

AHMED HASSAN (Simaar)

A computer scientist who chose design
to reform brands & interfaces of the world.

I believe you & I will create great experiences together.

Developing great brand strategies, translating them into efficient yet desirable visual solutions, testing them out in the real world in order to make brands stand out and be heard in this noisy world is my objective.

Learning about this whole process and improving it constantly is the ultimate goal of my career. I believe that brands can start capturing more interest and loyalty of their target audience if they focus on providing relatable and relative emotional experiences. It is vital in this digital age to connect to potential clients in a personal way after understanding and absorbing their values.

Our interfaces whether digital or physical should reflect who we are, what we believe in and the destiny we aspire for.

We like design to be visually powerful, intellectually elegant and above all timeless.

-Massimo Vignelli

Skills

Brand strategy design, brand identity & personality design, typography, color treatment, development & designing of brand assets from business cards to billboards.

Familiar with user interface, experience & interaction design.

Tools

Pencil and paper	-----	Advanced user
Photoshop	-----	Expert user
Illustrator	-----	Expert user
After Effects	-----	Intermediate user

Experience

Eikon7

Digital Media Designer

August 2015 - Present

An innovative, culturally diverse communication group, present on three continents

This organization proved to be a roller coaster for me in practicing branding. It taught me how brand strategy was translated into visuals and content. It put me in front of difficult clients and let me learn how to present my point across and react according to their underlying expectations about final product. ***The best thing about eikon7 is the open culture and a will to try new things, taking on projects that scare us and then working, learning, iterating and re-iterating to complete those in the best way possible.*** I tried a lot of new stuff here, things I never thought I would be doing or was even capable of.

Mello Agency

Graphic Designer

September 2014 - June 2015

An experience design and branding agency from Islamabad

At Mello, I realized the dramatic shift in design as it was happening around the world. Along with the general mentor-ship I got there while designing, eating candies and playing jenga, ***we discussed how Microsoft is taking things a bit too far with its "content is king" strategy in Metro design while appreciating how Material design is a much more appropriate and stable design shift for Google.*** It was a perfect mentoring for a person like me wanting to understand design in a country where emerging design philosophies reach quite late.

NASCON

Head of Design

Nov 2013 - July 2014

NASCON, a yearly event by FAST-NUCES, Islamabad, aims to solve the problems of Pakistan by making youth's passions align with academia and showcase their talents

First experience of handling a mega-event. Designed brand ideology and used that to make branding elements for the whole Nascon 2014 event and brought coherence and strength in both online & offline experience of NASCON. It was a success and together we got 2000+ participations in Nascon 14.

Education

BSCS Computer Science from FAST-NUCES, Isb
Quaid-e-Azam Degree College, Rwp
Siddeeq Public School, 6th Road, Rwp

August 2011- August 2016

May 2007- June 2009

May 2002- June 2007

My complete portfolio is on
www.simaar.com

simar.charms@gmail.com
+92 312 5059 855

There is no secret ingredient.

To achieve something, you just need
to believe in yourself.

- Kung Fu Panda



Its not just a story of design, branding or strategy, its more about wanting something and not knowing how to get there.

First Branding Story

Background

Nascon is a yearly major event conducted in FAST-NUCES, Islamabad, As a head of graphic design department at Nascon, I was responsible for the event's visuals needs. It is a diverse event which has multiple sub-events and competitions of different types ranging from technical to social.

The event needed to depict four things as a whole:

- i) Innocation unleashed (Theme and tagline of the event)
- ii) Nascon's familiar history
- iii) Diversity of the event
- iv) Diversity of the team Nascon

Process

Projecting an event which is going to touch roughly around 10,000 people is a difficult task so I started doing the initial research. I asked myself: What does Nascon stands for? How does its goal affects its attendees, organizers and stakeholders. To find this answer, I went through the whole concept of this event. NASCON is conducted by FAST University, Islamabad as a means to promote the technical and sports related talent. Teams from all over the Pakistan come to participate in its event whose variety ranges from concerts to robot wars. This diversity of events was the result of managing teams from different areas like computer science, business management and electrical engineering coming together to promote and inspire young talent. To simplify NASCON was a celebration of brilliance in all of its healthy varieties. Each year, NASCON changes its tagline and that year it was "INNOVATION UNLEASHED".

With that in mind, I started sketching some concepts.

just in case
be too simplistic
and so not to be
ignored?

nascon 14

nascon 14

NA
SC
ON

more preference to 14 x

unleashed or set free \Rightarrow flame?

some of polygons?

fast

NASCON

Diversity

difference in color of
Nelson

color all different

diversity of
teams

polygons

some
represent fast

polygons
birds! innabdin

- Unleashed

polygons?

- lines
- ports

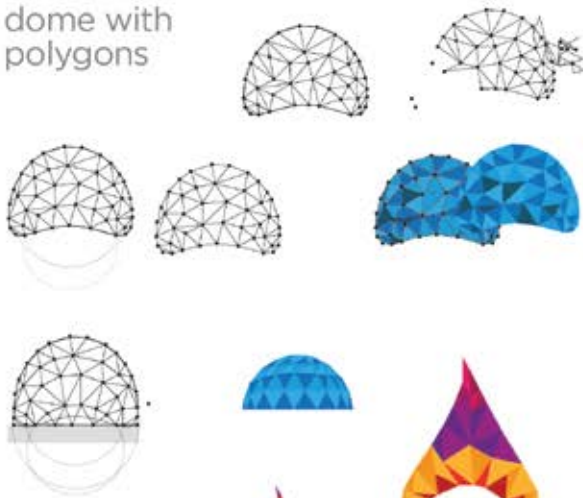
Some
unleashed
innovation

does
first

polygons
technical
 \Rightarrow innovation
 \Rightarrow new
 \Rightarrow radical

I took dome of FAST to represent the FAST as the organizer of the event. The dome also contained the teal and blue colors FAST uses in its branding. I combined that with colorful polygons to depict the ever-changing and dynamic nature of this event.

dome with polygons



fast dome



Flame idea



Rainbow idea



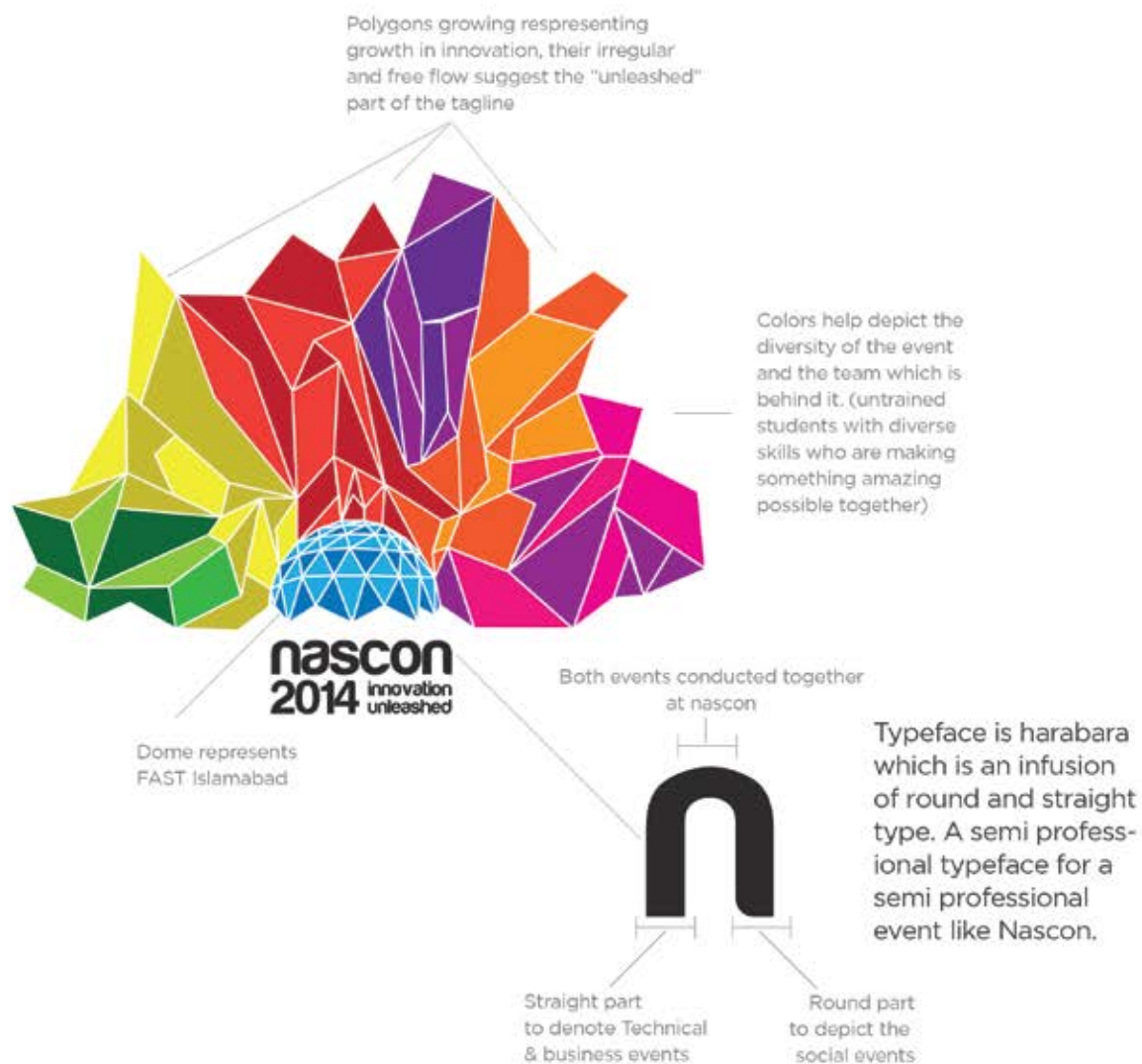
Birds idea



improved version of bird's idea



Team really like the idea of birds but that was rejected by the director, he didn't like the idea of confining the logo in a structure. He argued that the unleashing factor of the tagline requires the logo to be somewhat free from any grid. At first I was confused but then a cool glass of fanta did the trick and I sat down just drawing something without any grid help, any confinement and even without knowing what i wanted it to look like in the end. It was a one time effort and it got approved without requiring any iteration (well it did require quite a lot of iterations even after that but where's the fun in telling that).



An amazing part of the logo is how it is formed, mere unguided pieces that are growing without any direction to form something beautiful. Just like innovation when after many wrong turns, decisions and constant trying success is achieved. It also goes on to say the beauty of raw talent that struggles and achieves a dream. Another idea is the whole concept of NASCON where teams from distinct academic areas come together to celebrate brilliance in all of its forms.

Results

A coherent visual experience of Nascon was created across multiple site, The event was a complete success. Here are some of the examples of how the unified experience of Nascon 2014 was brought to life.







The success of this event was the moment I knew I had to teach myself the ability to communicate enjoyable, relevant and memorable experiences of products, services, events and brands for the people they touch. I saw how people react to the coherence of an experience. And I felt that everyone there, irrespective of their design knowledge, could somehow tell that it was well designed and well thought.

We, as designers, have this enormous role of shaping the environment people live in, things they see, products they use and we directly or indirectly understand what they feel. This knowledge should propel us to use our talent for good. This empathy should translate into thoughtful and humane design, design which is for the good of all.

If you ever design,

Design for good.

