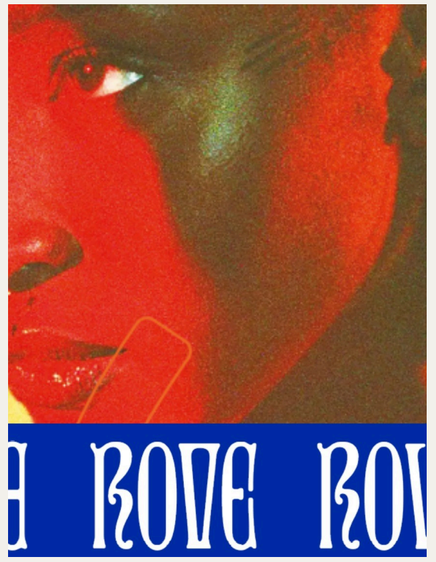
Zineb Belkacem.

Graphic Designer & Art Director









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01 — AGFAPHOTO · REALIMOVE MC3X

MC3X. Filming, made simple.

BRIEF

Launch the MC3X, AgfaPhoto's pocket camera for people who simply want to film: make it stand out against competing pocket cameras, position it as the best-value semi-premium choice, and make it sell on e-commerce platforms.

MY ROLE

Art direction, packaging, motion and e-commerce content — in a team of two, over one month.

OUTCOME

One coherent identity from the box to the product page: packaging, A+ modules, web and newsletter banners and a retail leaflet.

Tools — Photoshop, Illustrator, Figma, After Effects, Flux, Midjourney
Team — 2 · Timeline — 1 month







CONCEPT

Filming your memories shouldn't require being a professional — or paying like one. Switch it on, press, film.

Packaging — product-first front panel with the key features as icons. **Key visual** — the brand hero for the launch.

02 — SELF-INITIATED BRIEF · SALLOWMERE, 2026

The Longest Night. A gifting system.

BRIEF	Self-initiated brief: a Christmas gift range for Sallowmere, an invented London candle & home-fragrance house — designed with UK premium department-store gifting in mind, where a pack has three seconds on shelf and a second life under the tree.
MY ROLE	Naming, identity, packaging architecture and dielines, art direction of the packshots, campaign key visual, newsletter and social.
OUTCOME	Self-initiated — not a client commission. Four SKUs, two fully specified dielines and a launch kit across email and social.

Year — 2026 · Personal project · Fictional brand
Packshots & scenes — AI-generated concept renders, art-directed; logo, type and layouts composited by me









01 · GIFT SET

Rigid lid box
306 × 226 × 40 mm lid · Ø120 mm moon window · candle, diffuser, matches

02 · CANDLE

Reverse tuck-end carton
95 × 95 × 110 mm · 350 gsm FSC board · gold hot-foil

03 · VOTIVE TRIO

Sleeve & tray
240 × 90 × 75 mm · moss sleeve slides off an ember tray

04 · GIFT BAG

Paper gift bag
260 × 110 × 320 mm · ember grosgrain handles

03 — SELF-INITIATED BRIEF · CLATTERPOD, 2026

Clatterpod. Snacks that make a racket.

BRIEF

Self-initiated rebrand of a fictional British DTC snack brand. ‘Pulse & Grain Co.’ made chickpea crisps that tasted great but looked like every other ‘healthy’ snack — kraft, a leaf, the word ‘wholesome’.

MY ROLE

Strategy, naming, logo system, palette, type, graphic device, packaging range, website hero, social launch and out-of-home.

OUTCOME

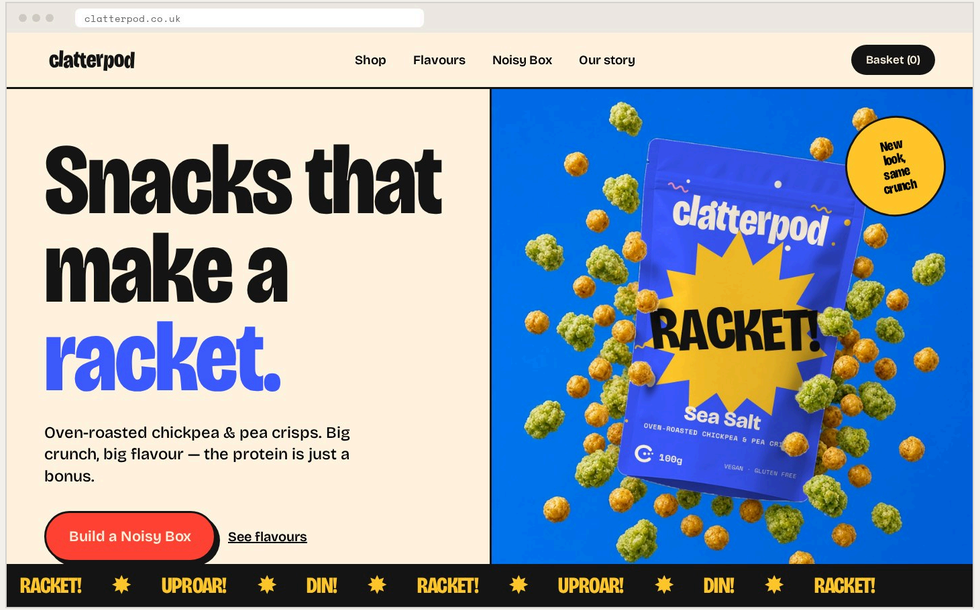
Self-initiated — not a client commission. A full identity, three SKUs and a launch campaign across web, social and OOH.

Year — 2026 · Personal project · Fictional brand
Packshots, scenes and bus shelter — AI-generated concept renders; all artwork, logo and type designed and composited by me





Healthy snacks shouldn't whisper.









Landscape bus-shelter poster, website hero with the 'Noisy Box' subscription, and launch social in 4:5, 9:16 and 1:1.

04 — SELF-INITIATED BRIEF · FJELO, 2026

FJELO.
The city, folded.

BRIEF

Launch campaign for FJELO F1, a fictional European folding e-bike. One idea rolled out to eight formats in four languages — without hand-resizing a single banner.

MY ROLE

Concept, art direction, identity, key visual, modular grid, copy & localisation (EN/FR/DE/ES), template and batch-export scripts, automated QA, motion.

OUTCOME

Self-initiated — not a client commission. One JSON file and one template generate 36 QA-checked renders, an 8-second film and a GIF.

Year — 2026 · Personal project · Fictional brand
Bike, station scene and metro wall — AI-generated concept renders; logo, layouts, type, copy, scripts and composites by me





ONE SOURCE OF TRUTH

8 formats × 4 languages, generated, not resized.

```
"de": {
  "headline": ["Die Stadt,", "gefaltet."],
  "spec": "14 kg · 80 km · in 10 s gefaltet",
  "price": "Ab 1.890 €",
  "cta": "Vorbestellen"
}
```

A modular grid (unit = short side ÷ 24) with three archetypes — **tall, square, wide** — reflows every element per format. Headlines auto-fit by binary search; the 9:16 format keeps clear of Story UI zones; banners drop copy by priority.

AUTOMATED QA

Every render is checked for overflow, minimum type size (9 px on banners, 12 px on social), safe margins and text collisions. **Run 1: 24/32 passed** — CTAs shrinking below 9 px, a headline/spec clash on the billboard, and the long French price colliding on OOH. Fixed in the template; **final run: 36/36** (incl. the 16:9 master).

ROWS: EN · FR · DE · ES — OOH 2:3, 9:16, 4:5, 1:1, 160×600, 300×250, 970×250, 728×90 · BIKE IS AN AI-GENERATED RENDER

05 — KODAK & AGFAPHOTO · GT COMPANY, 2025–26

Retail campaigns, built as a system.

BRIEF

Turn each retail moment — French Days, summer sales, Promotion Week — into campaigns for the Kodak and AgfaPhoto brand licences, within international brand guidelines.

MY ROLE

Junior Art Director: key visuals, layouts and the roll-out across web, marketplace, affiliate and newsletter formats.

OUTCOME

Campaigns adapted into six languages (FR, EN, DE, IT, ES, PL) and into formats from a 728×90 banner to a 1410×587 web hero.

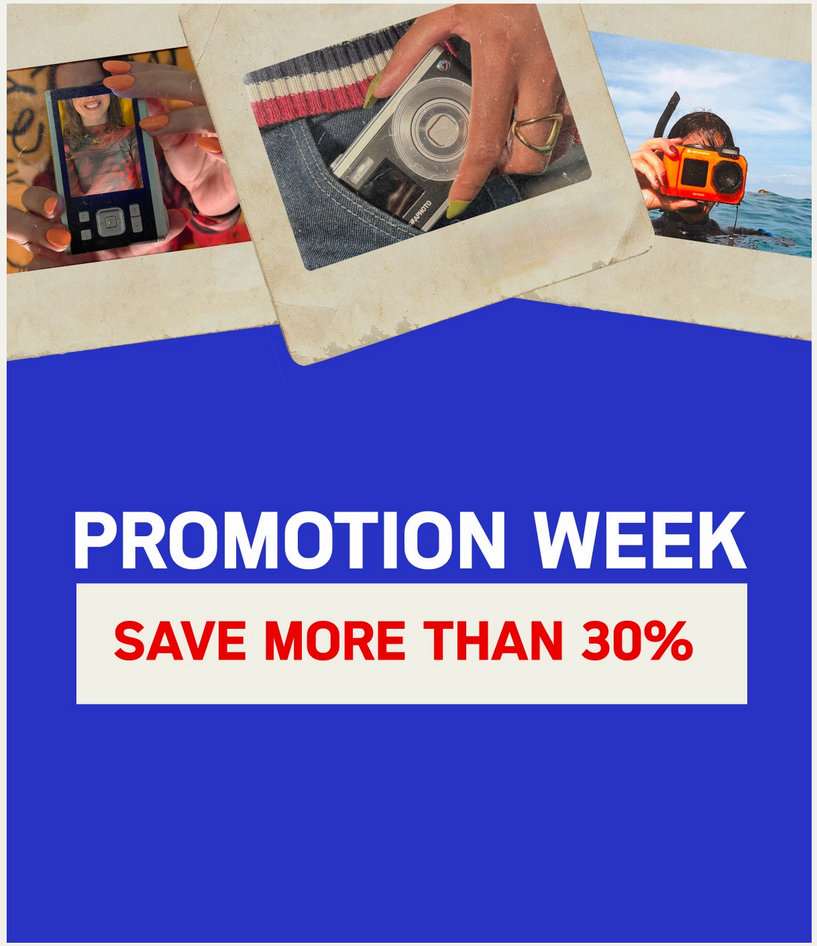
Tools — Figma, Photoshop, Illustrator
Brands — Kodak, AgfaPhoto (licences)



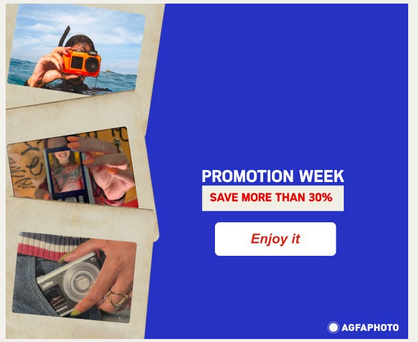
ONE MASTER, EVERY FORMAT

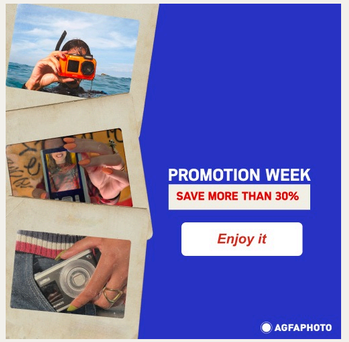
Promotion Week

A single layout — scattered photo prints on AgfaPhoto blue — rebuilt for newsletter, affiliate and display placements, then adapted per language. Shown at actual pixel size (EN).









600×700 newsletter · 160×600 skyscraper · 300×250 rectangle · 250×250 square · 728×90 leaderboard

SIX LANGUAGES

FR EN DE IT ES PL

Campaigns were adapted into French, English, German, Italian, Spanish and Polish.



06 — ROVE · PARIS, 2024

ROVE.
Brand identity & digital design.

BRIEF	Create the identity and digital presence of ROVE, a Paris culture platform covering music, exhibitions and workshops. Student competition entry, in partnership with my school.
MY ROLE	Brand identity, digital design, content creation and visual strategy.
OUTCOME	A complete system: display wordmark, monogram, app and web screens, editorial spreads and street applications.

Year — 2024 · Location — Paris



07 — PAPES · LEBANON, 2023

PAPES. Identity & packaging.

BRIEF

Build the visual identity of PAPES, a smoking-accessories brand, and roll it out across its products. Freelance client project.

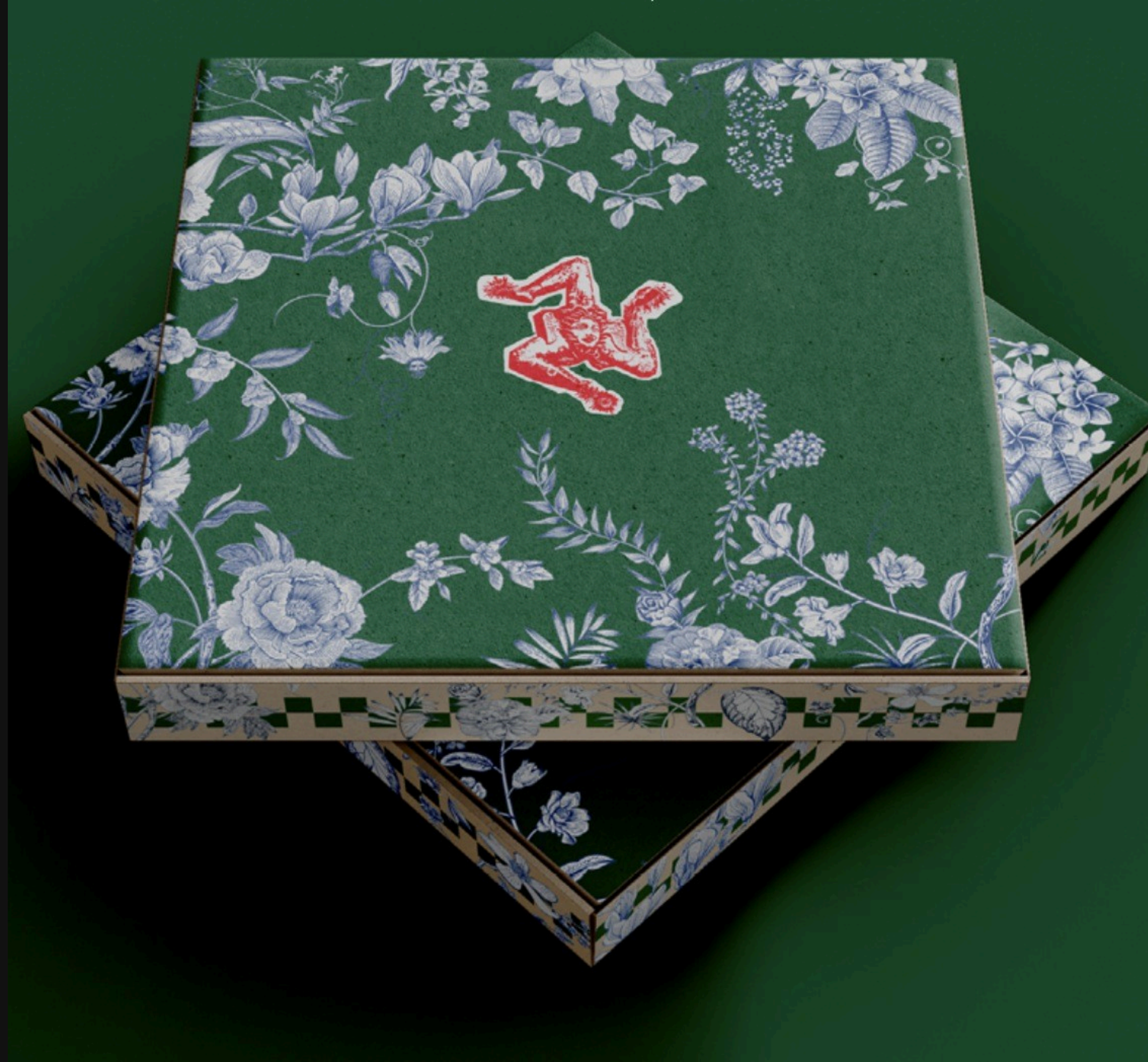
MY ROLE

Visual identity, logo design, graphic and editorial design, roll-out.

OUTCOME

A logo and floral pattern system applied to boxes, rolling papers, matchbox, cigarette pack, ashtray and merchandise.

Year — 2023 · Location — Lebanon



Let’s make something.

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PORTFOLIO [portfolio link — to add]