

Representative Portfolio

Creative Director, brand identity designer,
and leader of creative & marketing teams.
With the added edge of an award-winning
filmmaker and a visual artist's eye.

PORTFOLIO



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Nezar Al Rawi
May 2026

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01 - THE CREATIVE DIRECTOR

Design · Film · Leadership

I design symbols that nations trust and campaigns that markets remember.

For over 20 years: the logo of the Iraqi Constitution; the identities of the Iraqi Parliament, the Integrity Commission, and the Electoral Commission; and an \$8.1M+ portfolio of civic and commercial campaigns governed across 135+ international grants.

I found and led creative organizations, from Iraq's first international film festival to a Luxembourg production house, directing with the discipline of an executive, the evidence of a researcher, and the eye of an award-winning filmmaker.



Dr. Nezar Al Rawi
Luxembourg 2026

20+ YEARS **\$8.1M+** GOVERNED **135+** GRANTS **32** EU PROJECTS
4 NATIONAL IDENTITIES **12+** AIVA CYCLES **5** LANGUAGES



02 - SYMBOLS THAT EARN TRUST

National identities · logos · brand systems · visual governance

"Designing for trust, not merely recognition."

The Iraqi Constitution

The Iraqi Constitution Logo | Designer & Strategic Lead, designed at speed and distilled to its simplest form: a reassurance that the homeland would remain one, and that the constitution guarantees freedom and justice for all. Millions of copies were printed and distributed across Iraq at record speed, under critical conditions and terrorist threat. A delivery that helped pull the country back from the brink of an imminent civil war.



Independent High Electoral Commission

Credibility and neutrality, carried across nationwide elections.



The Iraqi Parliament Identity

A visual voice of legitimacy and representation, deployed across all official communications.



Federal Commission of Integrity

Transparency and accountability distilled into a symbol the public can trust.

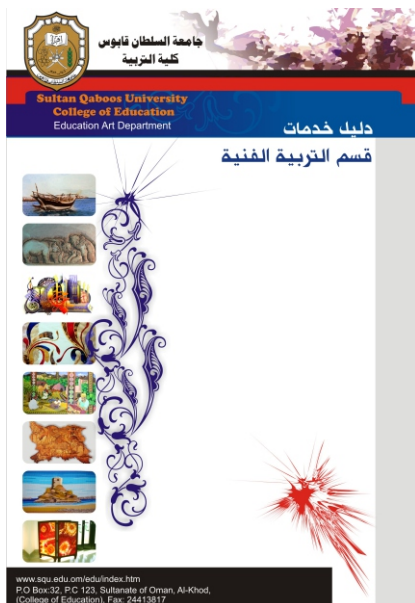
03 - DESIGN THAT SELLS

Covers · Posters · Websites



CVAS Website

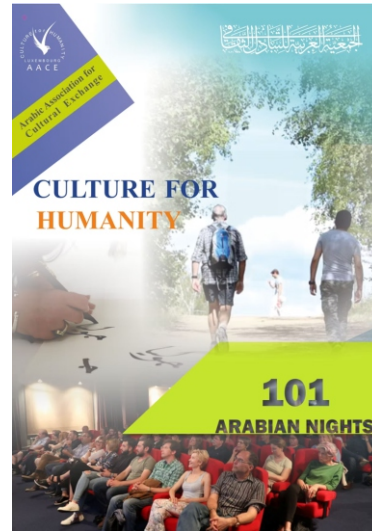
Institutional platform designed end-to-end.



Sultan Qaboos University

Services Guide

Graphic design, College of Education.



Culture for Humanity - 101 Arabian Nights

Publication Cover, AACE
Culture as diplomacy.



Al-Khabir Al-Saeed

Children's Editorial - cover system & illustrated spreads.



We Are One

Film Poster

A true-events drama, Gutt Land Productions.



Festival Key Visual

ISFF, Iraq's first international film festival.

04 - FROM BRAND TO SHELF A

Case: Al-Baghdadi - brand identity & packaging



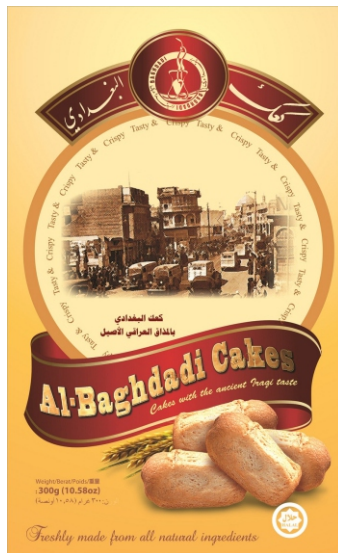
Juice



Home Care



Tea



Cakes



Biscuit



Rusks

Al-Baghdadi | Brand & Packaging Designer

From a Ceylon tea mark to a full market identity: one brand carried from logo to shelf across biscuits, cakes, juices, and home care.

04 - FROM BRAND TO SHELF B

Case: Sunset Coffee - brand identity & packaging

Sunset Coffee

From Brand to Shelf | Brand & Packaging Designer - A premium identity for Pure Arabic Coffee: heritage ornament, aroma-seal badge, and a gold field that turns a commodity into a gift, designed to own the shelf in 3 seconds.



Alternate label



Brand mark



Final pack

05 - SYMBOLS THAT SELL A

Commercial & cultural brands · logos · redesigns



Commercial & Cultural Brand Identities

Brand Identity Designer - marks built to carry trust and to sell: media houses, cultural initiatives, food and beauty brands, each distilled to one legible idea.

05 - SYMBOLS THAT SELL B

Commercial & cultural brands · logos · redesigns



9



Trusted in the **Grand Duchy** - identities for Luxembourg's cultural and civic fabric.

05 - SYMBOLS THAT SELL C

Commercial & cultural brands · logos · redesigns



BEFORE

AFTER



BEFORE

AFTER



www.ur.fm



شركة الحلول الأمريكية المبتكرة محدودة المسؤولية

BEFORE



شركة الحلول الأمريكية المبتكرة ذم م.

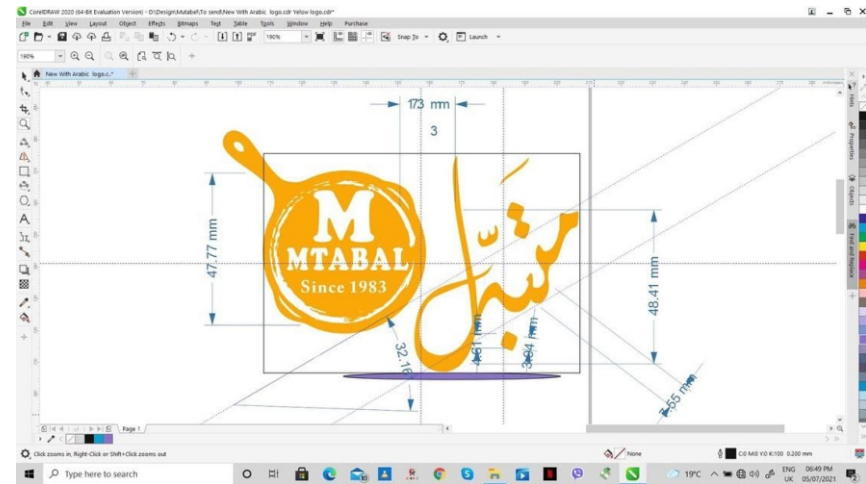
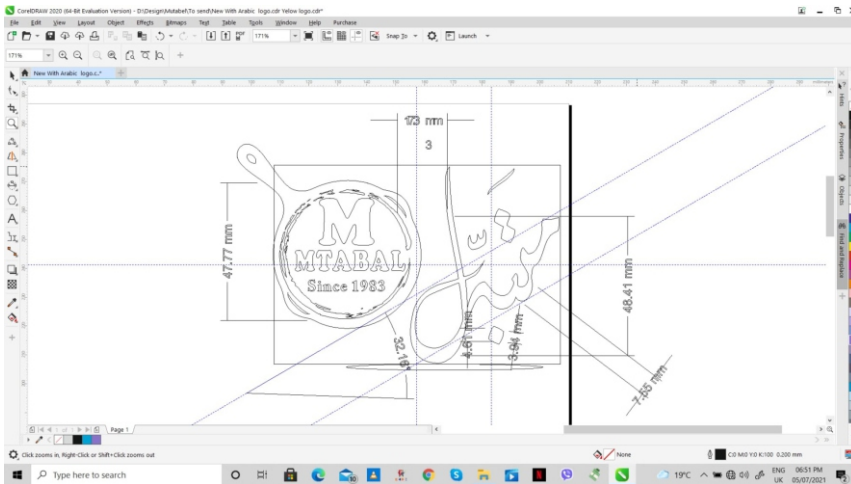
AFTER

Redesigns - Ardail · Burj Babel · AIS

Legacy marks modernized without losing their equity.

06 - LOGO DESIGN SECRET A

Brand architecture, dimensions, proportions and engineering



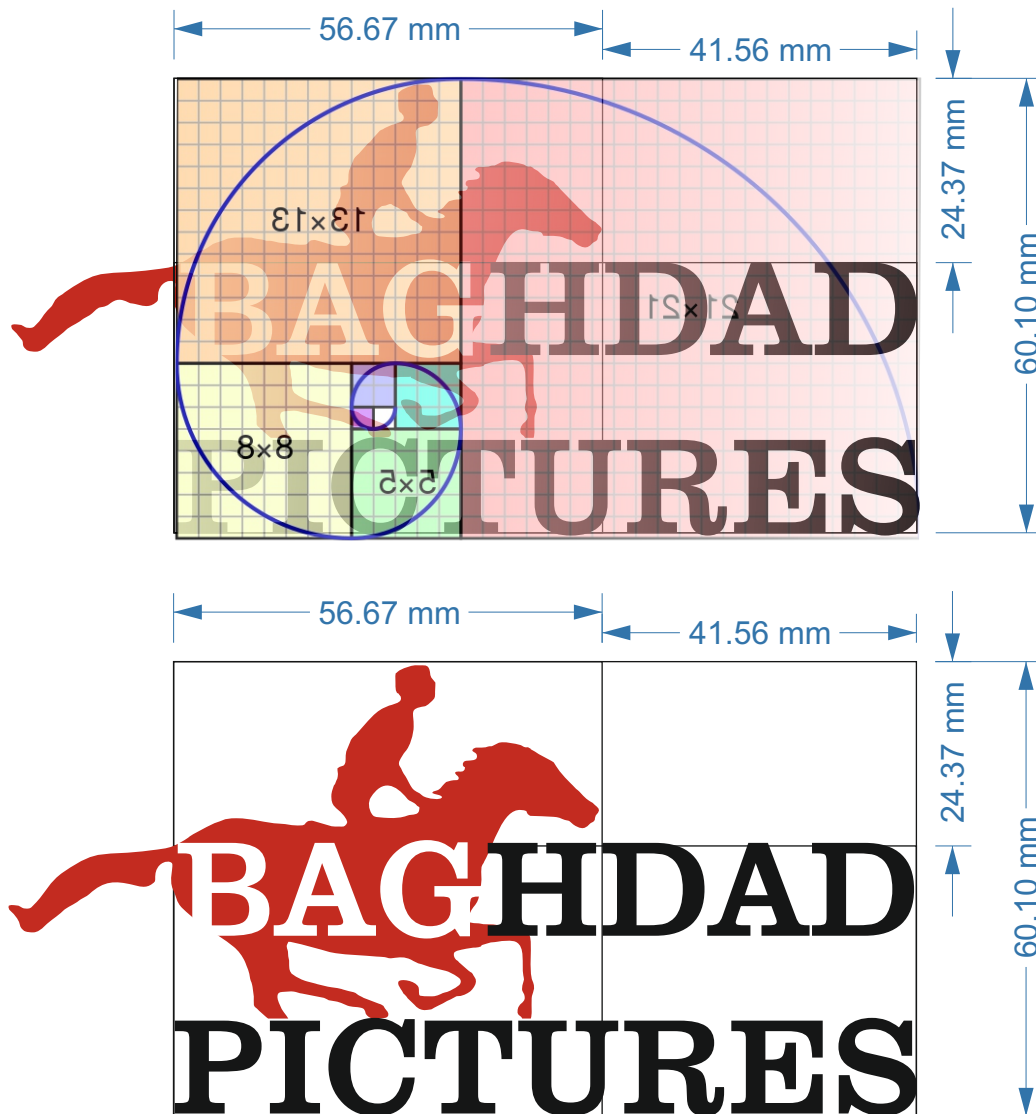
Logo Design:

It shouldn't be based solely on artistic considerations. You must make mathematical calculations, such as the relationships between the weights of visual elements, to achieve implicit, abstract balance. This creates a subtle beauty that makes customers fall in love with the brand.

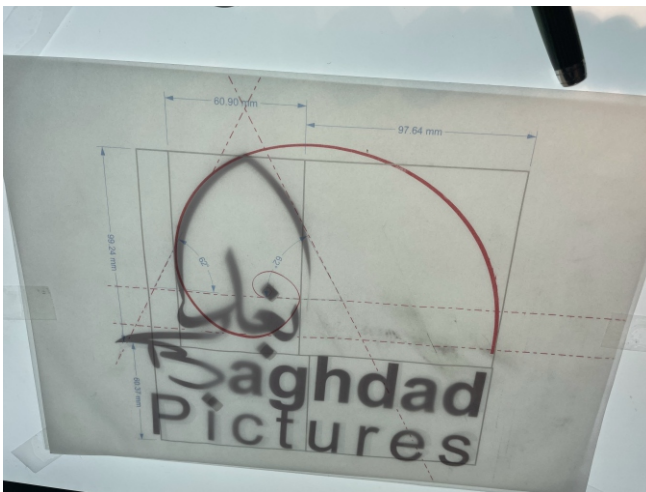


06 - LOGO DESIGN SECRET B

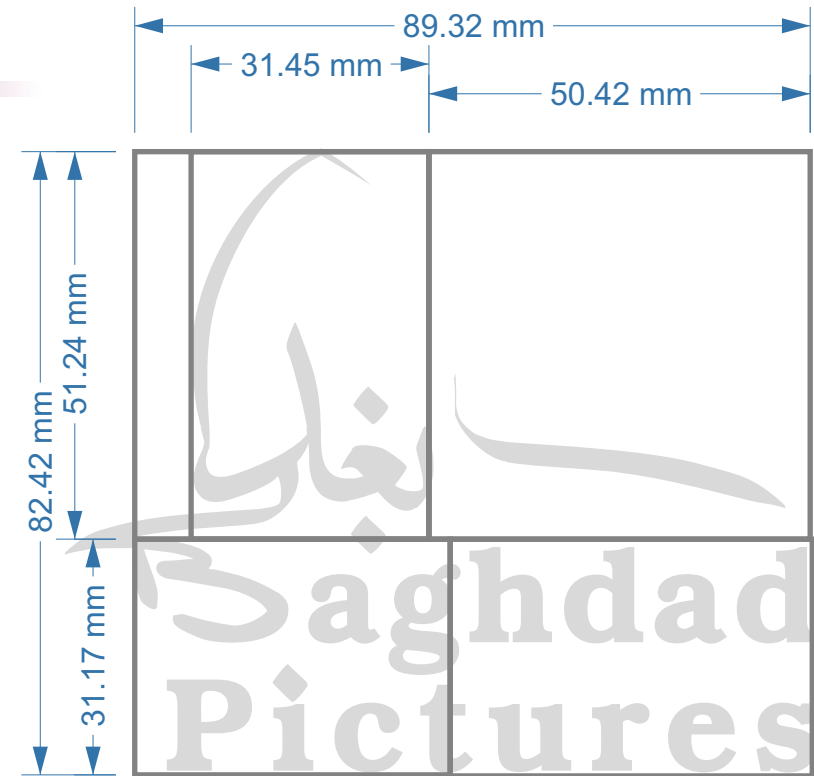
Brand architecture, dimensions, proportions and engineering



06 - LOGO DESIGN SECRET C



Dimensions and Measurements



Dimensions Used from the Drawing

1- Horizontal Dimensions:

Left side: a = 55.29 mm

Right side: b = 88.64 mm

Total Width: 55.29 + 88.64 = 143.93 mm

55.29+88.64=143.93mm

(Note: The figure written on the drawing is 157.04 mm, but this includes the margins or outer frame. We will only use the internal measurements to calculate the golden ratio.)

2- Vertical Dimensions:

Top: h1 = 90.10 mm

Bottom: h2 = 54.81 mm

Total Height:

90.10 + 54.81 = 144.91 mm

Calculating the Main Ratios

1. Horizontal Ratios:

88.64 / 55.29 = **1.6032**

2. Vertical Ratios:

90.10 / 54.81 = **1.6439**

3. Ratios:

Total Height / Maximum Width

144.91 / 88.64 = **1.6350**

4. Ratio:

143.93 / 90.10 = **1.5975**

Golden Ratio $\varphi = \frac{1 + \sqrt{5}}{2} \approx 1.6180339887...$

07 - PRECISION AT ANY SCALE

Vector redraw · product illustration · process proof



the heart of
Wolf Barbers

Longines Caseback, Vector Redraw

A photographic reference rebuilt as pure vector geometry for large-format advertising: billboard-ready at any scale, with zero loss of precision.



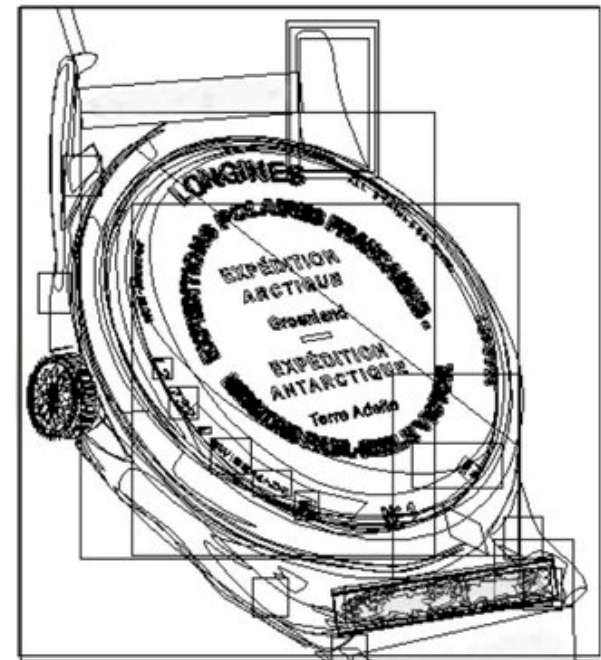
Original photograph.



Redrawn using vectors by CorelDRAW.



A hand-drawn camera lens by
CorelDRAW



08 - THE PHOTOGRAPHER'S EYE A

Nine series · three movements · one flagship

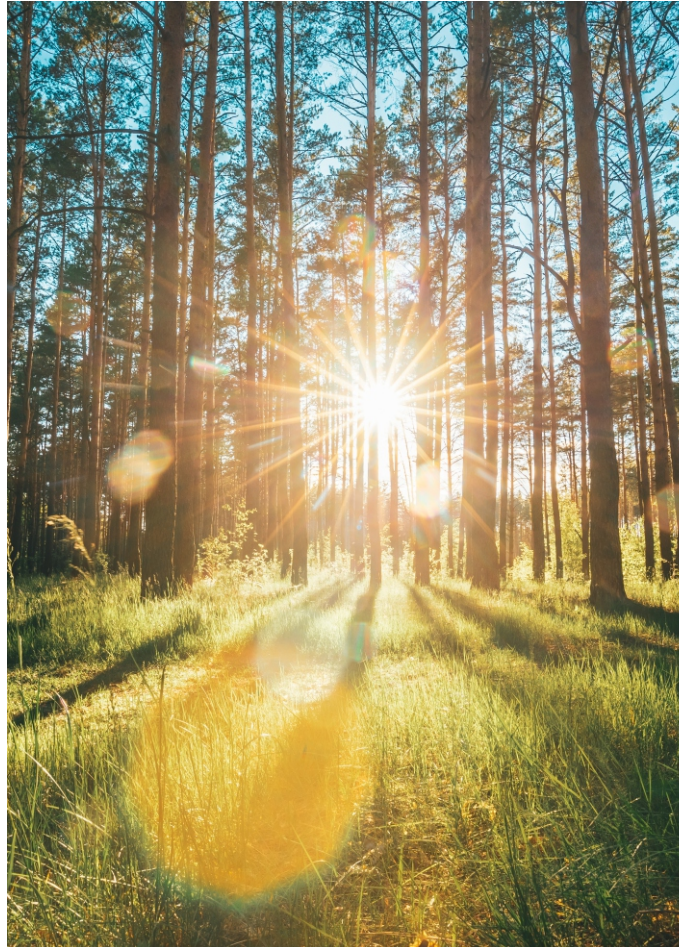
Before strategy and governance, there is the eye.

Trained on analog cameras and darkroom processes at the University of Baghdad; matured into nine photographic series.



Heritage & Identity

Whispers of History · Sacred Spaces · Faces of Time - memory and identity, composed in light.



Nature & Science

The Silent Symphony · Blossoms of Eternity · The Invisible World - pattern, light, and the decisive moment



Commercial & Craft

Visual Narratives · The Art of Elegance · Tastes of Life - photography in service of brands: product, portrait, food.

The same eye that composes a photograph is the eye that judges a brand system

08 - THE PHOTOGRAPHER'S EYE B

LUXEMBOURG VISUAL ATLAS - Flagship

Luxembourg Visual Atlas

A large-scale photographic survey of the Grand Duchy, conceived as a lasting cultural document and photobook. In progress.



Vianden ·



Esch-sur-Sûre



Clervaux ·



Préizerdaul



Redange



Useldange

09 - STORIES THAT SELL A

Films · global-stage · commercial advertising

"Some work is judged by a market. Some by a jury. This work was judged by the world."

- **Gnawa** - Fusion of Cultures | Documentary · 2025 - selected and honored across Brazil, New York, Italy, India, and Ukraine; screened in 100 Ukrainian schools.
- **A Serious Comedy** | Docudrama · 2014 - writer, actor & producer; 9 international awards.
- **A Man and Domes** | Documentary · 2006 - Best Documentary, Sakia El-Sawy Festival, Cairo.
- **The Earth's Call** | COP28 Dubai · 2023 - produced within a UNESCO framework; screened at the world's largest climate summit.
- **The Anthem of a United Europe** | Europe Day · 2024 - a continent's shared identity in one visual language.

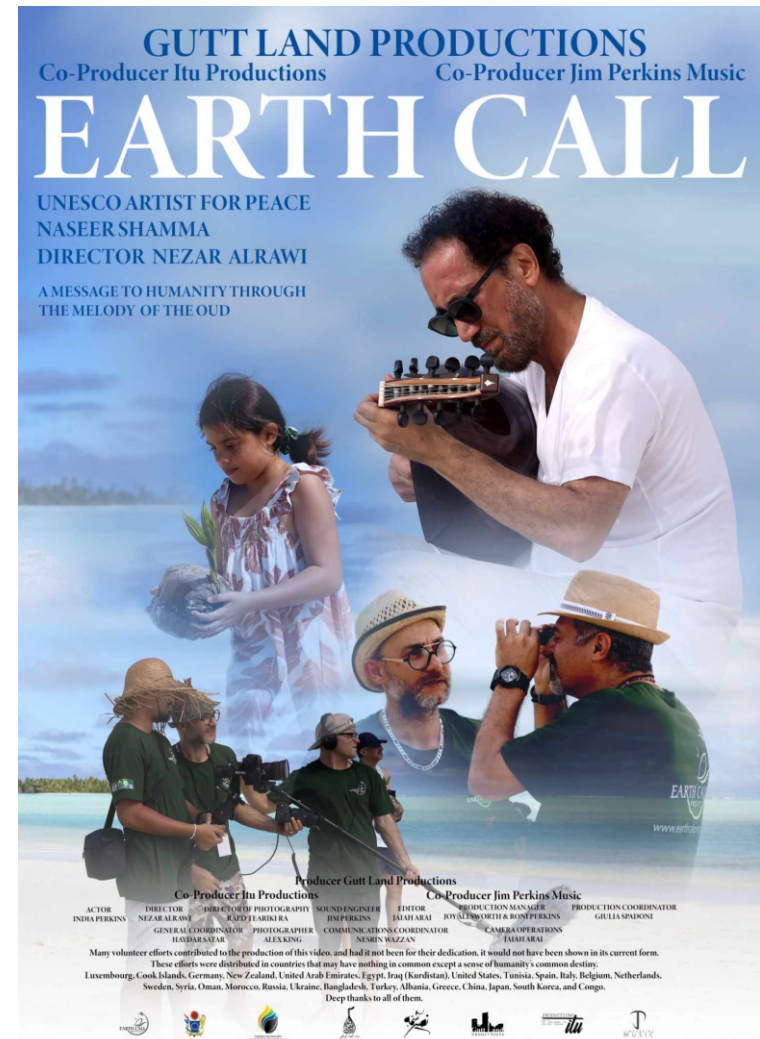


09 - STORIES THAT SELL B

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2014 - writer, actor & producer; 9
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produced within a UNESCO framework;
screened at the world's largest climate
summit.

10 - CAMPAIGNS THAT MOVE MILLIONS

Civic · commercial · cultural

Nationwide civic missions where the "product" is awareness; commercial advertising measured in the market; cultural campaigns that connect publics, one discipline: strategy, creative excellence, flawless delivery.



COMMERCIAL

Iraqna - Orascom Telecom

Campaign Director / Head of Design · 2000–2007
Nationwide, multi-channel advertising for a leading telecom brand, from billboards to retail, measured in the market.



CIVIC

Nationwide Civic Campaigns (USAID/OTI)

Director & Strategic Lead
CVAS · 2003–2015 —
135+ grants governed,
\$8.1M+; millions of
materials designed,
printed, and distributed
nationwide under risk.



CULTURAL

European-Funded Cultural Campaigns (AACE)

Founding Member & Director · 2017–Present

11 - INSTITUTIONS THAT REMAIN

Festivals · agencies · production houses

"Campaigns end. Institutions remain. I build the organizations that make great work repeatable."



Iraq Short Film Festival

Founder & Festival
Director · 2005–2013.
Iraq's first international
film festival; 8
consecutive editions,
an international
platform built where few
institutions could
operate.



Iraq Short Film Gutt Land Productions

Founder & Creative
Director · 2025–Present,
a Luxembourg
production house;
award-winning films
selected at international
festivals within the first
year.



12 - LEADERSHIP GROUNDED IN SCIENCE

Philosophy · perception science · executive discipline

"Taste argues. Evidence decides. That is how I lead."

People before portfolios

A legacy measured in creators developed, not only work delivered.

Creativity grounded in science

Decisions based on how audiences see, feel, and remember.

Discipline that protects creativity

On time, on budget, in compliance, even in crisis.



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13 - PROOF

Awards · recognition · seats of trust



Honorable Mention

East Village New York Film Festival ·
Gnawa: Fusion of Cultures, 2025.



Iraq International Short Film Festival Special Tribute



YouTube Silver Play Button

Gutt Land Productions · 100,000-subscriber
milestone; the channel has since grown
past 280,000.

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Green Bank for Sustainable Development

Recognition presented at COP28 Dubai,
on the occasion of the screening of The
Earth's Call.



The Communicator Awards - AIVA, New York · excellence in marketing and communications.



14 - LET'S BUILD

Founding · advisory · campaigns · global-stage content

"Every strong partnership begins the way a strong image does: with clarity, intention, and a conversation."

WAYS TO WORK TOGETHER

Founding & Directing - design, advertising, and marketing agencies; creative organizations and festivals.

Brand Identity & National Symbols - identity systems, visual governance, and national-branding advisory.

Integrated Campaigns - civic, commercial, and cultural campaigns, from strategy through closure.

Global-Stage Content - institutional films, documentaries, and event content for world platforms.

Advisory & Cultural Diplomacy - cross-border partnerships, cultural programming, and stakeholder relations.

CONTACT

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Languages: Arabic (Native) · English (Fluent) · Spanish (Professional)

French (Basic) · German (Basic)



Graphic design as a tool for major political changes
Analyzing Street Art and Protest Imagery During Revolutions
Nezar Al-Rawi



Construyendo narrativas visuales en diseño gráfico
Análisis del arte callejero y las imágenes de protesta durante las revoluciones de la Primavera Árabe
Nezar Al-Rawi



Published author - design & visual culture in English, Spanish & Arabic.



THE CREW IS THE FAMILY

Work is not a pause from life - it is life, shared: on set, at the table, and everywhere in between.

