SIGNATURE PORTFOLIO / 2026

PORTFOLIO

Senior Freelance Graphic Designer

“Every brand has a story. We make it visible.”

MARRAKECH · OUAYL LAZREK



WOLARIX

Crafting Ideas into Impact

Every brand has a story. We make it visible.

— WOLARIX

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Designer, creative director, craftsperson.

I’m Ouayl Lazrek, a senior graphic designer and independent creative based in Marrakech. I help brands build their identities, design their communications and produce visual content.



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Creative partner.

— Launch, develop or evolve your brand
— One-off projects or ongoing support
— A flexible approach tailored to you

05

Complete visual identity.

01 Brief and competitor analysis

02 Creative directions and moodboards

03 Logo, variations, symbols and monochrome versions

04 Colour palette, typography, icons and patterns

05 Photography direction





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Brand guidelines.

01 Logo construction, clear space and minimum sizes

02 Dos and don’ts

03 RGB / CMYK / HEX colour values

04 Type hierarchy, grids and layouts

05 Photography and illustration for print and digital

06 Reusable templates and organised source files



07

Print marketing materials.

Business cards · Letterheads · Email signatures
Sales packs · Brochures and catalogues
Leaflets, flyers and posters





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Signage & event design.

01 Menus, packaging and labels
02 POS displays, roll-up banners and stands
03 Signage and vehicle wraps
04 Event graphics

09

Digital assets.

01 Social posts and carousels

02 Stories and Reels

03 Banner ads

04 Cover graphics and newsletters

05 Presentations and pitch decks

06 Website and landing page mockups



WOLARIX CONCEPT · CAROUSELS & NEWSLETTERS



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Video & motion.

01 Ad concepts, scripts and storyboards
02 Video editing and on-screen graphics
03 Logo animation and motion design
04 Visual effects and vertical versions

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Art direction powered by AI.

— Explore concepts, images and sequences
— Retouching, variations and script development
— Human refinement for a consistent finish
— Clear distinction between AI-generated visuals and live footage

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AI adoption for teams.

01 Identify practical use cases
02 Choose tools that fit your needs
03 Prompt libraries and templates
04 Hands-on team training
05 Review, monitor and refine
06 Rollout across comms & marketing
07 Respect for confidentiality and usage rights

Support tailored to how you work.

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Clarify. Target. Launch.

01 Define your offer and messaging

02 Identify your target audiences

03 Communications plan and editorial calendar

04 Launch campaigns and content

05 Ad variants, performance tracking and optimisation







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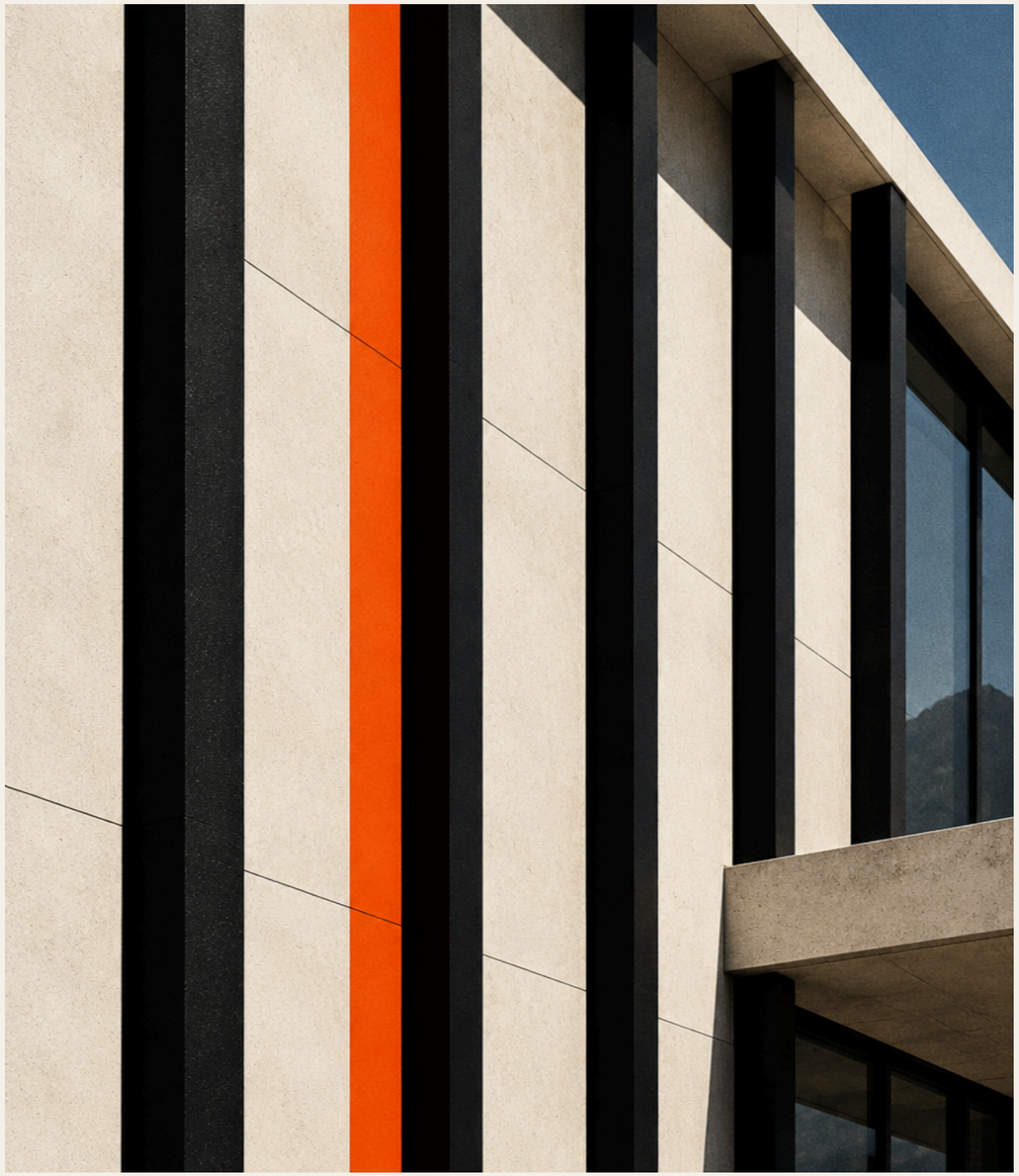
For early-stage companies.

01 Develop your brand identity
02 Create your project pitch deck
03 Launch kit
04 First campaign
05 Set up production workflows



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For established businesses.

01 Audit your visual consistency

02 Rebrand or refresh your identity

03 Align your brand materials

04 Additional creative support

05 Refresh your content and integrate AI

Global Bois
PixelPark
KAFAA / CNT Academy
ESSAFIR CARS
La Truffe
Direct Ferme
Mes Rendez vous

MAG Management
Maison ELMorabit
Restaurant Miam Miam
Workech
Caramelio
Kounouz
RNF Prod

— Design, content and communications.








NORN
BOUR
RYBUP
NORH
BOUR
RYBUP
CASK
AMERTY
PLUS
SCUSH
PANY
RESE
GENAUB
POITTIE




HUMAN





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How we work.

STEPS

01 Discovery and scope
02 Research and creative direction
03 Design and refinements
04 Adaptation and delivery
05 Follow-up tailored to the project

OPTIONS

— **Focused assignment**
— **Full branding project**
— **Monthly creative support**

Your next chapter starts with a strong image.



LET'S TALK ABOUT YOUR PROJECT.

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