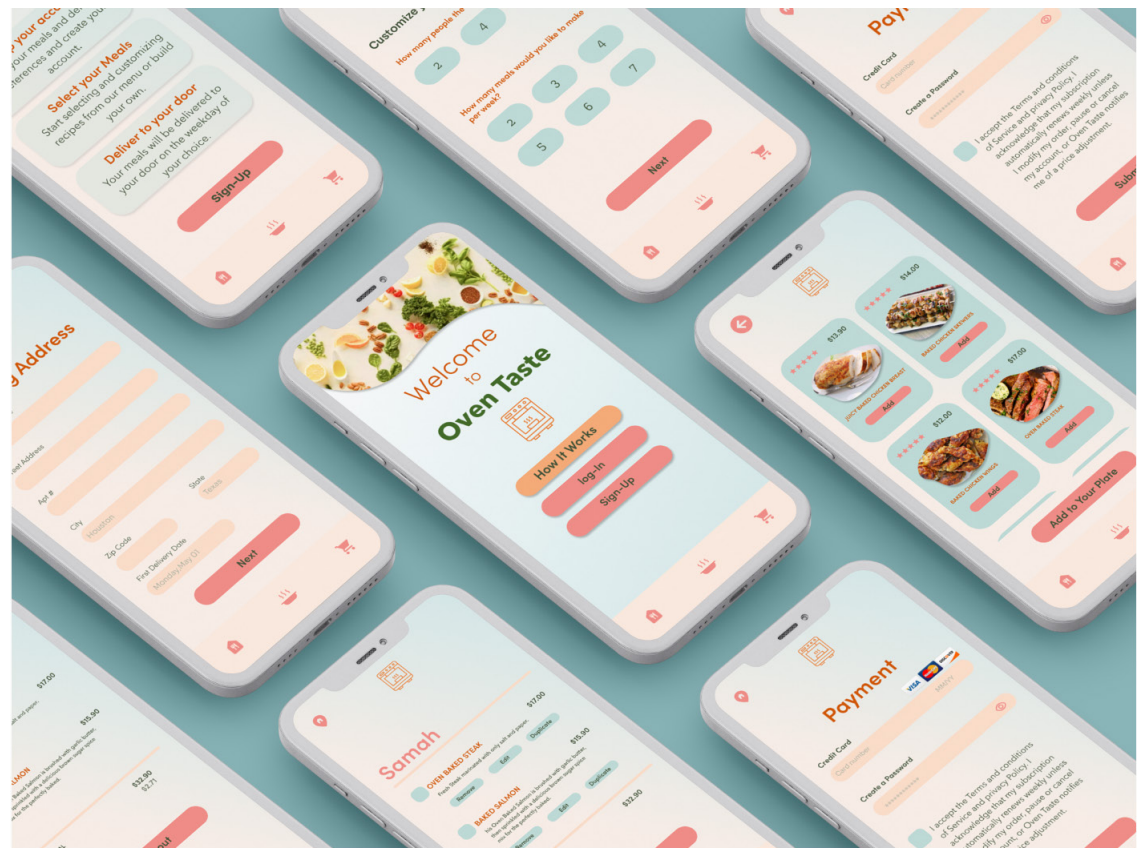
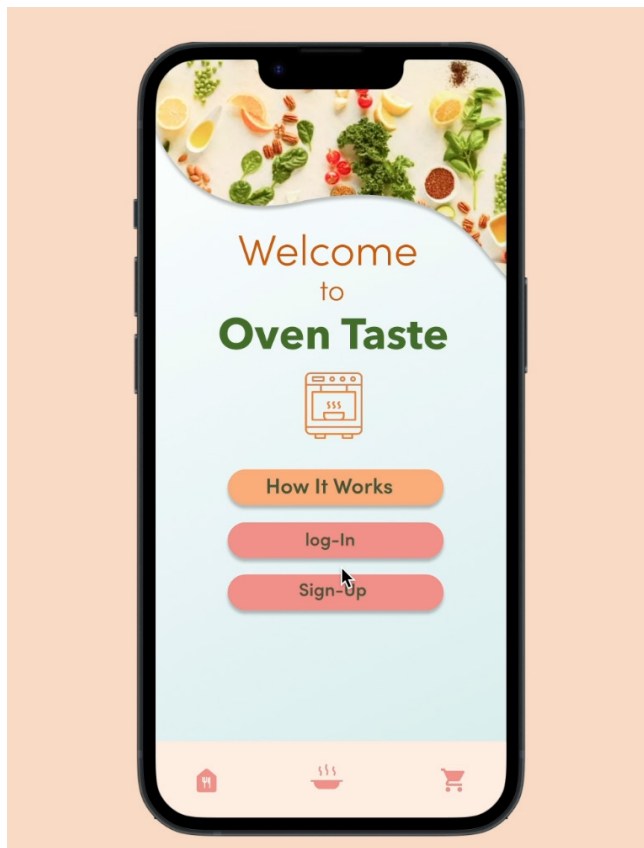
This HTML/ CSS website centers around the captivating theme of blue butterflies. Whether you're seeking information, inspiration, or simply a moment of wonder, "Blue Wings: A Field Guide to Azure Beauties" invites you to embark on a journey of discovery through the fascinating world of blue butterflies. So spread your wings and let your imagination take flight as you explore all that our website has to offer.





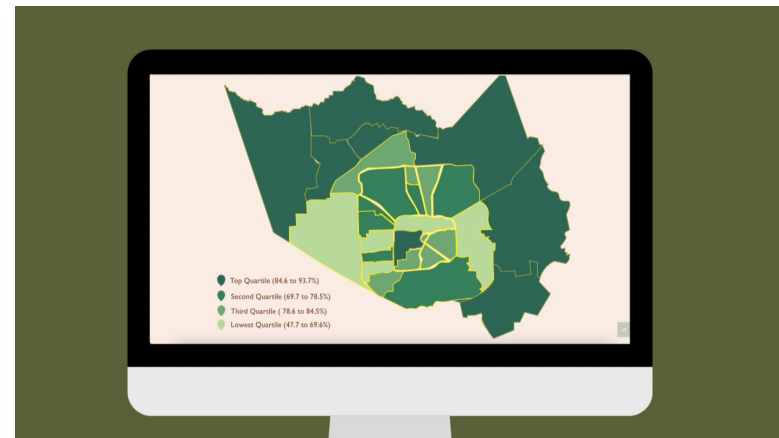
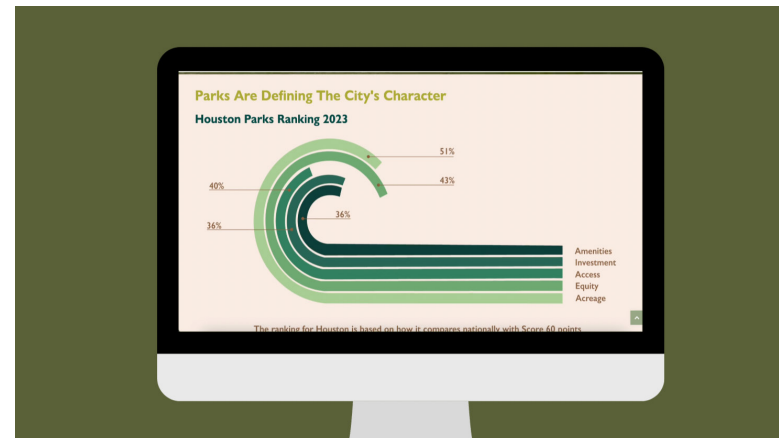
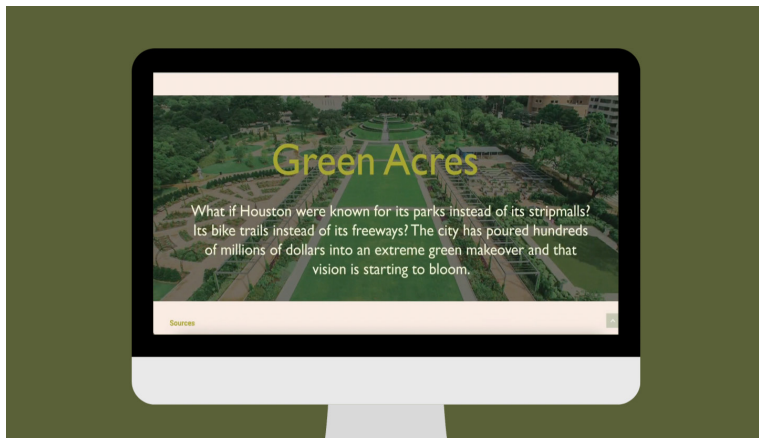
## Oven Taste UI/UX

“OvenTaste” revolutionizes mealtime with its innovative approach to convenient dining. This user-friendly app offers a curated selection of customized meals specifically designed for the oven, eliminating the need for cooking knowledge or time-consuming preparation. With OvenTaste, users can effortlessly browse through a variety of delicious options, personalize their meals according to dietary preferences or restrictions, and simply pop them into the oven for a hassle-free culinary experience. Whether you’re a busy professional, a health-conscious individual, or simply seeking convenience without sacrificing taste, OvenTaste ensures that every meal is a flavorful delight, ready to enjoy with minimal effort. Say goodbye to mealtime stress and hello to effortless dining with OvenTaste.



## Data Visualization web UI/UX

Discover the profound impact of inequality on park access in Houston through the lens of data visualization. Houston Parks and Green Space illuminates disparities within Harris County's park system, weaving together compelling statistics, dynamic graphs, and evocative photography. Explore the intersection of community, environment, and equity at [data.samahassan.com](http://data.samahassan.com).



## Lettering Book Covers

Hand-Lettering

The concept behind this project is to choose three books and design their covers using hand lettering and to create a cohesive series style. I selected three books about fairy tales from various cultures. I additionally employed line art illustrations that connected to the subject matter of each book. My goal is to express a consistent visual identity throughout the series, elevating the overall aesthetic appeal of the book covers.





## Book of Questions print

This unfolds to reveal four postcards inspired by the narrative of Pablo Neruda's "Book of Questions," each representing a different season. To add a creative touch, I meticulously designed a handmade package that perfectly complements the overall aesthetic providing a unique and visually appealing solution.





## Field Guide Books

Print

Three-series booklet collection centers around the captivating theme of blue butterflies. To bring a personal touch and authenticity, I hand-painted the butterflies, ensuring the imagery and stylizations were unique and tailored to the overall design. To maintain a cohesive visual language throughout the collection, the booklets use typographic grid systems. To complete the presentation, I crafted a visually striking 3D butterfly package that elegantly housed the three books. This packaging enhances the overall aesthetic appeal and provides a cohesive experience for the final delivery.



