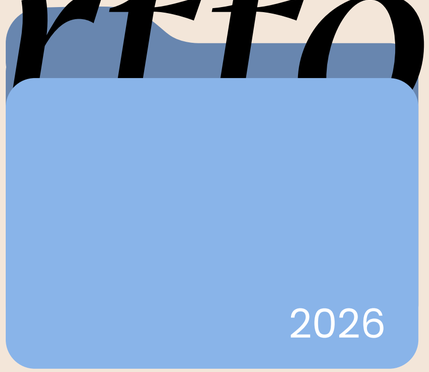
Welcome to my

Portfolio



Iqraa Mo.

Senior Graphic Designer



Social Media



Graphic Design



Branding



Packaging Design

Hello!

I'm Iqraa, a graphic designer based in Kuwait who loves creating, growing & improving myself.

I am a fast-learner and a hands-on collaborator with each project given, I find joy in immersing myself in all things creative and finding inspiration from things in my daily life.

Nice to meet you!

Education

Sep 2012 - Jun 2016
Bachelors of Arts (Hons) Graphic Design
American University of Kuwait

Certifications

2022
Graphic Design Specialization
CalArts, Coursera

27.10.2022
2022 Annual Code of Conduct Training — Certificate of Completion
IPG Ethics & Compliance Center

Software

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects

Skills

Brand Identity Design
Content Strategy
Social Media Campaigns
Creative Direction
Print Design
Packaging Design

Experience

May 2026 - Present
Freelance Graphic Designer
Touristic Enterprises Company

Managed creative direction across 6+ social media accounts, delivering campaigns and strategic design solutions that improved workflow efficiency, increased engagement by up to 80%, boosted social traffic by 88%, and generated 74% more client inquiries through 60+ creative projects.

Dec 2025 - Present
Freelance Graphic Designer
Hubtal OÜ, Estonia

Led the rebranding of two companies, increasing client engagement by 70%. Redesigned social media design systems to strengthen brand consistency and boost engagement. Created a complete brand identity for an Asian cuisine restaurant across digital and print.

Jul 2023 - Oct 2025
Senior Graphic Designer
EK Agency, Kuwait

Managed creative delivery for 12+ brand accounts, optimizing workflows and project delivery. Designed social media campaigns for 12+ brands, increasing engagement by up to 85%. Developed brand identities for new product launches, contributing to sales growth. Produced motion graphics that generated 1M+ views and increased online visibility by 27%.

Jun 2021 - May 2023
Creative Designer
Weber Shandwick MENAT, Kuwait

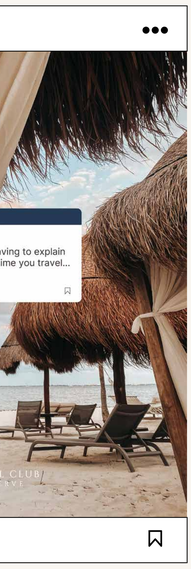
Managed creative campaigns for enterprise clients across digital and print media. Designed high-impact social media campaigns that increased brand awareness and engagement. Created print marketing collateral, including brochures, signage, advertisements, and campaign assets. Collaborated with cross-functional teams to deliver strategic creative solutions on time.

+965 9898 9836 iqrarzworks@gmail.com linkedin.com/in/iqrarz

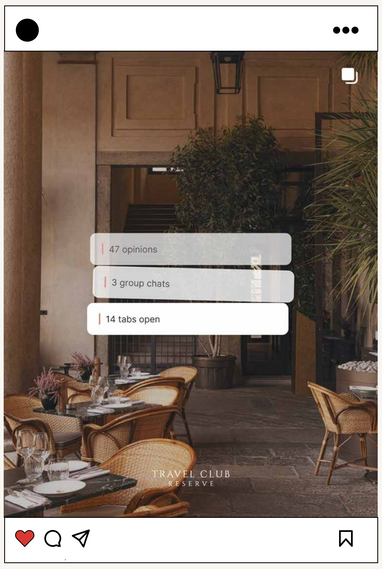
Social Media

Social Media Management | Graphic Design

Brand Awareness | Brand Refresh & Instagram Redesign



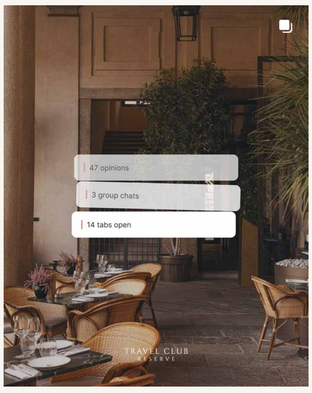


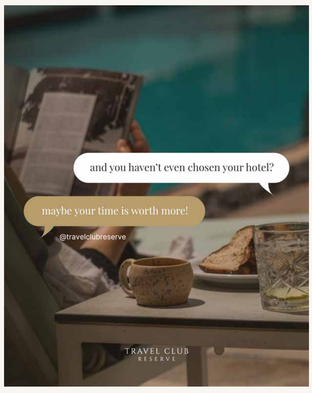


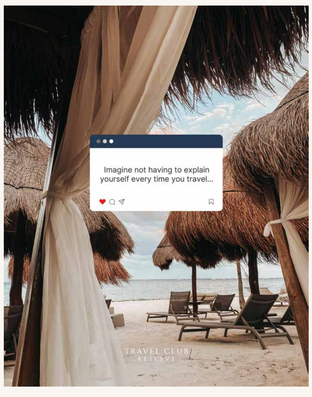






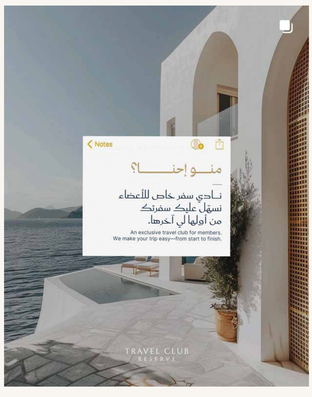




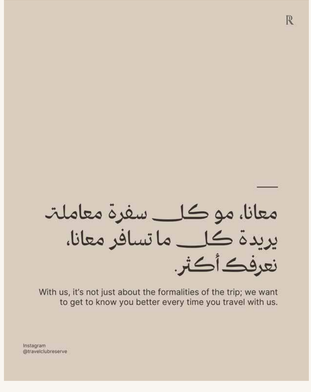


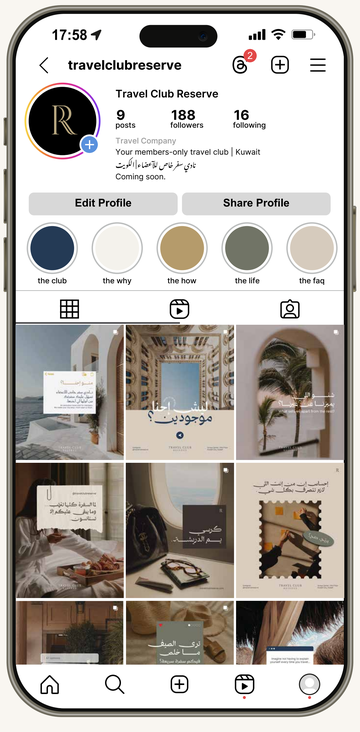












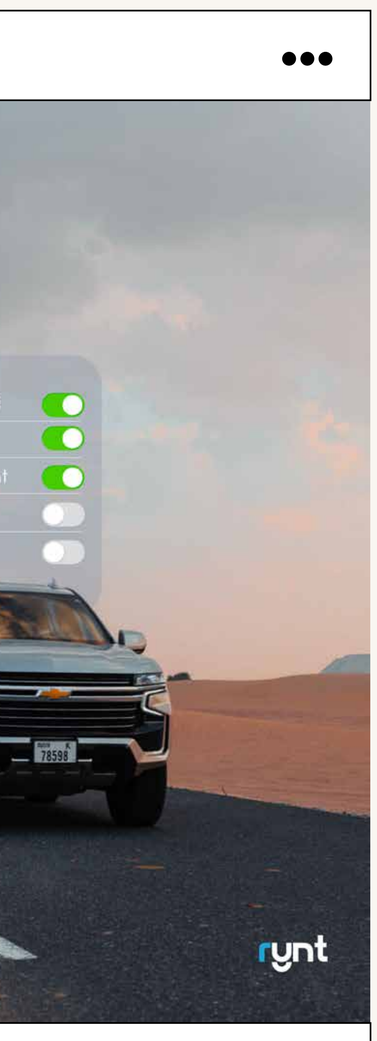
Social Media

Social Media Management

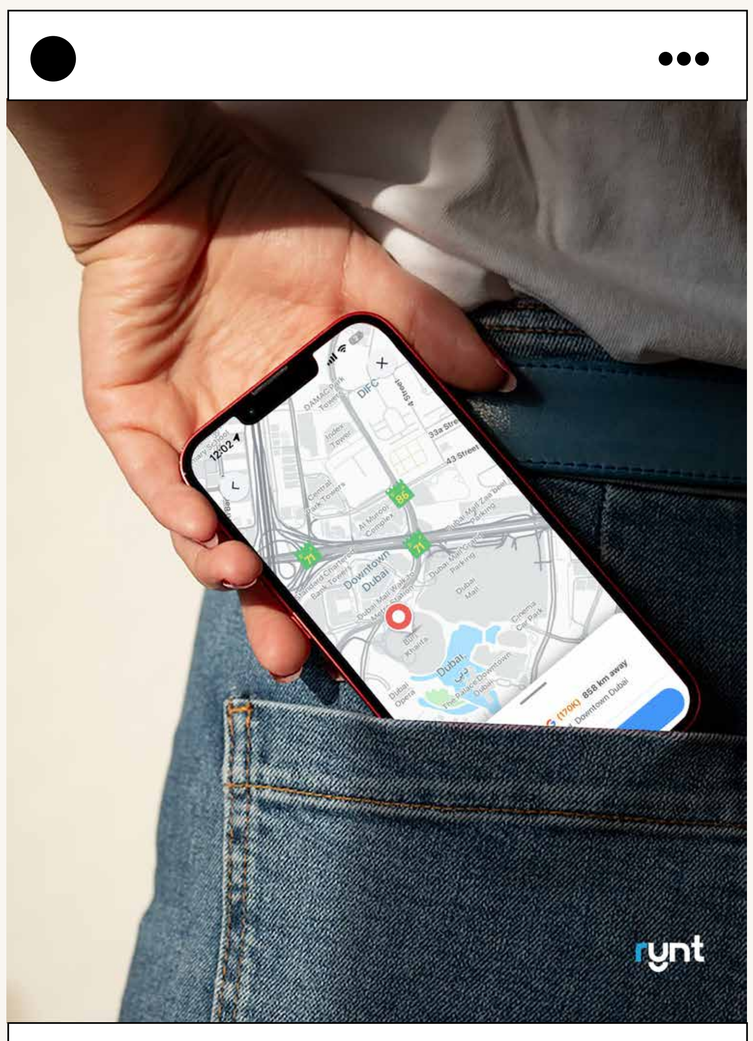
Graphic Design

Brand Awareness

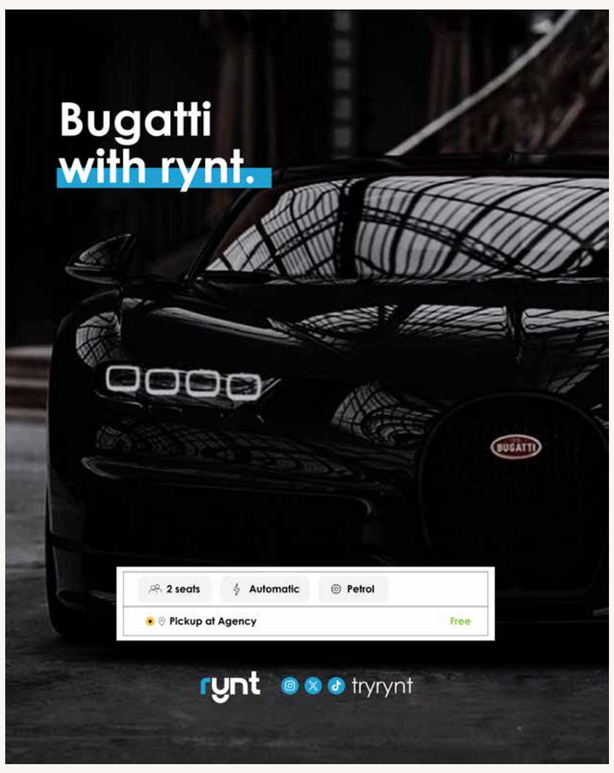
Brand Refresh & Instagram Redesign

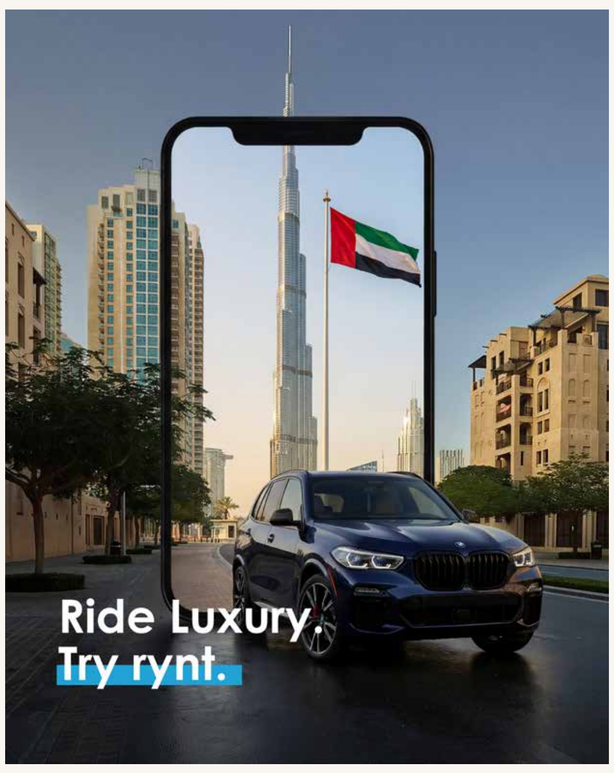




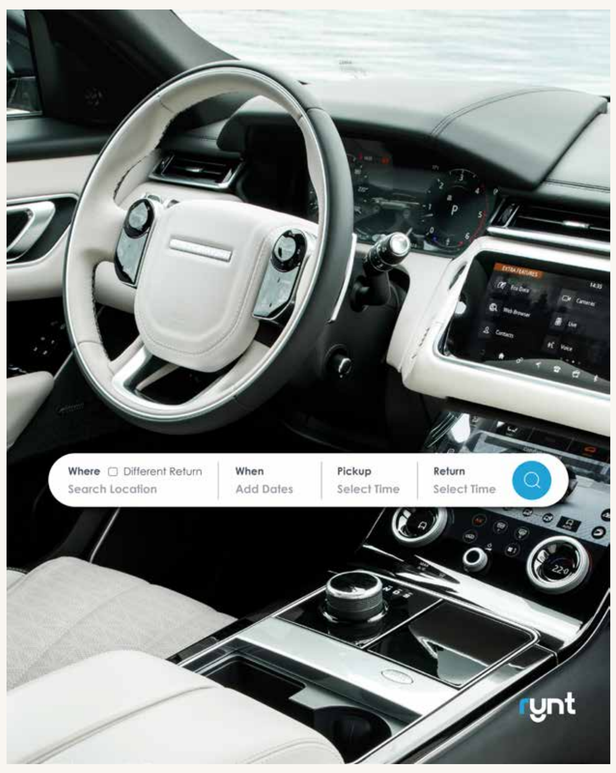


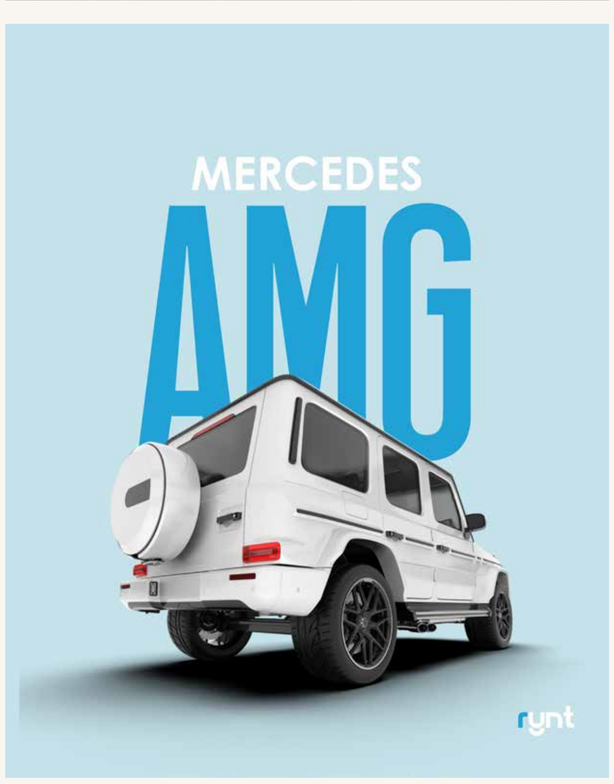


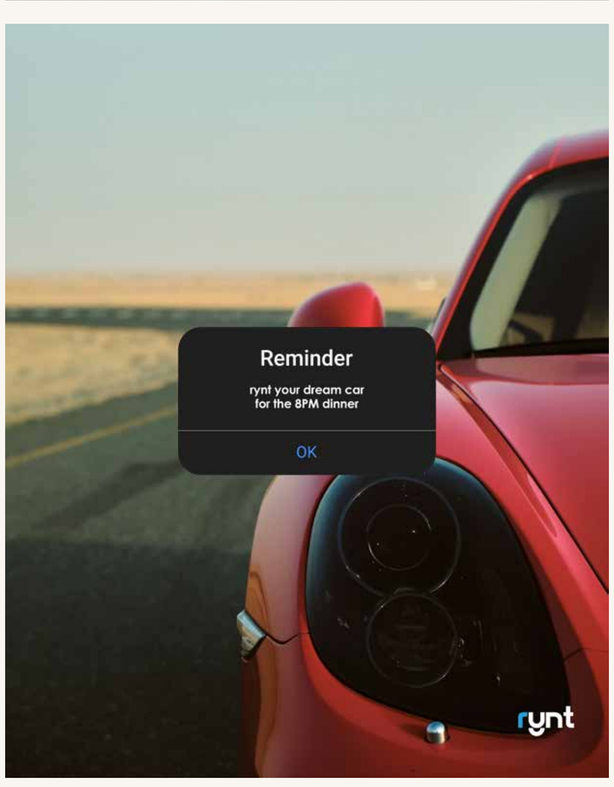


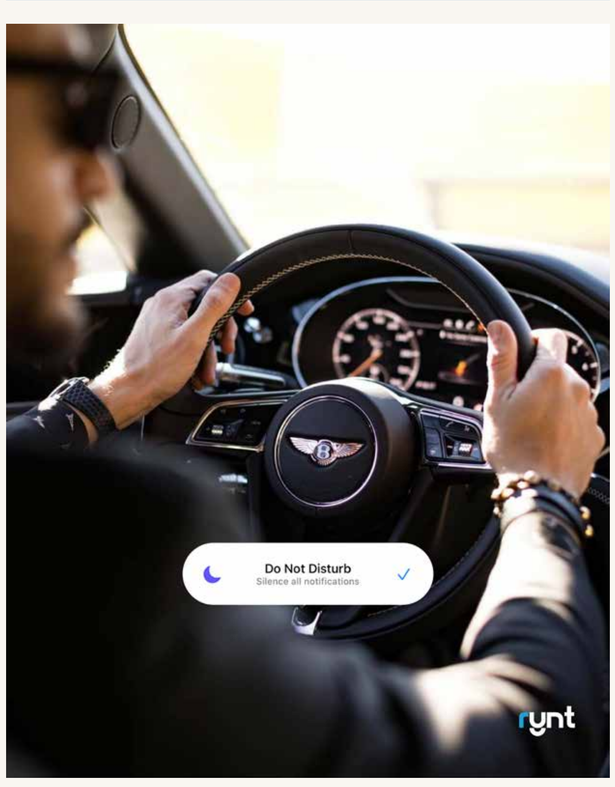


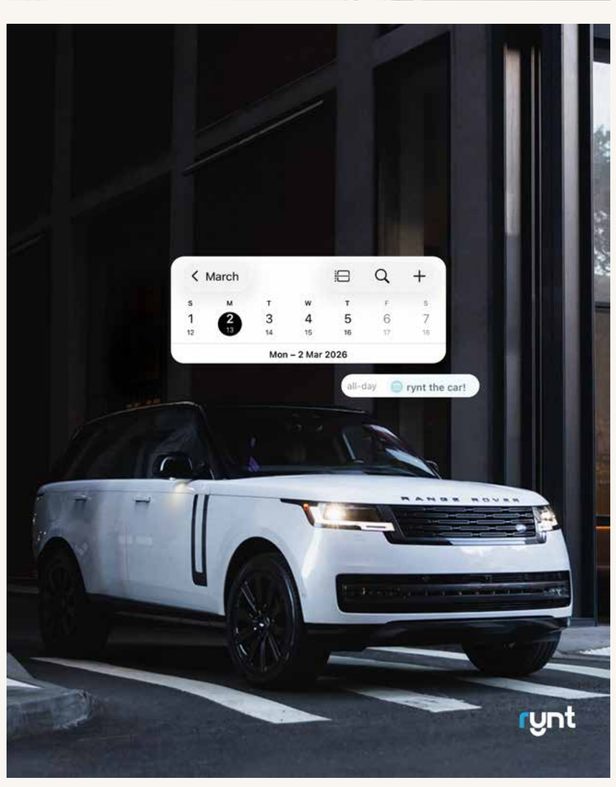


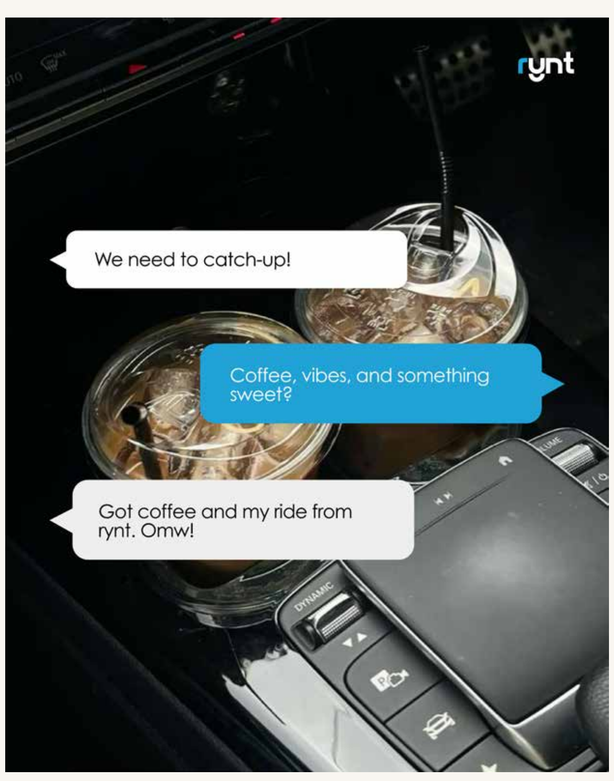


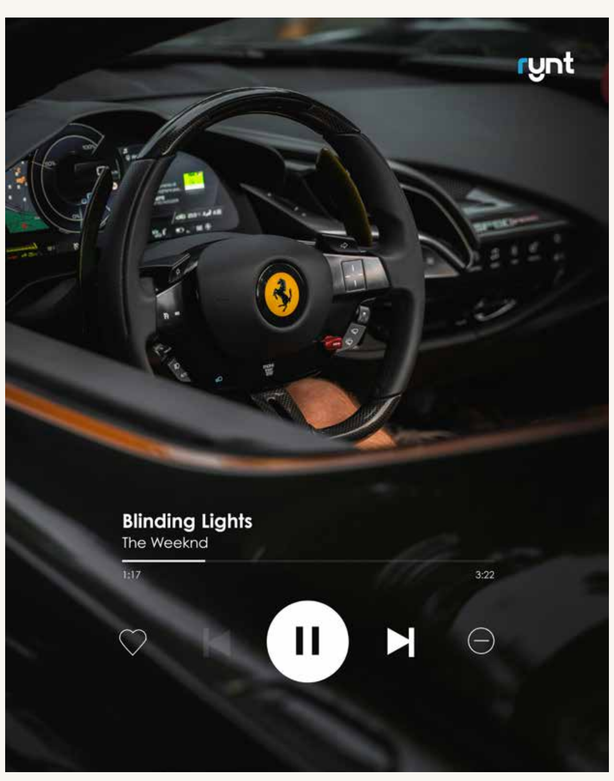


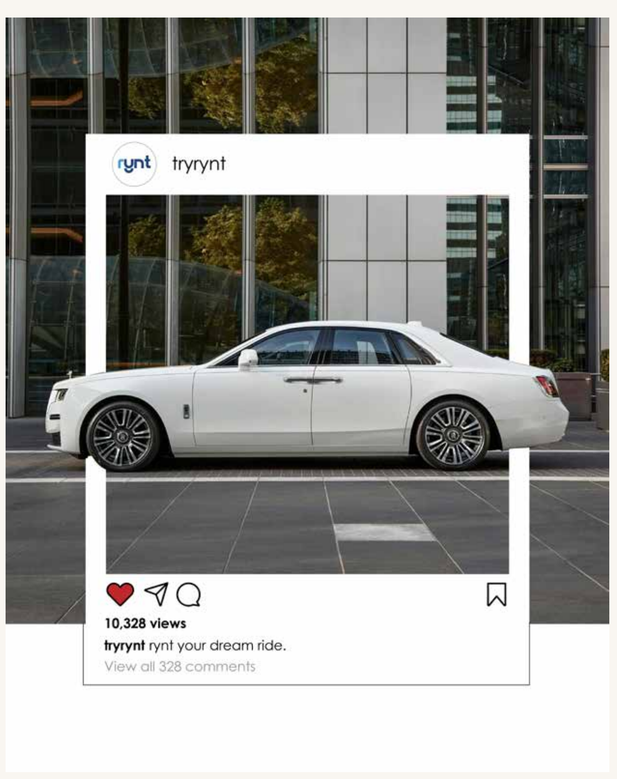


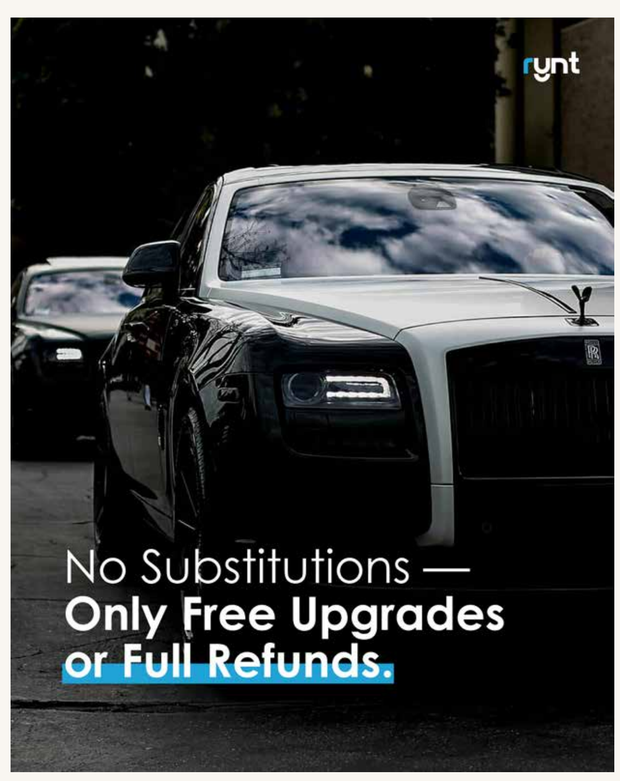












Social Media

Social Media Management

Graphic Design

Brand Awareness

Product & Automotive









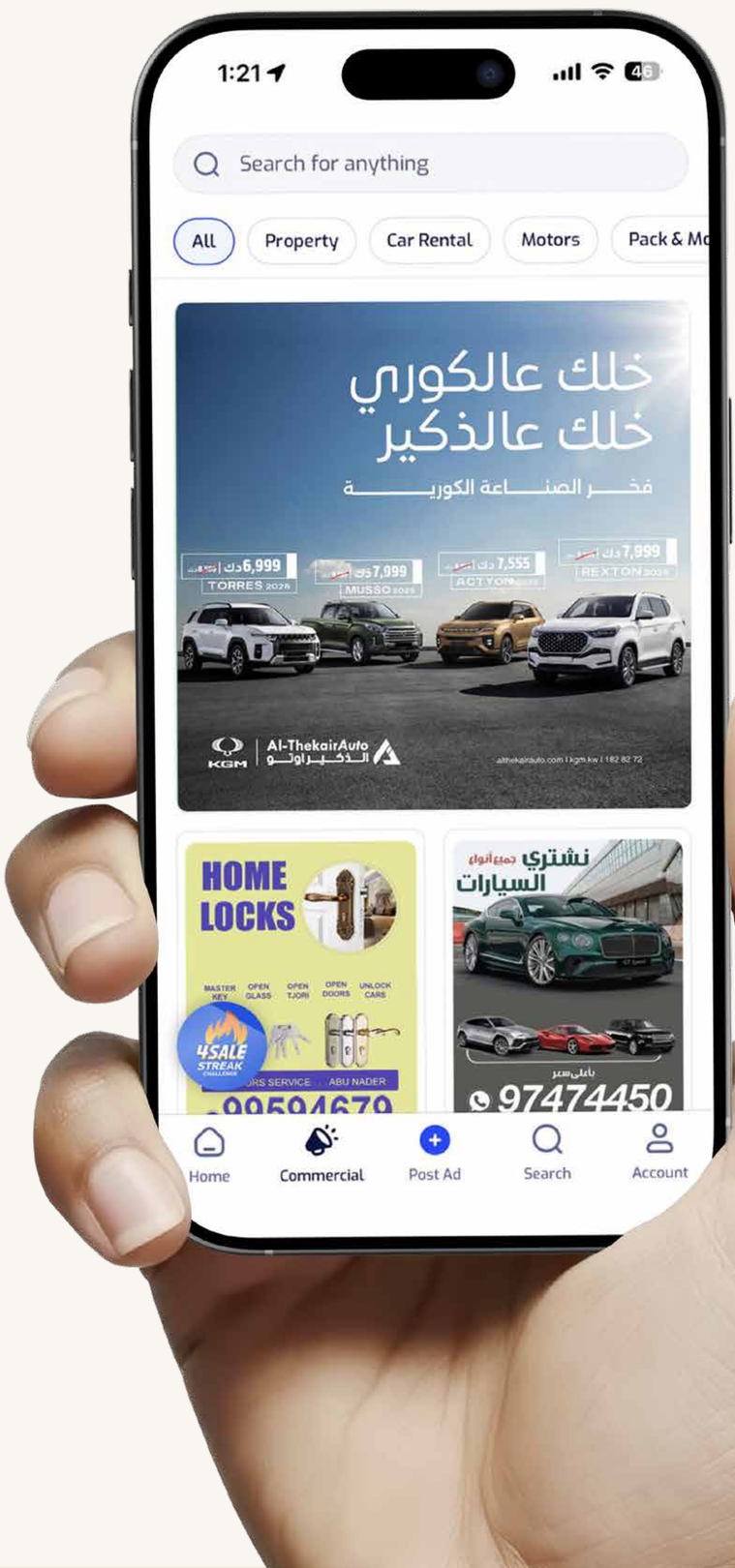








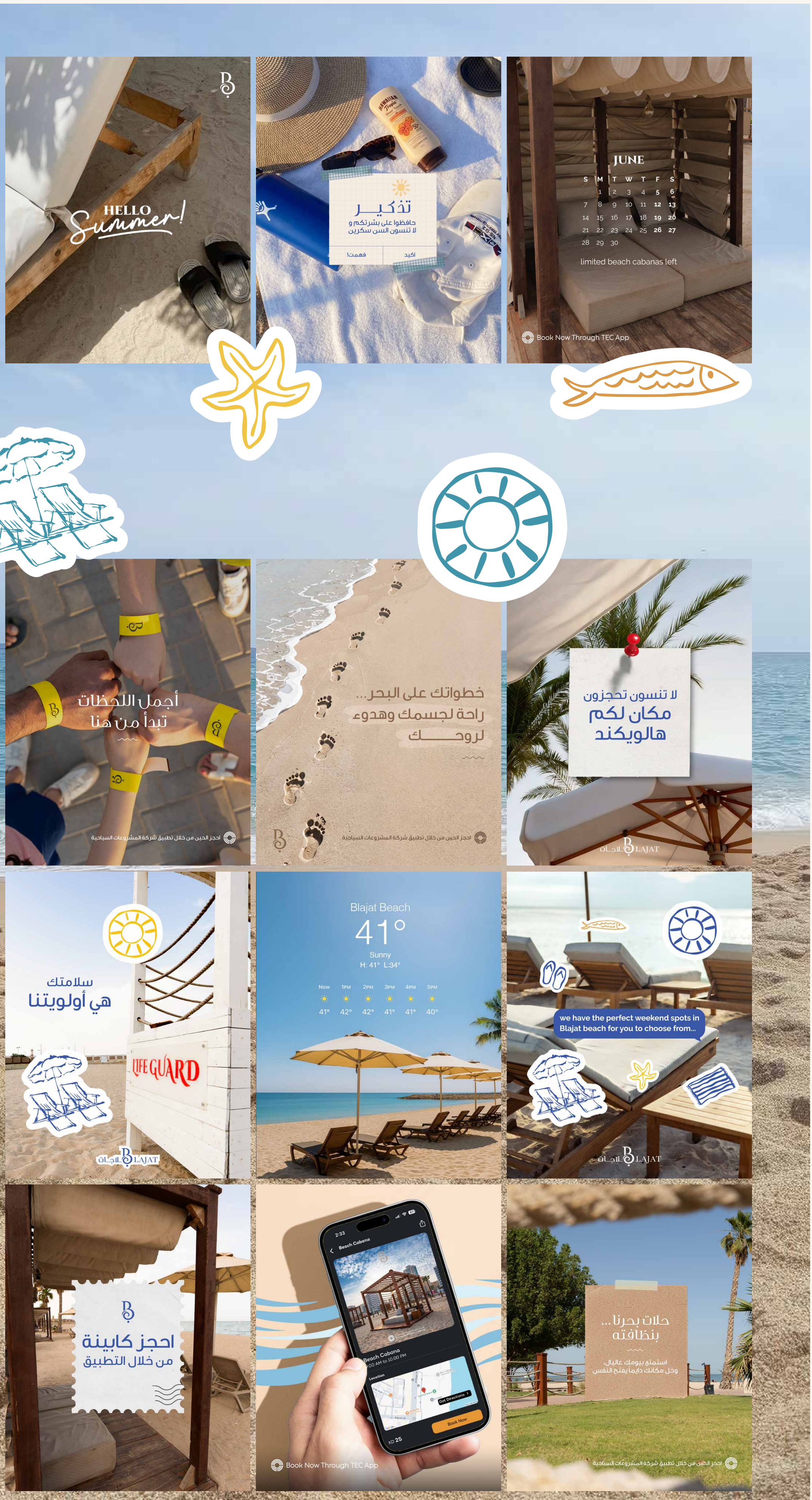




Social Media

Social Media Management | Graphic Design

Brand Awareness | Leisure & Lifestyle | Summer Campaign 2026



Social Media

Ads & In-Store Collaterals

Graphic Design

Brand Awareness

Promo Announcements

Product Launches







Social Media

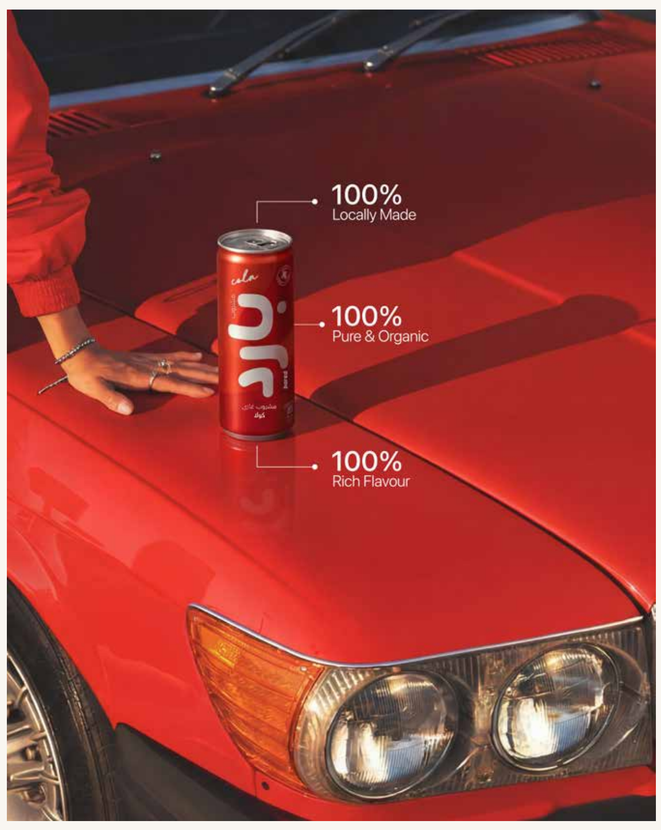
Social Media Management | Graphic Design

Brand Awareness | Leisure & Lifestyle | Summer Campaign 2026





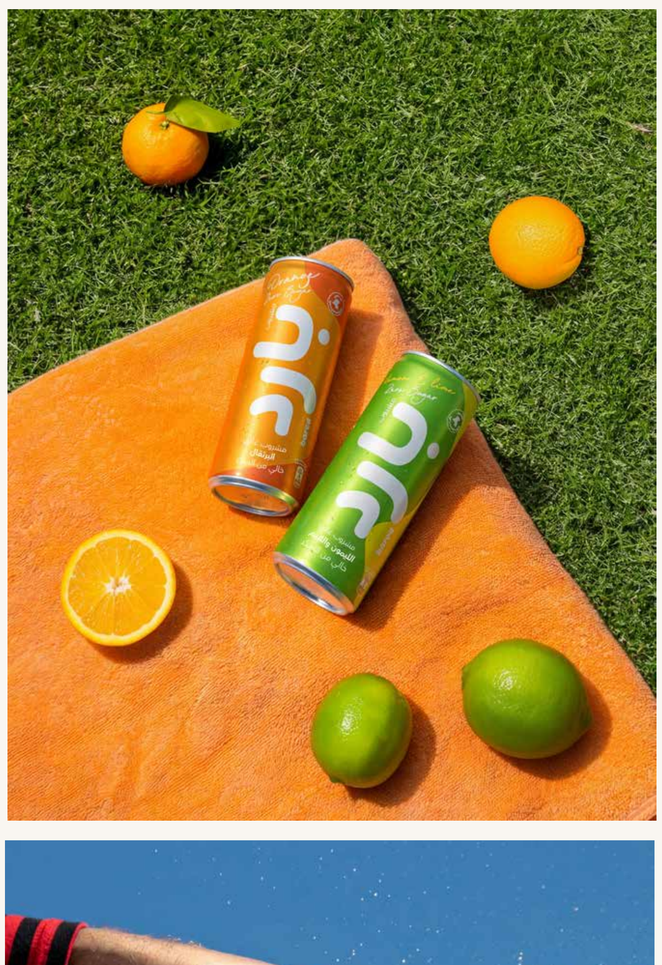






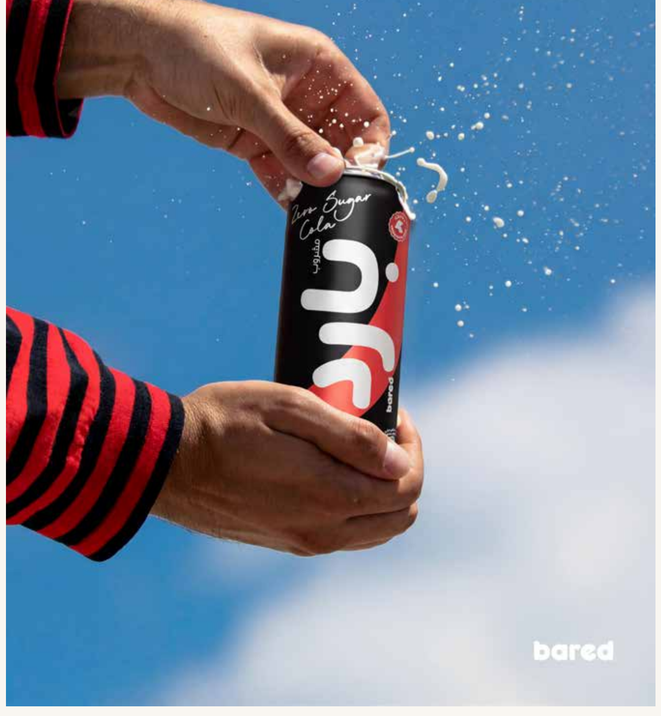














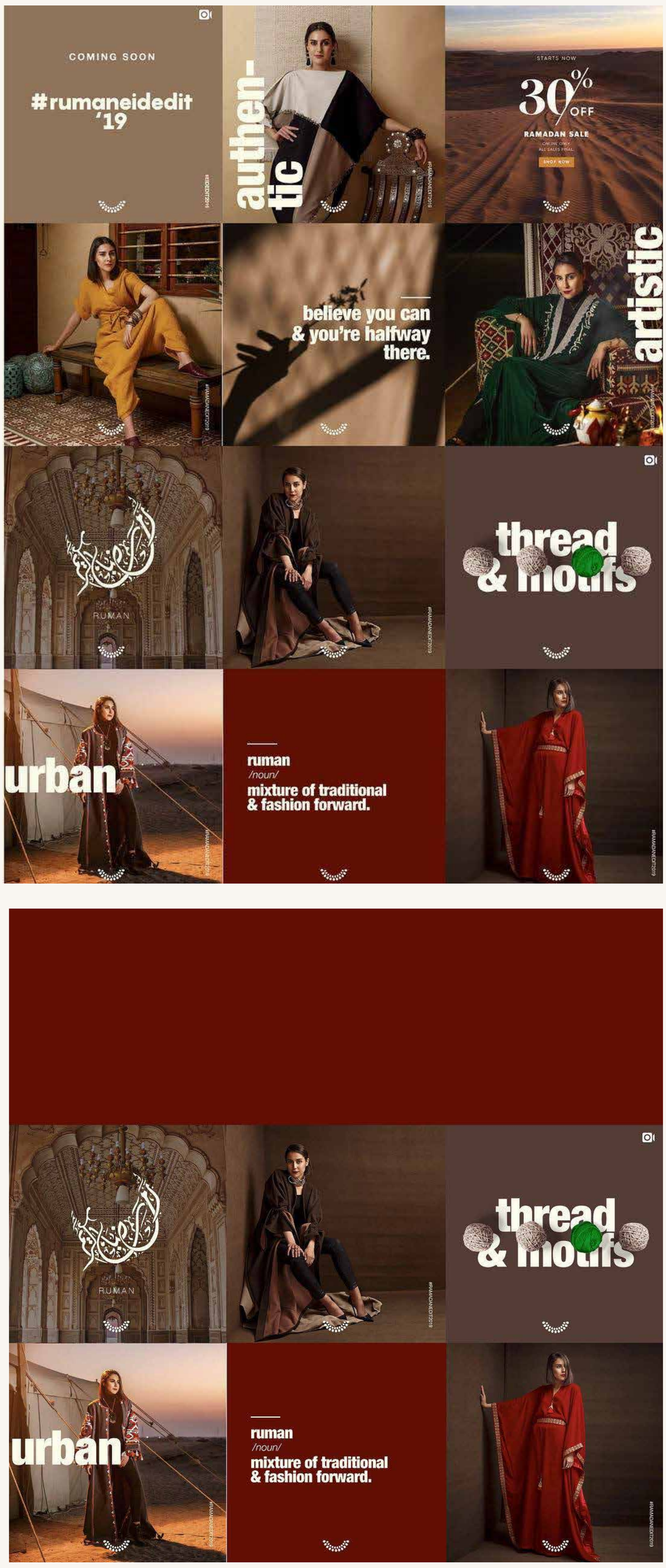
Social Media

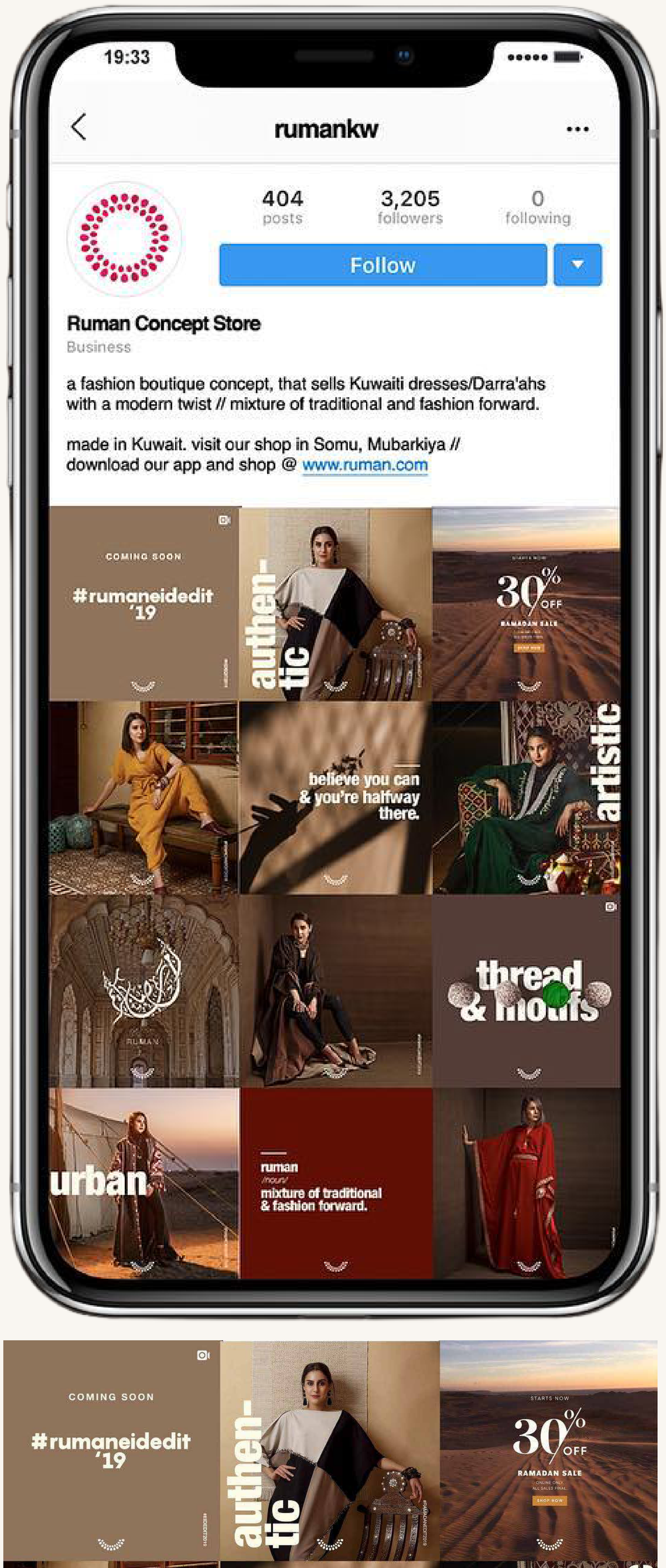
Social Media Management

Graphic Design

Brand Awareness

Brand Refresh & Instagram Redesign





Social Media

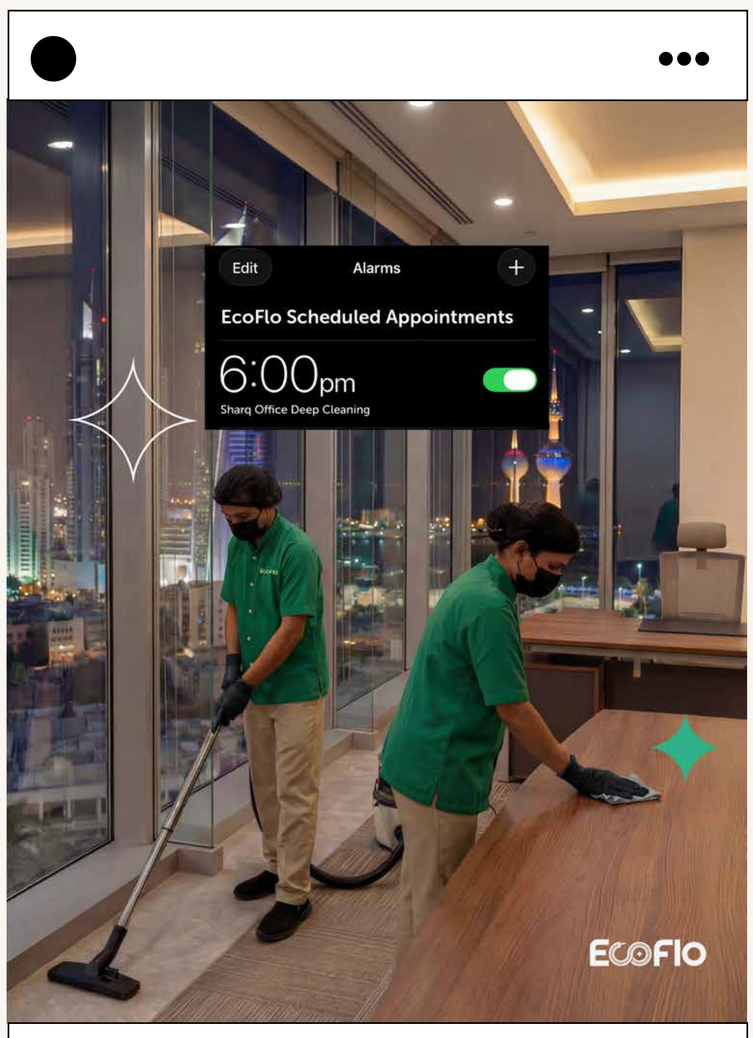
Social Media Management

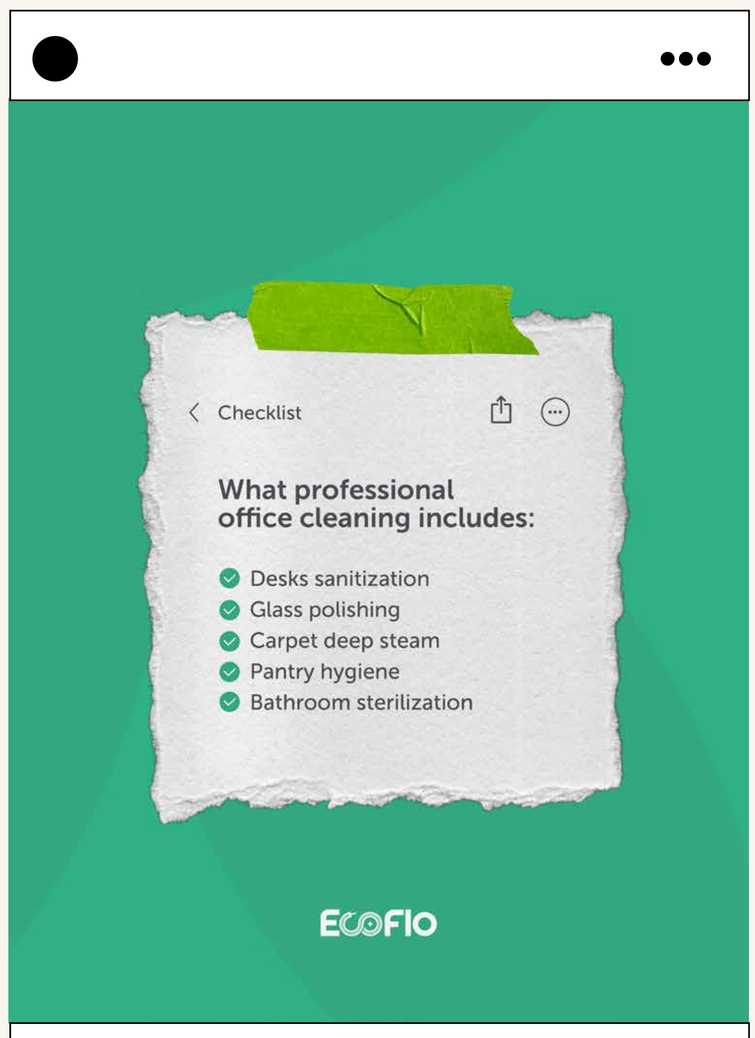
Graphic Design

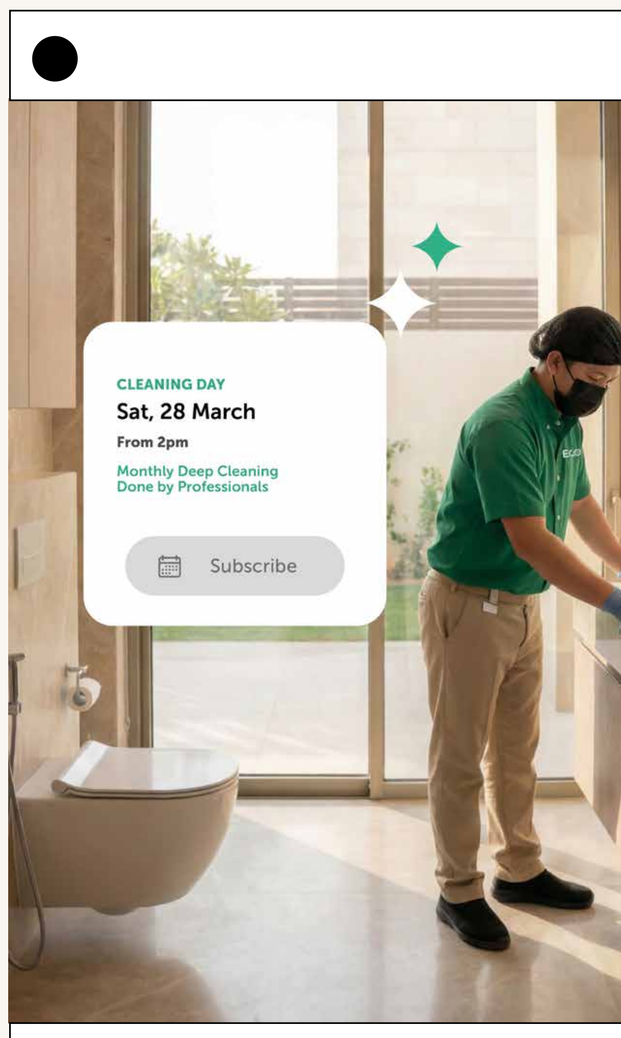
Brand Awareness

Brand Refresh & Instagram Redesign





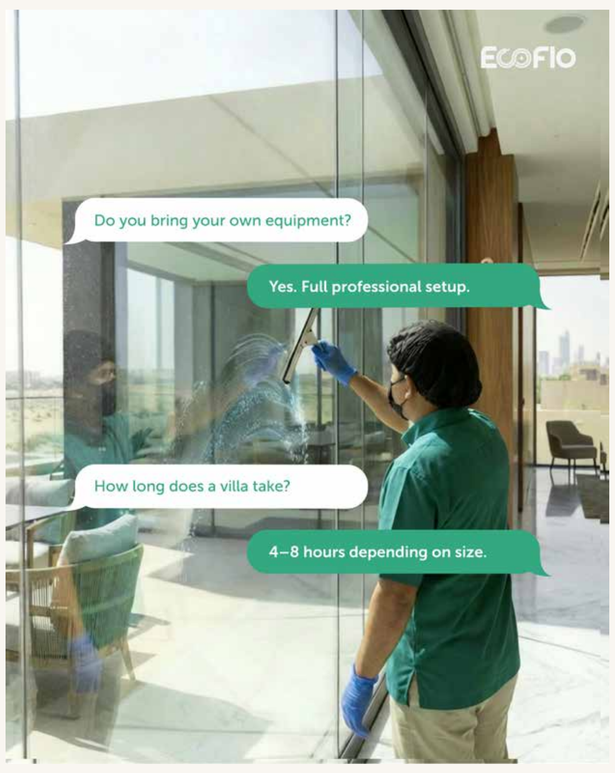


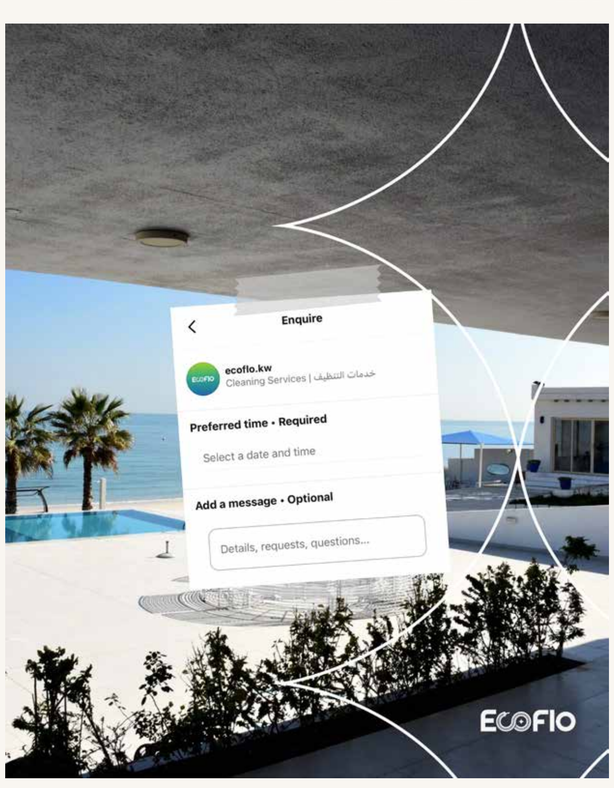










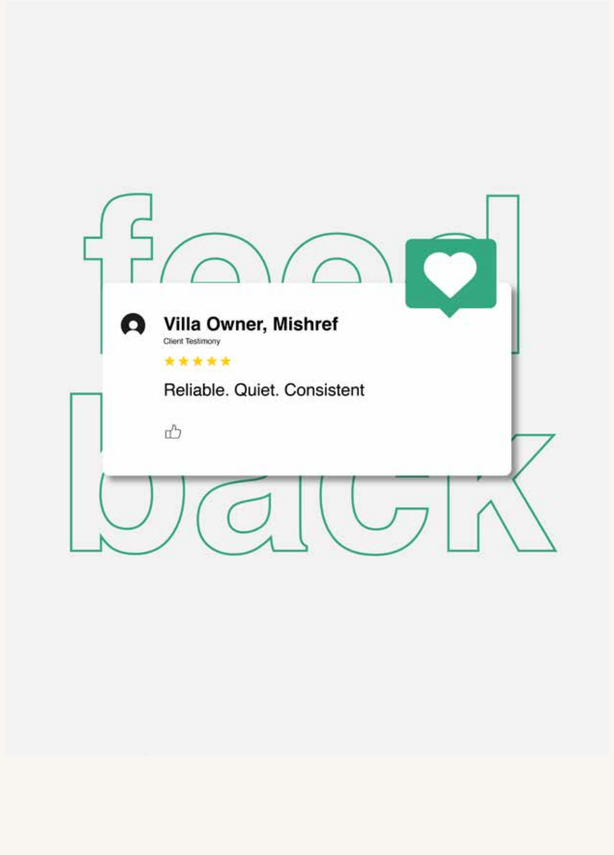




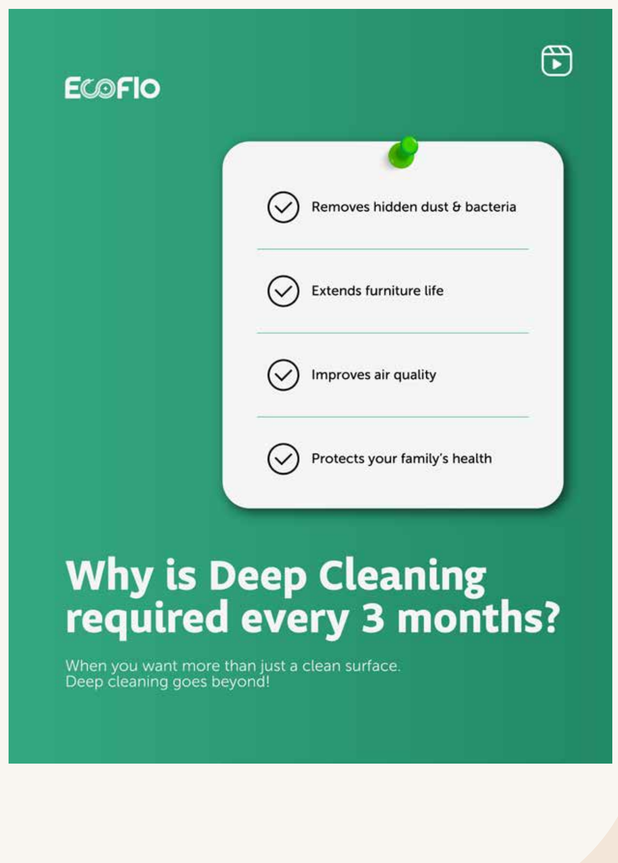












Branding

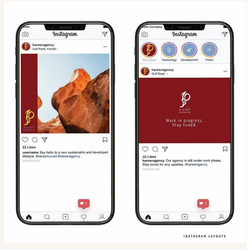
Visual Identity | Concept Development | Graphic Design

Creative Direction | Concept Development























Branding

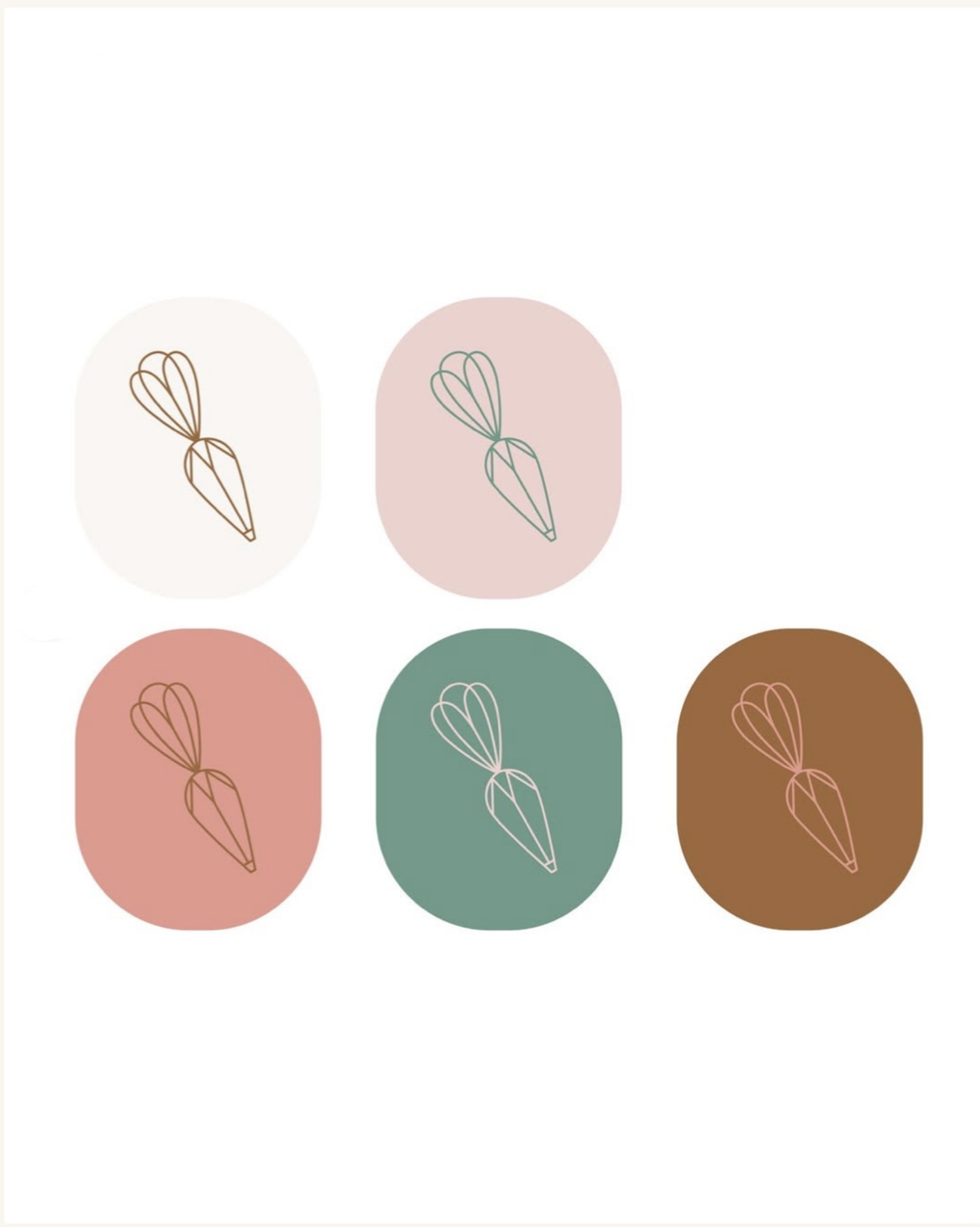
Visual Identity | Concept Development | Graphic Design

Creative Direction | Concept Development



NQ'S BAKERY
CUSTOM-MADE CAKES







Branding

Visual Identity | Concept Development | Graphic Design

Creative Direction | Concept Development









TAGS



NAPKINS



COLORS

SANDO BLUE

#1F3C52
RGB 31 | 60 | 82
CMYK 91 | 71 | 46 | 38

SANDO WHITE

#FFFFFF
RGB 255 | 255 | 255
CMYK 0 | 0 | 0 | 0



TYPEFACE

NOIR REGULAR/**MEDIUM**

Used for heads and subheaders

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abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

微軟正黑體ド REGULAR/**BOLD**

Used for Japanese writings and Japanese headers

Graphic Design

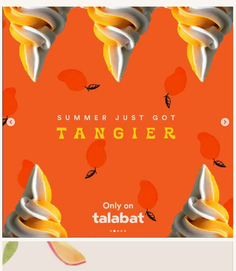
Adaptations | Conceptual Design | Graphic Design | Visual Consistency | Maximizing Reach


McDonalds Kuwait
@McDonaldsKuwait
can i get uhhh

Graphic Design

Adaptations | Conceptual Design | Graphic Design

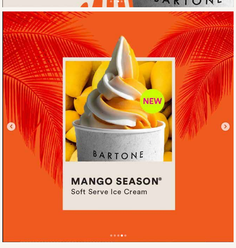
Visual Consistency | Maximizing Reach

















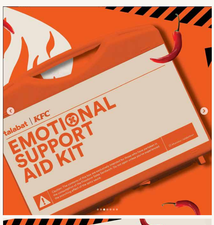






Packaging Design

Adaptations | Conceptual Design | Graphic Design | Visual Consistency | Maximizing Reach

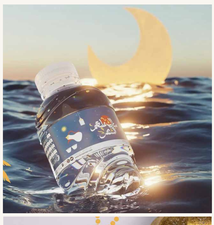


















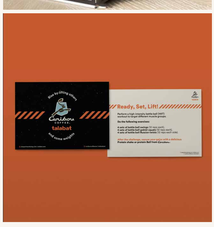


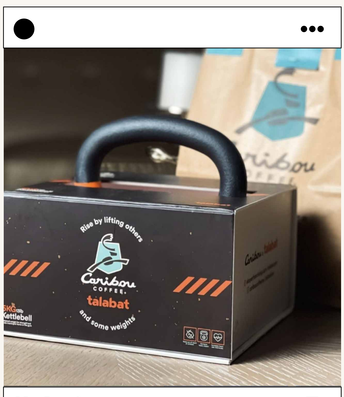




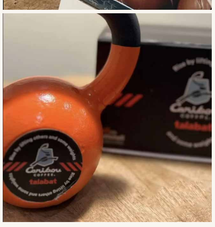




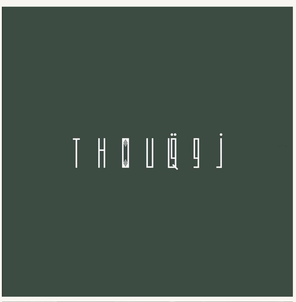












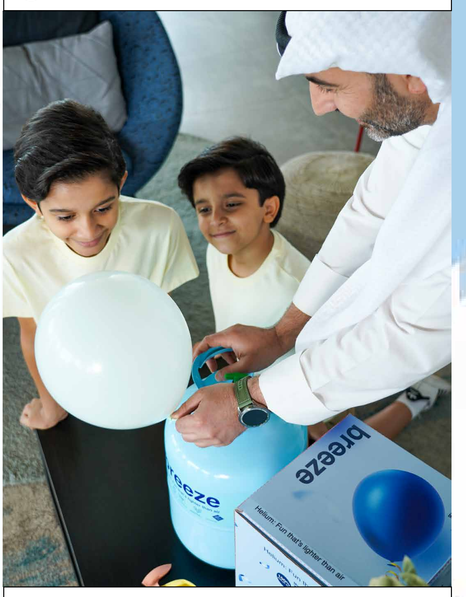


Packaging Design

Adaptations | Conceptual Design | Graphic Design

Visual Consistency | Maximizing Reach

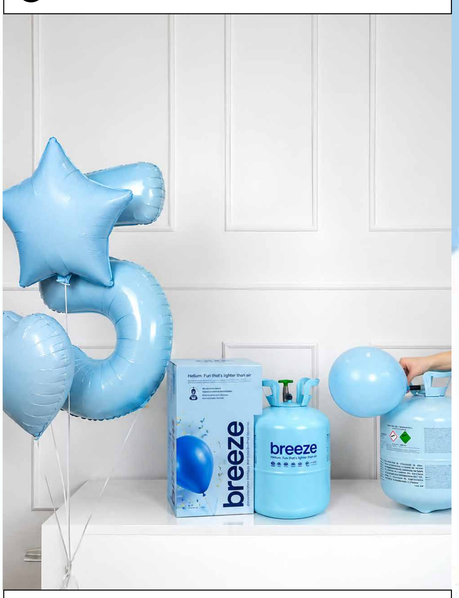


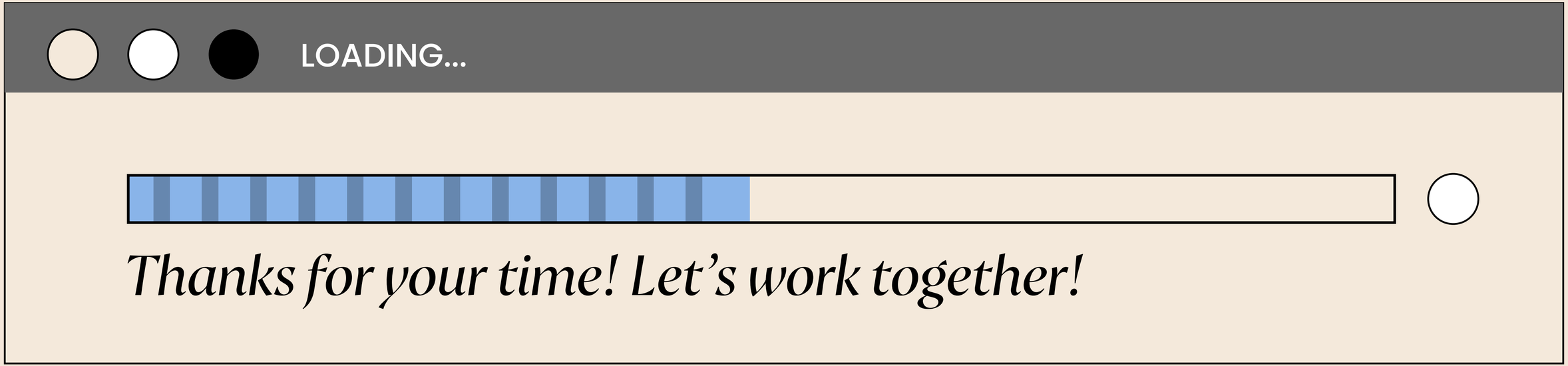











LOADING...
Thanks for your time! Let’s work together!