

JIHAD SHOKOR

Brand & Visual Designer

jihadshokor@gmail.com / +961 81 748 624
Based in Beirut, Lebanon

Work Experience

SUMMARY

Brand & Visual Designer with 7+ years of experience bridging identity systems, product UI, and motion/3D execution across agencies, startups, NGOs, and personal ventures. Strong across concept, execution, and production, spanning logo design, brand systems, visual languages, interface design, and product-focused animation, with end-to-end ownership from research and positioning to rollout across digital, print, packaging, interactive, and 3D outputs. Proven ability to operate across disciplines and collaborate with agencies and cross-functional teams to translate brand strategy and product goals into clear, scalable, and visually compelling design systems.

FREELANCE

Brand & Visual Designer | Illustrator

8/2017 - Present

Led and delivered end-to-end branding and visual identity projects for agencies, startups, and independent clients. Work focused on logo design, brand systems, and visual languages, with hands-on involvement from research and concept development through final delivery and implementation across digital and physical touchpoints.

Featured Project: ThnkThru App (9/2023 - 1/2024)

- Collaborated on defining the visual identity and UI direction for a SaaS product.
- Designed brand-aligned UI components and iconography.
- Prototyped user flows and micro-interactions in Figma
- Created character-based profile visuals to support personalization within the brand.

FITTDISEIGN * Design Agency @ Beirut, LB

2D/3D Designer and Animator

3/2025 - Present

Key contributor to brand identities, packaging systems, and e-commerce visuals for clients in sportswear, supplements, and consumer product brands.

- Designed full e-commerce websites and product page systems for supplement brands, activewear labels, and retail boutiques.
- Developed logos, brand identities, and scalable visual systems used across packaging, websites, and marketing materials.
- Created packaging designs, labels, and print-ready files for manufacturers, ensuring clear product information and brand consistency.
- Produced 2D and 3D product mockups and visuals, static and animated, for e-commerce listings, marketing campaigns, and product launches.
- Built streamlined workflows across branding, UX/UI, packaging, and animation, improving turnaround time and visual consistency.

SPOILZ * Mobile Game Company @ Riyadh, SA

2D/3D Game Artist - UI Designer

1/2023 - 11/2023

Worked on a live-service mobile game with strong emphasis on visual consistency and brand cohesion.

- Contributed to defining and maintaining the game's visual identity across UI, icons, and in-game assets.
- Designed UI systems and layouts aligned with the game's branding, evolving across updates and feature releases.
- Created icons, character visuals, and branded assets for in-game and store-facing use.
- Prepared Play Store branding deliverables including banners, screenshots, and promotional videos.

GROOVY ANTOID * Mobile Game Company @ Beirut, LB

2D/3D Game Art Generalist

5/2020 - 1/2023

Contributed to multiple released mobile games, with responsibilities spanning branding, UI, and visual systems.

- Helped shape visual identities for game projects, translating concepts into cohesive UI and graphic styles.
- Designed and implemented branded UI screens and components within Unity.
- Created icons, illustrations, and marketing visuals aligned with each project's visual language.
- Prepared store-facing branding assets including screenshots and videos.

JIHAD SHOKOR

jihadshokor@gmail.com / +961 81 748 624
Based in Beirut, Lebanon

Work Experience

UNBRANDED COLLECTIVE * Design Collective @ Beirut, LB

Main Member – Designer

3/2017 – 6/2021

- Led and participated in design projects for major NGOs such as SMEX (Beirut) and The Engine Room, as well as local companies and individuals.
- Worked across web design, print layout, illustration, logo design, and photo editing.
- Developed design systems and visual languages.
- Played a key role in shaping the collective's visual identity and project selection process.

Education

BA in Graphic Design and Visual Communication
Lebanese University
10/2016 – 02/2021

Skills

SOFTWARES

Adobe Illustrator, Photoshop, Indesign, XD, After Effects
Blender, Keyshot, Substance Painter & Designer.
Unity Engine, Unreal Engine 5
Notion

SOFTSKILLS

Clear communication, critical thinking, problem solving, collaboration, adaptability, pre-production, and project management.

Languages

English
Fluent

French
Conversational

Arabic
Mother Tongue

References

Antoine Abi Aad
Former Professor at the LU, Beirut
ichimaruni@gmail.com

David Badawy
Motion Designer at VML
david.badawy@gmail.com

Ali Amhaz
Co-Founder/CEO at ThinkThrough
aliamhazworks@gmail.com