

Arslan Arslan

Brand Identity Designer

Logo design, visual identity systems and digital-first brand direction supported by structured technical thinking.

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Portfolio gartisana.art

PORTFOLIO

Website

gartisana.art

Behance

behance.net/arslanarslan42

Instagram

instagram.com/g.artisan.a

LinkedIn

linkedin.com/in/arslan-arslan-60045a263

CORE SKILLS

Logo design

Brand identity

Visual systems

Guidelines

Social media

Mockups

Brand concepts

Visual direction

AI workflows

System thinking

TOOLS

Illustrator

Photoshop

InDesign

Premiere Pro

After Effects

Figma

Canva

CapCut

VS Code

GitHub

Vercel

VMware

TECHNICAL BACKGROUND

Foundation: computer systems, computer science studies and cybersecurity studies.

Strength: structured problem solving, cloud awareness, workflow automation mindset and digital systems thinking.

LANGUAGES

Arabic - Native

Hebrew - Professional

English - Professional

DESIGN APPROACH

Minimal, strategic and system-based; identities that are clear, recognizable, scalable and ready for real brand usage.

PROFESSIONAL SUMMARY

Brand Identity Designer with 2+ years of hands-on experience in logo design, branding, and visual identity systems. Combines design practice with a technical foundation in computer systems, computer science studies, cybersecurity, and cloud awareness to build structured, scalable, and implementation-aware brand systems. Work spans logos, guidelines, social visuals, mockups, packaging concepts, and web/app visual concepts.

EXPERIENCE

Freelance Brand Identity Designer / Graphic Designer

Independent Projects - Israel / Remote - Ongoing

- Design logo and visual identity systems for businesses, campaigns, product concepts and digital-first brands.
- Build scalable brand assets: logo variations, color systems, typography direction, layouts, mockups and social visuals.
- Translate brand ideas into clear systems across Instagram content, campaign visuals, web/app concepts, packaging and presentations.
- Apply technical thinking to improve consistency, readability, file structure, scalability and implementation readiness.

SELECTED PROJECTS

SHURFA Boutique Hotel	Boutique hospitality identity and visual direction for a family hotel in Nazareth, built around Arabic-inspired character, balconies, hospitality and a premium local feel.
Kajo Visual / Web Concepts	Retail and digital visual system for product categories, social content, product concepts, web/app structure and customer-facing brand communication.
Stop The Crime Now Campaign	Multilingual civic campaign identity using Arabic, Hebrew and English, built around a strong symbolic mark and a clear awareness system.
Modern Classics	Premium automotive import brand identity focused on luxury positioning, refined visual tone and high-end brand presentation.
Dr. Marar Dental Clinic	Clean healthcare brand identity and logo system designed for trust, clarity and professional patient-facing communication.

EDUCATION & TECHNICAL CREDENTIALS

Bar-Ilan University - Computer Science Studies / Academic Background

Completed studies through the final year before transitioning professionally toward cybersecurity and brand identity design.

Bar-Ilan University - Cybersecurity Studies / Certificate Programs

Completed cybersecurity-focused certificate programs successfully.

Credentials: AWS Academy Cloud Foundations; AWS Academy Cloud Architecting; Check Point CCSA R81.10 Bootcamp; Cisco CCNA Bootcamp; Certified Network Defender; Cloud Technologies Specialist.