



# WHEN IT TOUCHES PEOPLE'S LIVES, IT IS WORTHWHILE.

**Welcome to Wo.man** , where creativity is intuitive, refined, and deeply human-centered. Wo.man is my creative identity - a space where design goes beyond aesthetics to tell stories, build connections, and leave lasting impressions. With expertise spanning branding, digital presence, and artistic expression, I personally lead the creative direction, collaborating with a network of skilled professionals when needed. **Every project is approached with insight, emotion, and a commitment to delivering high-quality, tailored solutions.** This profile offers a glimpse into the work, philosophy, and impact of **Wo.man**, crafted with **authenticity, elegance, and precision.**

I believe in the transformative power of design to shape the world around us and create experiences that resonate deeply with the human spirit.

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CREATIVITY FROM A HUMAN ASPECT



MINDS TOGETHER, CREATING MAGIC



- LEBANON
- KSA
- KUWAIT
- UAE
- JORDAN
- QATAR
- PALESTINE
- CANADA
- UK
- GOERGIA
- FRANCE
- MALI
- NIGERIA
- INDIA





**2MNEXT**  
VISION TO REALITY

**Madz**  
DINER

**ROSE**  
IRANIAN CUISINE

**Sports Hype**  
SPORTS & WELLNESS CITY HYPE  
Your intense lifestyle

أقران  
بيروت

**IA SMART SOLUTIONS**  
W. KALIL ENTREPRENEUR

هيئة تطوير منطقة مكة المكرمة  
الإدارة العامة لتنفيذ المشاريع

**Ayaz Spa**

صن سيلي  
**SUNCITY**

**MASTER MEDIA PRODUCTION**

**WIT**  
WOMEN IN IT

**CCS**  
Center for Corporate Services®  
Professional Training & Advisory Services

جمعية عتد التذ

**NAZARETH CARE GROUP LTD.**

**SUN**  
THE SUN GROUP

**BLUE SWAN**  
TRAVEL & CONSULTING

**TM SleepRehef CENTER**

**terrawatt**  
Empowering Communities  
a division of SOLARIX

**noum.°°**

شركة أصل العربية  
**ASEL ALARABIA**

**lola et moi**

**Green Riders**

**EDGE**  
MIND INNOVATIONS

**CENTRE MEDICAL DORA**  
LABORATOIRE D'ANALYSES MEDICALES  
SERVICE RADIO DIAGNOSTIC

**RIGHT SERVICE**  
for Digital Marketing

**REAL SOLUTIONS**  
RACINE & ASSOCIATES

**flexicom**  
Flexible Communications  
الاتصالات المرنة

**Raw**  
CONSULTANCY GROUP



## Lebanese National Higher Conservatory of Music

### Visual Design for Events

Poster | Program Outline | Rollup | Post | Presentation | Brochure

*Lebanon*



Devotion is what I received in beauty...  
Looking forward to more collaborations  
to add value to our projects.

**Dr. Hiba Al Kawas**

*President*

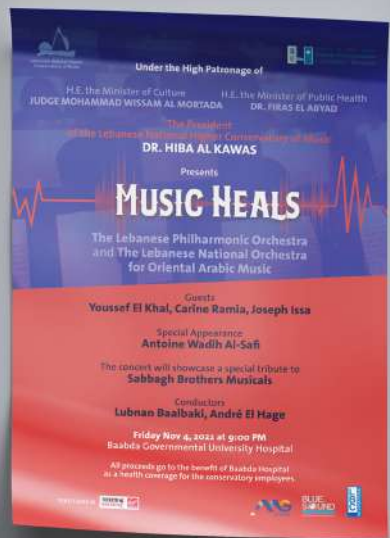
Lebanese National Higher Conservatory of Music

**Introduction:**

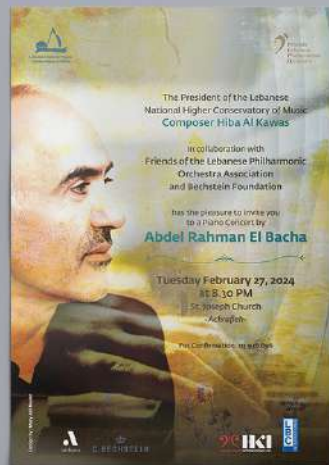
The Lebanese National Higher Conservatory of Music stands as a beacon of musical excellence in Lebanon, nurturing generations of talented musicians and fostering a deep appreciation for the arts. Under the visionary leadership of Dr. Hiba Al Kawas, the Conservatory has undergone a remarkable transformation, elevating its caliber and expanding its reach within the community. Dr. Al Kawas's commitment to diversity and artistic expression has infused the institution with renewed energy and vitality, attracting a broader audience eager to experience the rich tapestry of musical traditions offered by the Conservatory.

**Design Services and Impact:**

Mary Abi Nader has had the privilege to support the Conservatory during Dr. Hiba Al Kawas's presidency and still is. Her services have played a pivotal role in capturing the essence of each musical event and enticing audiences to attend. Through meticulously crafted posters, elegant roll-ups, and captivating programs, Mary strives to weave a visual narrative that harmonizes with the soulful melodies emanating from the Conservatory's halls. This marriage of artistry and visual storytelling serves as a powerful catalyst for engagement, fostering a deeper connection between the audience and the transformative power of music.




















On the occasion of  
**"The 9th Lebanese Pipe Organ Week"**

The President of the Lebanese  
 National Higher Conservatory of Music  
**Composer Hiba Al Kawas**

In collaboration with  
 The Embassy of Spain in Lebanon  
 Notre Dame University - Louaize  
 Terra Sancta Organ Festival  
 Semaine de L'Orgue au Liban

Has the honor to invite you to

**The Lebanese  
 Philharmonic Orchestra**  
 Aarón Ribas, Pipe Organ  
 Garo Avesian, Conductor



Friday  
 April 19<sup>th</sup>, 2024  
 at 8:30 PM

Saint Louis Cathedral of the  
 Capuchin Fathers - Downtown Beirut

For Confirmation: 03 936 696





Under the Patronage of  
 H.E. The Minister of Culture  
**Judge Mohammad Wissam El Morida**

The President of the Lebanese  
 National Higher Conservatory of Music  
**Composer Hiba Al Kawas**



Has the pleasure to invite you to

**Children String  
 Ensemble Concert**

Tuesday,  
 January 23, 2024  
 at 5:00 PM

National Library  
 Sabayn, Beirut

For Confirmation: 03 936 696



The President of the Lebanese  
 National Higher Conservatory of Music  
**Composer Hiba Al Kawas**

Has the honor to invite you to

**Violin Recital by the  
 Student of the Lebanese  
 National Higher Conservatory of Music  
 Marwa Eid**  
 Piano accompaniment  
 Janna Popkova

Thursday  
 May 23<sup>rd</sup>, 2024  
 at 8:00 PM

National Evangelical Church of Beirut  
 Zouk El Blat / Rod el-Soh

For Confirmation: 03 936 696





The President of the Lebanese  
National Higher Conservatory of Music  
**Composer Hiba Al Kawas**

Has the honor to invite you to  
**the Lebanese  
Philharmonic Orchestra**  
Garo A vessian, Conductor  
Talal Fakih, clarinet solo

**Friday March 1, 2024**  
**at 8.30 PM**  
**St. Joseph Church**  
**-Ashrafieh-**

For Confirmation: 03 936 696

Design by Mary Abi Nader



A large vertical poster with a purple and white color scheme. It features a portrait of a woman with long dark hair, resting her chin on her hand. The poster contains text about a piano concert and lists several sponsors and organizers.

  
Lebanese National Higher Conservatory of Music

  
Italian Cultural Institute in Beirut

  
Please scan here for program

The President of the Lebanese National Higher Conservatory of Music  
**Composer Hiba Al Kawas** and  
The Director of the Italian Cultural Institute in Beirut  
**Angelo Gioè**

Have the honor to Invite you to  
**Piano Concert by  
The notable Italian pianist  
Alessandra Ammara**  
In a Program of **CHOPIN**

**Tuesday  
May 21<sup>st</sup>, 2024  
at 8:30 PM**

St. Joseph Jesuites Fathers Church  
Monot - Achrafieh

www.stjosephbeirut.com








American University of Beirut Medical Center (AUBMC)  
& American University of Beirut (AUB)

**Website | Interactive Multimedia**

Website Design | E-cards | Screensaver | Wallpaper | Desktop Calendar

*Lebanon*



I have worked with Ms. Mary Abi Nader on five consecutive website design projects. Within the layout restrictions of AUB, Ms. Abi Nader was still able to adapt this format to the needs of FAFS, AGSC, AVSC, LDEM, and NFSC. She has been extremely positive and flexible in terms of changing requirements and has always provided assistance even beyond the terms of her contract. Her professional work has helped mold a new image to FAFS that is conformant with its new identity. Her work was praised by our audience be it students, staff, faculty, and alumni. We will always look forward to future collaborations with her.

**Laila Hour, MEM**

*Financial Officer*

Dean`s Office - Faculty of Agricultural and Food Sciences  
American University of Beirut

**Introduction:**

The American University of Beirut (AUB) and the American University of Beirut Medical Center (AUBMC) are renowned for their academic and medical excellence. We faced the challenge of creating unique homepage and subpage designs for various departments within AUB and AUBMC, while maintaining a cohesive template. Additionally, we were tasked with designing wallpapers and e-cards to enhance the university's digital presence.

**Design Services and Impact:**

Mary Abi Nader crafted captivating homepage and subpage designs for AUB and AUBMC departments. Despite using a standardized template, she infused each design with creativity tailored to the department's identity. Additionally, Mary created enticing wallpapers and e-cards to further enhance the university's digital branding. Her work received praise from faculty and administrators, showcasing her ability to merge creativity with brand guidelines effectively.





安徽医科大学  
Faculty of Medicine  
& Medical Center



December 2008

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Merry Christmas  
and Happy New Year  
from AUBMC





American University of Beirut  
Faculty of Medicine  
& Medical Center



The Adham House in the early 1900's -  
the first building of the AUB Hospital,  
the first academic medical center in the region



January 2008

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



Aerial view of the old AUB Hospital, 1963



## Faculty of Agricultural and Food Sciences



About FAFS

Admissions

Academics

Research and Outreach

Services

Student Resources

FAFS Career Center

Faculty Resources

Alumni & Friends

Make a Gift to FAFS

Employment

News and Events

Useful Links

Site Map

### Welcome to FAFS

Since its origin in 1952, the Faculty of Agricultural and Food Sciences has been a leader in the agrifood industry in Lebanon. The standard of excellence it has attained in its teaching and research programs recognized across Lebanon, the Middle East and around the world applied research of international standing by its faculty and students, and providing educational and professional services.



### News & Events

- > News1
- > News2
- > News3
- > News4



### Undergraduate Degrees



FAFS offers 6 undergraduate programs in agribusiness, agriculture, food science and management, landscape design and ecosystem management, nutrition and dietetics, and veterinary sciences. Scroll over the images for more details.





**Department of Radiation Oncology**  
American University of Beirut Medical Center

*He who has health has hope,  
& he who has hope has everything.*

- Radiation Therapy
- Medical Oncology
- Palliative Care
- Supportive Care
- Clinical Trials
- Research

**Department of Human Resources**  
American University of Beirut Medical Center

**Faculty of Medicine** | **AUB** | **AMERICAN UNIVERSITY OF BEIRUT**

**ABOUT NEW POSITIONS:** AUBMC, Employee, Contract, Part-time

**EMPLOYEE'S TOOL**  
We are looking for individuals who are interested in working for a leading medical center in Beirut. We are looking for individuals who are interested in working for a leading medical center in Beirut.

**TRAVEL & ACCOMMODATION**  
We are looking for individuals who are interested in working for a leading medical center in Beirut. We are looking for individuals who are interested in working for a leading medical center in Beirut.

**WHAT'S NEW?**  
**EDUCATIONAL SAVINGS**  
**QUOTE OF THE DAY**

**Did you know?**

**Executive Health & Travel Center**  
American University of Beirut Medical Center

**Did you know?**

**Executive Health & Travel Center**

**AUB Emergency Preparedness (EP)**  
American University of Beirut

**Go**

**What to do in an Emergency**

**What to do in an Emergency**

**What to do in an Emergency**

**What to do in an Emergency**

**Animal Care Facility**  
American University of Beirut Medical Center

**Faculty of Medicine** | **AUB** | **AMERICAN UNIVERSITY OF BEIRUT**

**Additional Animal Care & Free Consultation - IACUC**

**Animal Care Facility**

**Animal Care Facility**

**Department of Architecture & Design**  
American University of Beirut

**FEAT Unit** | **Career Center** | **React** | **AUBis**

**Department of Architecture & Design**

**Department of Architecture & Design**

**Department of Architecture & Design**  
American University of Beirut

**FEAT Unit** | **Career Center** | **React** | **AUBis**

**Department of Architecture & Design**





**Materials Management**  
American University of Beirut Medical Center

**AUB**  
American University of Beirut

- Planning
- Purchasing
- Inventory Control
- Distribution
- Quality Management
- Safety
- Compliance
- Cost Control

**School of Nursing**  
American University of Beirut

**AUB**  
American University of Beirut

- Research Strategies
- Programs of Research
- Faculty Research

- Research Strategies
- Programs of Research
- Faculty Research

**Middle East Medical Assembly (MEMA)**

**AUB**  
American University of Beirut

The 2009 Middle East Medical Assembly  
May 17 - 20, 2009  
Beirut, Lebanon

- General Information
- Program Schedule
- Meeting Programs
- Call for Abstracts
- Exhibiting
- Sponsorship Opportunities
- Faculty and Areas Meeting
- Social Programs
- Travel Information

**External Programs: Medicine**  
American University of Beirut Medical Center

**AUB**  
American University of Beirut

- About Us
- Our Services
- Ongoing Programs
- Our Needs
- News
- Statistics
- Contact Us

- About Us
- Our Services
- Ongoing Programs
- Our Needs
- News
- Statistics
- Contact Us

**Department of Otolaryngology - Head & Neck Surgery**  
American University of Beirut Medical Center

**AUB**  
American University of Beirut

- About Us
- Our Services
- Ongoing Programs
- Our Needs
- News
- Statistics
- Contact Us

**Calcium Metabolism & Osteoporosis Program**  
American University of Beirut Medical Center

**AUB**  
American University of Beirut

- About Us
- Our Services
- Ongoing Programs
- Our Needs
- News
- Statistics
- Contact Us

**External Programs**  
American University of Beirut

**AUB**  
American University of Beirut

- About Us
- Our Services
- Ongoing Programs
- Our Needs
- News
- Statistics
- Contact Us



## Blends Ltd.

Cafe Blanc, Living Colors, Waterlemon, Black Pepper, Zahr El Laymoun, Cate in Style

### **Website**

Website Design & Development for all its food concepts

*Lebanon*





Mary is a creative person with lots of sensibility. Actually it is her strength! She understands, feels the concepts, and adds value to the projects. Although she is a creative, Mary is well organized and delivers on schedule.

We have been collaborating together on many projects in the past, and hopefully many others to come in the future...

### **Dolores El Ramy Mouracade**

*Creative and Concept Consultant for STORM SAL  
Blends Ltd.*

#### **Introduction:**

Blends Ltd., the parent company of innovative restaurants like WaterLemon, Living Colors, Café Blanc, and Zahr Al Leymon, sought websites that would unify its brand while distinguishing each restaurant.

#### **Design Services and Impact:**

Under Mary Abi Nader's leadership, we created cohesive yet distinct websites for Blends Ltd. restaurants. We ensured a unified look across all sites while tailoring design elements to reflect each restaurant's unique personality and cuisine. This approach resulted in websites that effectively showcased the diversity of Blend Ltd's culinary offerings while highlighting the individuality of each restaurant.



café blanc  
Kafé Blanc Colding

other concepts by blends



the concept

• food & hospitality

• worldwide

• in the press

• careers

• contact us

concepts managed by blends

• our menu  
• our service





other concepts by blends



imagine life without colors

the concept food & hospitality kids playspace & party themes we deliver worldwide in the press

concepts managed by blends

©2015



## Saudi Squash Federation

### **Proposal for Re-branding**

Logo | Visual Elements | Stationery | Merchandise | Print Items | Apparel

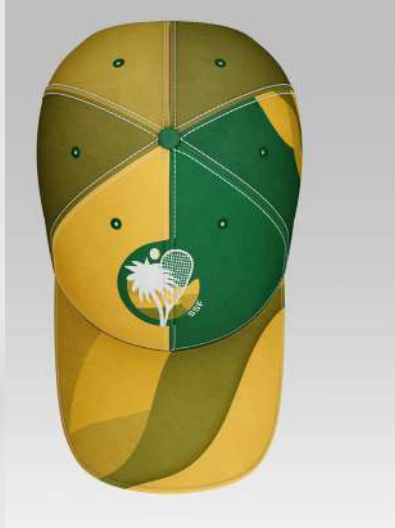
KSA

#### **Introduction:**

The Saudi Squash Federation, the governing body for squash in Saudi Arabia, embarked on a mission to revitalize its visual identity, including its outdated logo. Founded many years ago, the federation sought a modern emblem that encapsulated the essence of Saudi Arabia while representing the dynamic nature of squash. The challenge was to create a logo that seamlessly integrated elements such as the iconic palm tree and squash racket, symbolizing growth and unity, against the backdrop of the Saudi Arabian desert.

#### **Design Services and Impact:**

Inspired by the Squash Sport and its vibrancy Mary crafted a visionary logo proposal for the Saudi Squash Federation. The design concept seamlessly merged the palm tree and squash racket, depicting them as growing from a single stem to symbolize unity and collaboration. The inclusion of the Saudi Arabian desert background evoked a sense of place and heritage, while the dynamic lines conveyed the movement and energy of the sport. The color scheme, featuring golden hues and vibrant greens, paid homage to Saudi Arabia's rich cultural landscape, with the palm serving as a quintessential national symbol. While this proposal awaits execution, it stands as a testament to our innovative approach to visual branding and our commitment to capturing the spirit of our clients' aspirations.










Hiam Abou Chedid Atelier

**Brand Identity**

Logo | Flyers

*Canada*





Mary is a sensitive, creative and attentive person. Three important qualities for an artist. She was able to combine my tastes and expectations and create a project that matched her creativity.  
It was a pleasure to work with her, efficient, responsive and creative.

Thank you Mary .

**Hiam Abou Chedid,**  
*Owner and Prominent Lebanese Actress*  
Hiam Abou Chedid Atelier

**Introduction:**

Hiam Abou Chedid, a prominent Lebanese actress renowned for her captivating performances, has sought Mary's expertise to design her new venture, the Hiam Abou Chedid Atelier (workshop), in Canada. As she ventures into establishing a drama therapy workshop, she entrusted Mary to create a visual identity that embodies her vision and values.

**Design Services and Impact:**

Mary Abi Nader embarked on crafting a comprehensive visual identity for the Hiam Abou Chedid Atelier. This included designing a distinctive logo that captures the essence of drama therapy and reflects Hiam's artistic sensibilities. The logo features the symbol of the Sun positioned above the workshop's name, symbolizing warmth, joy, and positivity. The rays radiate happiness and joy, with one ray set free to embrace whoever wants to sit in the Sun, embodying the inclusive and welcoming nature of the workshop. To convey refinement and elegance, we chose a sophisticated purple color scheme, symbolizing Hiam's stature as a well-refined lady of her times. Additionally, she carefully selected a color scheme that evokes warmth, creativity, and professionalism, setting the tone for the workshop's atmosphere. Through the creation of visually striking flyers, Mary aimed to communicate the workshop's offerings and attract participants. Her collaboration aims to establish the Hiam Abou Chedid Atelier as a welcoming and inspiring space where individuals can explore the transformative power of drama therapy, guided by Hiam's expertise.

Hiam Abou Chedid  
ATELIER

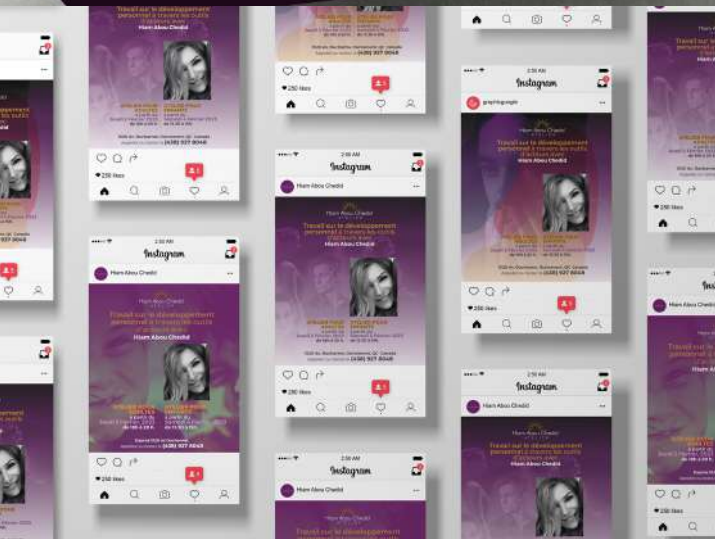
Hiam Abou Chedid  
ATELIER  
Travail sur le développement  
personnel à travers les outils  
d'acteurs avec  
Hiam Abou Chedid



**ATELIER POUR ADULTES**  
à partir du  
**Jeu 2 Février 2023**  
de 18h à 20 h.

**ATELIER POUR ENFANTS**  
à partir du  
**Samedi 4 Février 2023**  
de 13.30 à 15h.

Dayna 1520 av Ducharme.  
Appelez ou textez le **(438) 927 8048**





Maracuya

**Name Development & Re-branding**

Logo | Stationery | Merchandise | Print Items | Apparel | Social Media

*Qatar*

### **Introduction:**

La Chic Boheme sought to rebrand their clothing line, emphasizing its organic, sustainable, and bohemian-style essence. The goal was to create an image that would capture the quality and spirit of their remarkable fashion wear. Thus, the name Maracuya was born, derived from Spanish for passion fruit, symbolizing the passion driving the brand's ethos and choices in clothing.

### **Design Services and Impact:**

Under Mary Abi Nader's guidance, the brand identity of Maracuya was meticulously crafted to reflect its values and inspirations. The logo, featuring the Maracuya symbol and vibrant colors reminiscent of passion fruit, evokes the essence of the brand. These colors also represent the seasons and the five elements, subtly incorporated into the brand's social media highlights. The chosen elegant font caters to a discerning niche audience. Based in Qatar, Maracuya stands as a testament to sustainable fashion with a bohemian flair, resonating with those who value quality and conscious living.





MARACUYÁ  
BOUTIQUE

Aisha-Fonte  
Founder

+974 6641 8984  
boutique@themaracuya.com  
www.themaracuya.com



@maracuya







**iefs**  
facade since 1964

Engineering Facade Solutions - EFS

**Re-Branding**

Logo & Stationery | Print Items | Vehicles Design | Uniforms | Website

*Lebanon*





Mary helped us rebuild our brand identity. Working with her was highly collaborative; she was very patient and kind, making it an enjoyable experience.

**Sleiman Slim**

*Founder & Managing Director*

EFS - Engineering Facade Solutions

**Introduction:**

Engineering Facade Solutions (EFS), a leader in facade solutions, particularly renowned for their high-end products under the Ponzio brand, recognized the need to update their outdated logo to expand their international market reach.

**Design Services and Impact:**

After meeting with the client and understanding full their needs, EFS underwent a successful rebranding effort. The new logo features the initials «EFS» in small caps, seamlessly integrated to appear as one word, accompanied by an abstract symbol representing the world, humanity, and aluminum facade cut-outs. The use of blue conveys professionalism and a rich history. Additionally, a compelling tagline was developed alongside various visual identity elements. With the rebranding complete, EFS is now poised to confidently engage with global markets.







## Shaping Progress Since 1964

The 1964 design and development of the first generation of the efs system, including the first efs system in the world, a milestone in the history of construction and design.

In the heart of our city, our project team recently finished the cutting-edge design of a new building.

The design team has not only designed the building, but also the interior spaces and the surrounding landscape.

And today, as a result of our commitment to efs, the building is not only a masterpiece of design, but also a testament to the power of efs in creating lasting value.





Elie Abboud

**Branding & Visual Narrative for Elections Campaign**

Logo | Tagline | Presentations | T-shirt | Rollup | Video | Reels | Posts & Social Media

*Lebanon*

### **Introduction:**

Elie Abboud, recently elected to the Lebanese Association for Certified Public Accountants, entrusted me, Mary Abi Nader, to lead his visual identity campaign. With a mere two weeks to finalize the project and limited data provided just hours before each event or task, my team, including a videographer, and I embarked on a mission to craft a compelling visual identity that would resonate with voters and support Elie's candidacy.

### **Design Services and Impact:**

Mary Abi Nader conceptualized and created the Comprehensive Visual Identity Campaign for Elie Abboud. The logo features the letter «E» representing his name, energy, and evolution, while the abstract symbol depicts unity and evolution. Our designs, including presentations, WhatsApp posts, and videos, effectively communicated Elie's values and message to voters. With support from her team whenever needed, her strategic approach and compelling visuals contributed significantly to Elie's successful election to the Lebanese Association for Certified Public Accountants in Lebanon (LACPA), demonstrating the power of effective visual identity in political campaigns.







**ELIE ABOUD**  
WE WALK THE TALK










Isha Foundation founded by Sadhguru

**Voluntary Design Work**

Calendars | Social Media Posts | Posters

*India*



As a leader, you build trust when you give yourself 100%, so that people understand with your every action, you stand for them.

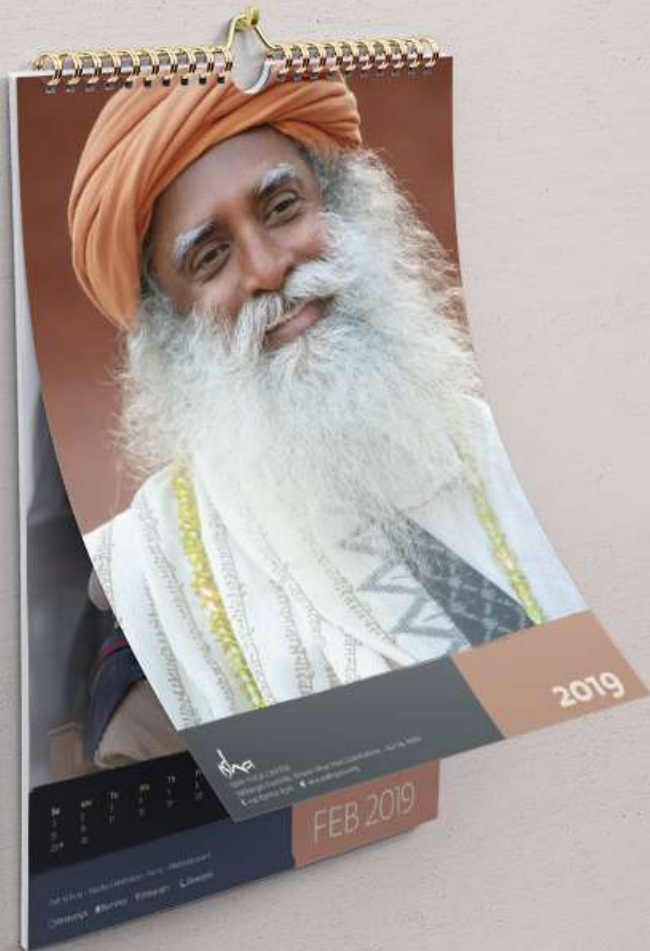
-Sadhguru

**Introduction:**

The Isha Foundation, founded by Sadhguru Jaggi Vasudev, is a non-profit spiritual organization dedicated to promoting inner transformation and holistic living. Sadhguru, a renowned spiritual leader and yogi, serves as a guiding light for countless individuals seeking spiritual growth and wellbeing.

**Design Services and Impact:**

As a disciple of Sadhguru for the past 18 years, Mary has been deeply involved with the Isha Foundation, offering voluntary-based services in various capacities. Attending the Inner Engineering training in India, guided by Sadhguru, she immersed herself in the teachings and practices of the foundation. During her time in India, Mary had the privilege of serving in the Impressions Department, contributing her design expertise to projects such as the yearly calendar, social media posts, posters, and presentations. This voluntary-based work reflects Mary's deep reverence for Sadhguru and unwavering commitment to fulfilling his guidance and teachings. Out of the various projects she has done she just chooses to show one simple brief glimpse.



2019

FEB 2019

1st Week: 1st, 2nd, 3rd, 4th, 5th, 6th, 7th  
2nd Week: 8th, 9th, 10th, 11th, 12th, 13th, 14th  
3rd Week: 15th, 16th, 17th, 18th, 19th, 20th, 21st  
4th Week: 22nd, 23rd, 24th, 25th, 26th, 27th, 28th  
5th Week: 29th, 30th, 31st

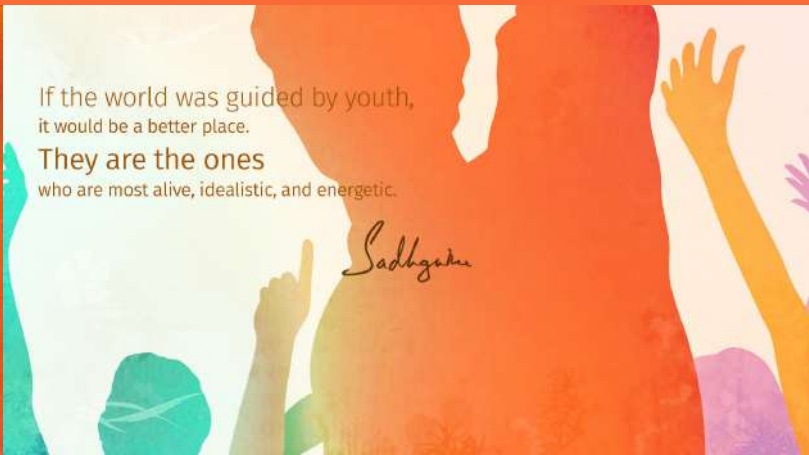
Logo  
Address: ...  
Phone: ...  
Email: ...





**Youth is humanity in the making.** If something is in the works, the more attention you pay to it, the better the product will be.

*Sadhguru*

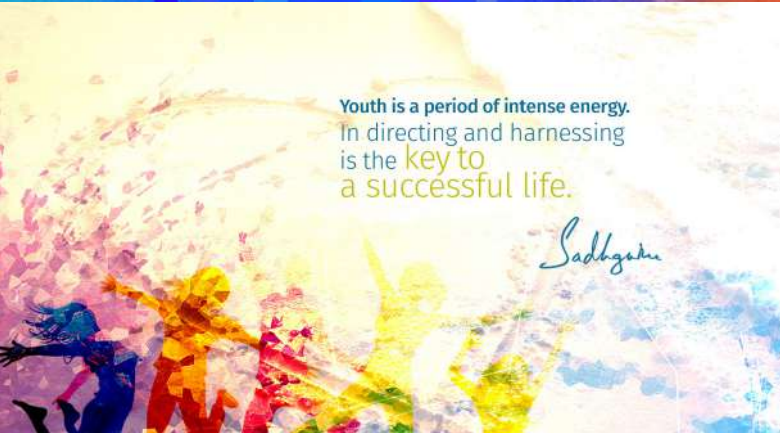


If the world was guided by youth,  
it would be a better place.

**They are the ones**

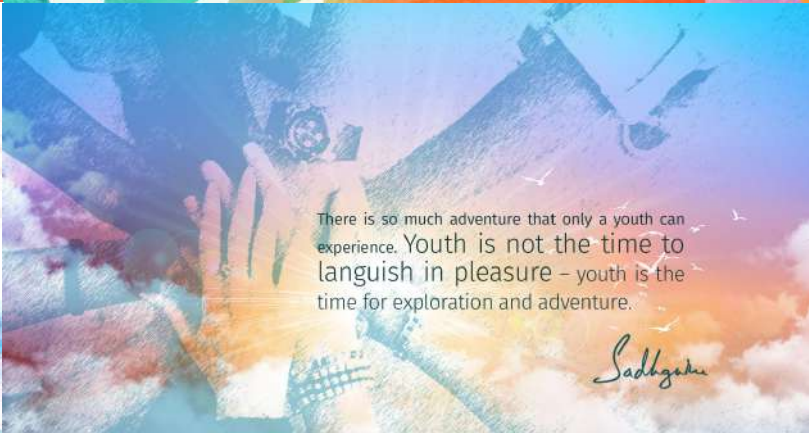
who are most alive, idealistic, and energetic.

*Sadhguru*



**Youth is a period of intense energy.**  
In directing and harnessing  
is the **key to**  
a successful life.

*Sadhguru*



There is so much adventure that only a youth can experience. Youth is not the time to languish in pleasure – youth is the time for exploration and adventure.

*Sadhguru*




## MMC Catering

Including Rice, Sawwah, Le Notre, Crimson Garden, Italo's

### **Branding**

Logo & Stationery | Print Design Website | Website

*Kuwait*



Thank you so much for creating wonderful web site for our company and for conceptualizing graphic designs for all our new projects. They look great! We will definitely come back to you for our future requirements and will not hesitate to recommend your services to others.

**Alexandre Bitass,**  
*General Manager*  
MMC - Kuwait

**Introduction:**

MMC Kuwait was on a mission to establish itself as a prominent player in the food and beverage industry, committed to providing clients with unparalleled dining experiences. With a diverse portfolio including catering services and multiple restaurants, including the renowned Le Notre Kuwait, MMC Kuwait sought to expand its presence further by developing new dining concepts. This endeavor included the creation of Sawah, Rice, Italo's, and Garden restaurants, each with its unique theme and ambiance.

**Design Services and Impact:**

As the design lead, Mary collaborated closely with MMC Kuwait and Jean-Henri Chedia Architects to bring their vision to life. By crafting comprehensive visual concepts and branding strategies for each establishment, we ensured that every aspect of the dining experience, from the ambiance to the menu design, reflected the theme and identity of the restaurant. Additionally, she spearheaded the rebranding efforts for MMC Kuwait, aligning its image with its new ventures in the food and beverage industry. The result was met with enthusiasm from both MMC Kuwait and its clientele, solidifying its position as a leader in the culinary landscape of Kuwait.





*smile*  
rice

Retail  
The American  
Rice Variety

1-963-2237332  
1-963-2237334  
info@smile-rice.com

imagined by:  
**mmc**  
CATERING

5011 Road Near Forest Street,  
P.O. Box 4418, Suite 1304, Albany,  
1-963-182222  
1-963-2240333  
www.mmccatering.com

In China a typical greeting, instead of  
"How are you?"  
"Have you had your rice today?"  
A greeting so "Asian" it is expected  
to always reply, "Yes."

**mmc**  
CATERING

5011 Road Near Forest Street,  
P.O. Box 4418, Suite 1304, Albany,  
1-963-182222  
1-963-2240333  
www.mmccatering.com

**mmc**  
CATERING



is beautiful when, once threshed, it enters granary bins  
like a (flood) of tiny seed-pearls. It is beautiful when  
cooked by a practiced hand, pure white and sweetly  
fragrant." Shizuo Tsuji

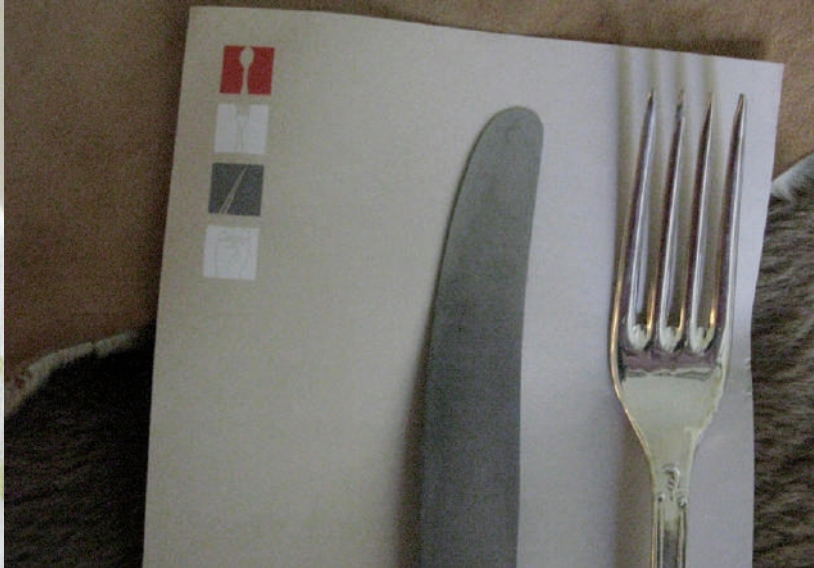


## Rice Branding

Logo & Stationery | Print Design | Copywriting | Interior Images | Signage | Website  
Kuwait







رایس  
RICE

available on a tray







rice  
culture on a tray

Arabic calligraphy





Le Nôtre

Print Items

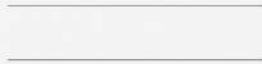
Postcards | Website

*Kuwait*



mmc  
CATERING

شركة الممك للخدمات الغذائية والتأجير



LENOTRE  
PARIS



Sawwah

**Branding**

Logo & Stationery | Print Design | Interior Image | Website

*Kuwait*

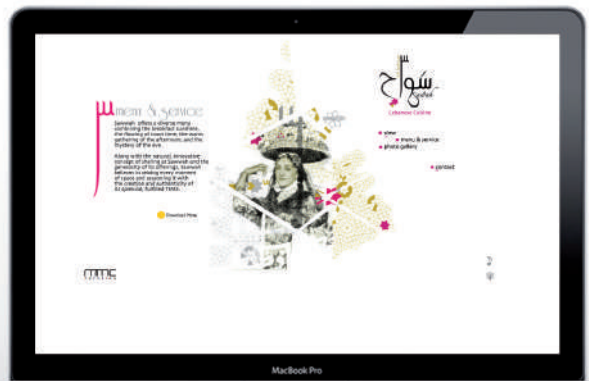
















Italo's

Restaurant Branding | Websites

Logo & Stationery | Print Design | Copywriting | Website

Kuwait



Stalob's  
Stalob

Shahjahan  
شاہجہان



Shah Jahan immortal, short-story writer, and novelist, whose whimsical and imaginative fables made him one of the most important Indian fiction writers in the 20th century.

In Shah Jahan's novel "Suzuki City" Prince Polo returns to a city called Khan by encountering tales of cities that he has visited in his travels.

Soaura: 'city of the thousand wells', is to rise over a deep, subterranean lake.

Shahjahan  
شاہجہان





## Crimson Garden

### **Branding**

Logo & Stationery | Print Items | Vehicles Design | Uniforms | Website

*Kuwait*









Lorca Sbeity

**Corporate Identity**

Business Card | Painting | Personal Profile

Lebanon

تعرفت اليها من باب أخضر.. فتحتة لي على مصراعيه.. البيئته..

صبية مهتمة بشتى أنواع الجمال.. قلقه حيال هذا الكوكب وما يحدث عليه على كل الأصبدة..موضوعها الإنسان ومن دون ان تدري (وربما تفعل) نرى هذه القضية في جذر كل ما تفعل..لوحاتها موسيقاها والخطوط والدوائر والنقاط وحتى الورق..أحب أعمالها وصحبتها والحديث معها وهذه الحقيقة في عالم مزيف!

**Lorca Sbeity**

*Lebanese Poet & Writer*

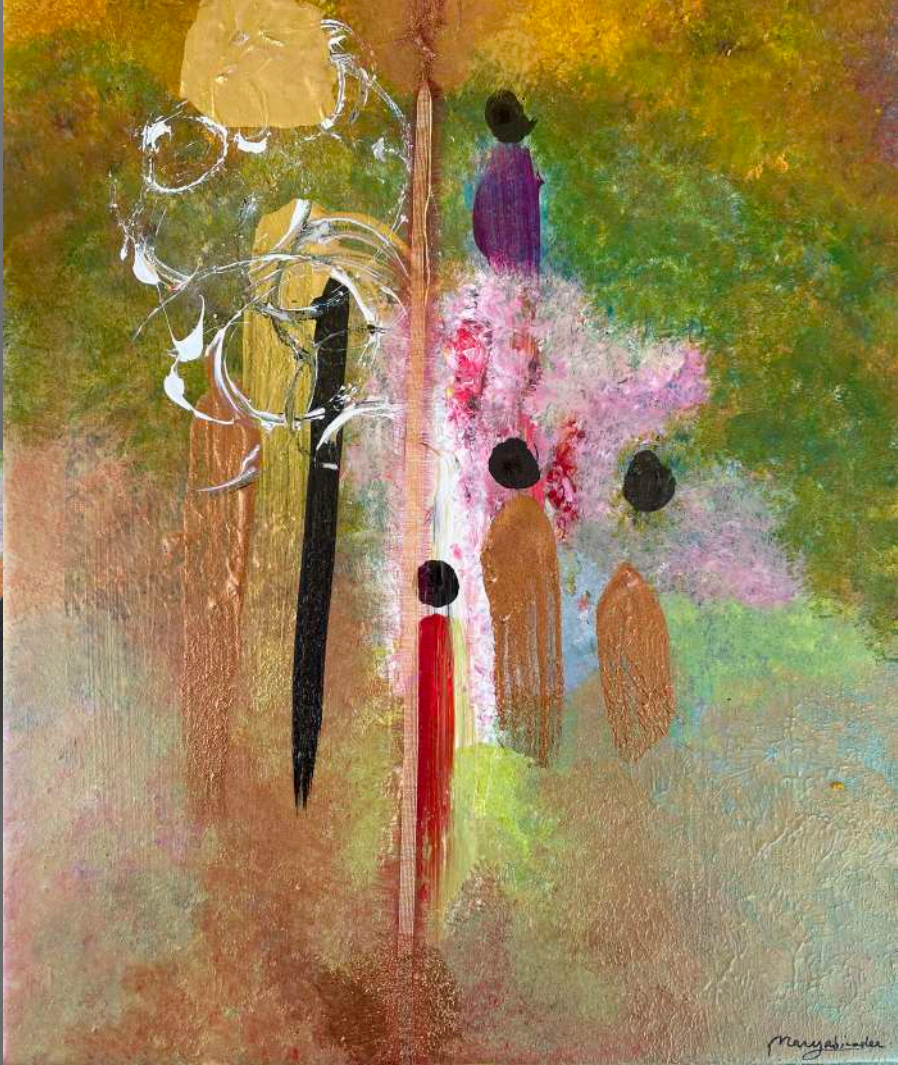
#### **Introduction:**

Lorca Sbaity, a prominent figure in the realms of journalism and poetry, embodies a captivating fusion of talents and passions. As a journalist and a writer, her relentless pursuit of truth and her unyielding commitment to storytelling have garnered her widespread recognition. Simultaneously, her poetic prowess infuses depth and nuance into her work, weaving intricate tapestries of emotion and insight.

#### **Design Services and Impact:**

Collaborating with Lorca Sbaity, Mary designed a business card to reflect her diverse talents and dynamic persona. Understanding her creativity, Mary used painting to capture Lorca's essence. Inspired by Lorca's creativity, Mary crafted a painting transcending boundaries to depict her versatility. Each brushstroke portrays her as a writer, poet, TV presenter, and more, in a mesmerizing display of color and form. The resulting business card reflects our collaboration—a harmonious blend of artistry and functionality. Lorca carries our shared creativity, leaving an indelible mark at every event she attends.










## Ecomleb

Funded by European Union for the Ministry of Economy and Trade

**Branding | Graphics | Website**

Logo & Stationery | Print Items | Interactive CD Design

*Lebanon*



Having Ms. Mary Abi Nader as a graphic designer expert among E-comleb team was an essential since her creativity and innovative ideas gave the whole project in its different chapters a special flavor.

**Saad Sinno,**  
*IT Expert*  
Ecomleb

**Introduction:**

As early as 2002, the Ministry of Economy and Trade in Lebanon recognized the potential of e-commerce as a tool to propel Lebanese firms into the global market. Acknowledging the impressive growth of the e-business sector worldwide, the ministry initiated the EcomLab project, funded by the EU, to address the barriers to e-commerce in Lebanon. This project aimed to develop a comprehensive legal framework for e-commerce and implement business development and awareness campaigns.

**Design Services and Impact:**

Mary Abi Nader was selected as the design expert to visualize and promote the EcomLab project. Recognizing the lack of general information about the Internet and information technologies among the Lebanese public, Mary spearheaded the design of the ECOM Lab Internet and IT Journal. Distributed for free and reaching 25,000 copies for certain issues, the journal received overwhelmingly positive feedback. Readers praised its valuable information on IT and e-commerce in Lebanon and around the world, as well as technical tips. Additionally, Mary played a key role in developing an informational portal, [www.ecomlab.org](http://www.ecomlab.org), and a series of CDs containing useful information and videos showcasing real Lebanese e-commerce. Her designs for the CDs, website, journals, and video packaging were highly successful, facilitating the dissemination of knowledge and promoting e-commerce adoption both nationally and internationally.







Chef Manal Al Alem

**Re-Branding**

Stationery | YouTube End Slide | Website

*UAE*

تميزت ميري بفنها الراقى. فهي تدرس وتتعمق بكل التفاصيل الشخصية والمهنية للعمل قبل التصميم ثم تدع بلمسات رقيقة وإحساس عميق يخلق تناغم لا ينتهي.

**Manal Al Alem**  
Celebrity TV Chef

#### **Introduction:**

Chef Manal Al-Alem is a household name in the Arab world, renowned for her culinary expertise and captivating television presence. As a close friend and esteemed client, Chef Manal sought to elevate her image through refreshed branding, particularly focusing on her business card design, YouTube channel covers, and website.

#### **Design Services and Impact:**

In collaboration with Chef Manal Al-Alem, Wo.man by Mary Abi Nader explored various options to enhance her branding. With a keen eye for detail and a deep understanding of Chef Manal's personality and brand identity, Mary crafted multiple designs for consideration. The business card design was chosen as a quick and effective means of introducing Chef Manal to new acquaintances, featuring a professional and eye-catching layout. Additionally, Mary provided options for YouTube channel covers and website design, ensuring consistency and coherence across all platforms.



MANAL AL ALEM  
TV Chef  
manalalalem@manalonline.com  
+971 5 6360 3606



منال العالِم  
MANAL AL ALEM  
TV Chef  
manalalalem@manalonline.com  
+971 5 6360 3606



My happiness  
is in my  
Cooking



منال العالِم  
MANAL AL ALEM  
TV Chef

manalalalem@manalonline.com  
+971 5 6360 3606



World Food Programme

Sustainable Development Goals

My happiness  
is in my  
Cooking



منال العالِم  
MANAL AL ALEM  
TV Chef

manalalalem@manalonline.com  
+971 5 6360 3606

Sustainable Development Goals

My happiness  
is in my  
Cooking



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My happiness  
is in my  
Cooking



منال العالِم  
MANAL AL ALEM  
TV Chef

My happiness  
is in my  
Cooking





5.5 M 1.5 M Share Save

**SUBSCRIBE 1.2M**




## SAF - Sustainable African Foods

**Branding | Graphics | Website**

Logo & Stationery | Print Items | Presentation | Brochure | Website

*Bamako, Mali*



Working with Wo.man by Mary Abi Nader on our visual identity for Sustainable African Foods was an absolute pleasure. Mary's efficiency and creativity truly impressed us every step of the way. From the initial concept to the final execution, Mary demonstrated a remarkable ability to capture the essence of our mission and translate it into captivating design elements. We are grateful for Mary's talent and professionalism, and we highly recommend her to anyone seeking innovative and impactful design solutions.

**Simballa Silla,**  
*President*  
SAF

**Introduction:**

The Sustainable African Foods Company (SAF) is a pioneering organization dedicated to promoting sustainable agriculture and food production across Africa. Committed to enhancing food security, environmental sustainability, and economic development, SAF strives to revolutionize the African food industry through innovative solutions and practices.

**Design Services and Impact:**

Wo.man by Mary Abi Nader was honored to create the visual identity for SAF, including the logo, color scheme, presentations, flyers, and website. By meticulously crafting a cohesive and engaging visual identity, Mary aimed to convey SAF's mission and values effectively to its target audience. The vibrant logo and color scheme reflect the vibrancy and diversity of African agriculture, while the design elements used in presentations, flyers, and the website create a visually appealing and informative experience for stakeholders and customers alike. Through this collaboration, we contributed to enhancing SAF's brand presence and communicating its commitment to sustainability and innovation in the African food industry.





# CORNADO TOWER

QATAR  
CONTRACTING COMPANY  
SUSPENDED CEILINGS,  
PARTITIONING AND WINDOW COVERING  
11 MILLION USD



IMAR - CMTC

**Branding**

Logo & Stationery | Print Items | Catalogue | Uniforms | Vehicle | Website

*Lebanon & Qatar*



We are truly grateful for your commitment, dedication and for accepting the challenge to deliver the job within the desired timelines. We found ourselves in need of your support and you came through for us. We are very happy with the production quality of the portfolio and the website, the delivery of your material was really wonderful.

Thank you so much for helping, we appreciate your efforts.

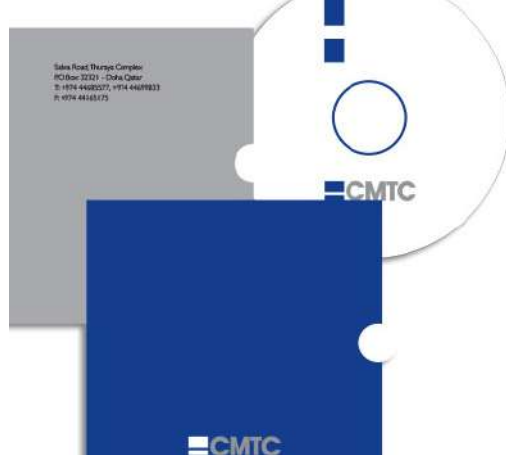
**Rania Abdel Karim**  
*HR Manager*  
IMAR Trading

**Introduction:**

CMTC Qatar is a renowned name in the field of construction specialties, with a track record of delivering high-quality services and solutions to clients in Qatar and beyond. With a commitment to excellence and innovation, CMTC has established itself as a leader in the construction industry, known for its reliability and expertise.

**Design Services and Impact:**

Work by Mary Abi Nader was entrusted with the task of rebranding the logos for both CMTC and IMAR, subsidiaries of CMTC Qatar. Drawing upon years of experience and a keen understanding of branding principles, Mary meticulously crafted new visual identities that reflect the companies' values and aspirations. The selection of a modern color scheme and the integration of dynamic design elements breathe new life into the logos, symbolizing CMTC and IMAR's commitment to innovation and progress. Through this rebranding effort, Mary has helped CMTC and IMAR establish a fresh and impactful identity that resonates with their target audience and sets them apart in the competitive construction market.



 CMT

 IMAR







## Master Media Productions

### **Brand Identity**

Logo & Stationery

*Lebanon*

كأنها وردة أضاعت الضوء فالتقت على نفسها بحثاً عن نور في داخلها.  
أو كأنه مسار الظلّ في مآهة مستديرة الخطوط. سالكاً درب الظلال إلى آخر منتهاه.  
هكذا تتمكن ماري من الوصول إلى عمق الفكرة. لتستخرج منها سرّ الابتكار.  
وهكذا ظلّت تصميمها الفريد بحب كبير وشغف دائم.  
شكراً من القلب على صياغة قالب مترف الجمال لشركة صارت وردة تبحث عن سرّ العطر.

**Majida Dagher**  
CEO, Managing Director and Poet  
Master Media Productions

#### **Introduction:**

Master Media Production, under the ownership of esteemed poet, writer, journalist, and producer Majida Dagher, is a distinguished company renowned for its contributions to the media and communication industry. With a focus on delivering high-quality productions and innovative content, Master Media Production stands as a beacon of excellence in the field.

#### **Design Services and Impact:**

Wo.man by Mary Abi Nader was entrusted with the task of crafting a logo that would encapsulate Master Media Production's dedication to media evolution and professionalism. Drawing on the expertise of both parties, the logo design seamlessly integrates symbols representing the various stages of media production and evolution. Through the careful selection of sober yet professional colors, the logo exudes sophistication while capturing the dynamic nature of the industry. This visual identity enhancement not only strengthens Master Media Production's brand presence but also positions it as a leader in the ever-evolving landscape of media and communication.






Sweet Soul -  
Poetry Book by Mary Abi Nader

**Publication**  
Book Design  
India





If she was three adjectives: spontaneous, formless and deep,  
If she was three colors: red, black and orange,  
If she was three expressions: poetry, design and art.  
But she is naturally more than the sum of three.  
That's what makes Mary's Sweet Soul.

**Karim Nader**  
*Architect & Author*  
Karim Nader Studio

**Introduction:**

«Sweet Soul» by Mary Abi Nader is a heartfelt poetry book that delves into a myriad of emotions and inner experiences. Through its subtle yet profound verses, the book touches the heart with its simplicity and sincerity. As both the author and designer of «Sweet Soul,» Mary Abi Nader brings her words to life in a visually captivating manner. Available on Amazon, this poetry book is a testament to the power of authentic expression and the beauty of poetry that resonates deeply with readers.

**Design Services and Impact:**

In addition to its heartfelt poetry, «Sweet Soul» by Mary Abi Nader features captivating line art illustrations throughout the book. Mary's unique approach involved crafting raw and spontaneous illustrations, reminiscent of a child's innocent creativity. These illustrations, adorning both the cover and inner pages, complement the mature yet spontaneous emotions expressed in the poetry. Together, the words and illustrations create a harmonious journey through the depths of human experience, making «Sweet Soul» a truly special and engaging read. impression on clients and stakeholders alike.

*Airlines*  
Let's fly high  
In any sky  
Indian or Lebanese  
Turkish or Japanese  
What's common is not any of these two  
Just me and just you  
Lehman, 2018



*Thank You*  
Thank you for bringing  
me to life.  
For taking away all  
my discomfort,  
All that was rife  
For staying those long hours  
To put me to sleep, massage  
my hands, and caress my hair  
Thank you for your love  
and your attentive care  
Lehman, 2018

From distinctive brand identities to compelling visual presentations, Wo.man offers a refined selection of design services tailored to each client's unique needs. With a keen eye for detail and a commitment to innovation, every project is crafted with precision, creativity, and a touch of elegance.

---

**Collaborative Approach:** At Wo.man, collaboration is at the heart of every project. I work alongside a trusted network of skilled professionals—from graphic designers and web developers to marketing strategists and beyond. Each expert brings a unique perspective and specialized expertise, ensuring that every detail is carefully crafted. This flexible structure allows me to provide tailored, high-quality solutions that align with each client's vision while maintaining a deeply personal and hands-on approach.

THERE IS JOY IN SERVING FROM  
THE HEART, CREATING DESIGNS  
THAT LEAVE A LASTING IMPACT.

## Websites

Website Design & Development  
Web Hosting  
E-Commerce  
Mobile Apps  
Professional Emails  
Maintenance  
UX/UI  
Websites Optimizing  
Web Security  
Payments Solutions  
Web Projects Consultations

## Digital Marketing

Business Consultation  
Digital Business Strategy  
Social Media Management  
Social Media Design  
Social Media Strategy  
Marketing Analytics  
Mobile Marketing  
Pay-Per-Click (PPC)  
Marketing for Benefit  
Enhance Business Rating  
SEM  
SEO

## Branding

Brand Identity  
Re-Branding  
Corporate Identity & Stationary  
Marketing Collaterals  
Products & Packaging Apparel  
Design Signage

## Graphics

Print  
Flyers  
Posters  
Books  
Catalogues  
Brochures / E-Brochures  
Other Collaterals

## Restaurant Branding

Naming  
Logo & Color Schemes  
Stationery Menus / Packaging  
Marketing Collaterals  
Apparel Design  
Signage  
Logo Design  
Naming  
Logo Design  
Color Scheme





## WE CAME TO THIS LIFE TO EXPERIENCE AND, ULTIMATELY, TO EXPRESS.

Mary Abi Nader is a seasoned design professional and creative consultant with over 20 years of experience across the private and public sectors in Lebanon and beyond. With a diverse portfolio encompassing over 100 projects, she has collaborated with a wide range of clients, including universities, medical centers, holding companies, conventions, international NGOs, restaurants, prominent public figures, personal portfolios and many others.

Mary's expertise in graphic design is complemented by her deep passion for cultural exploration, which manifests in various forms of artistic expression. Alongside her graphic design work, she immerses herself in poetry, painting, short videography concepts, music, and photography, traversing both inner landscapes and countries. In addition to her creative pursuits, Mary had also served as a dedicated university lecturer, sharing her wealth of knowledge and experience with aspiring design students and inspiring the next generation of creatives through mentorship and guidance.



*Brand Image creation for various  
conventions*



*Volunteered for Isha Yoga Creative  
Department in India*

In 2010, she partnered with Junior Chamber International (JCI) Lebanon, creating the branding image for its various national conventions and working on other major projects.

In 2015, Mary embarked on a transformative journey to the Isha Yoga Center in India to focus on her inner well-being. During her time there, she volunteered her design expertise to the center's Creative Department, enriching her approach to creativity and human connection.



isha  
2017

Teacher's Training  
Program

PROJECT  
2021

Coordinated classical dance  
and music classes for Isha  
Samskriti

SAVE  
SOIL  
2022

Reaching out to more  
than 100 influencers  
and celebrities from the  
Middle East.

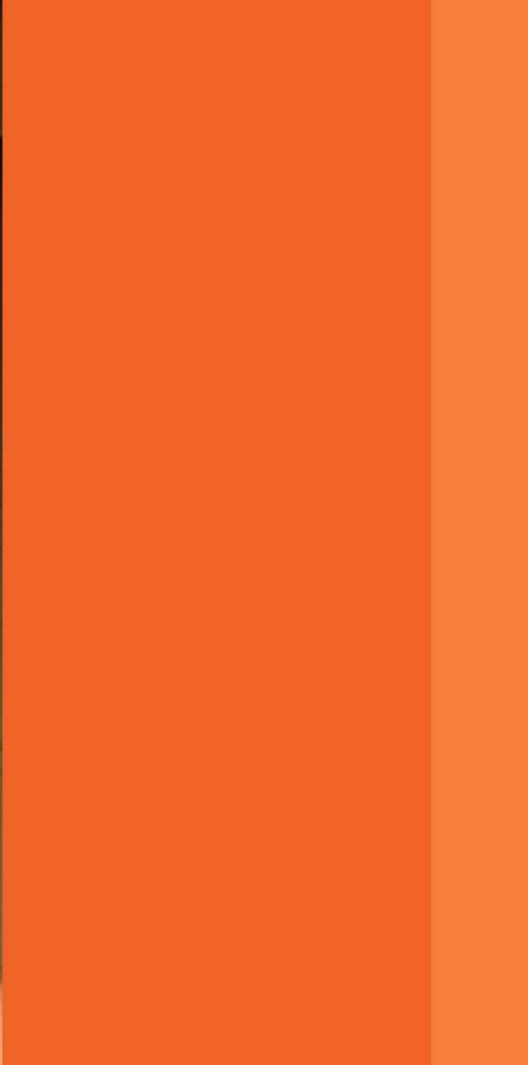
Lebanese National Higher  
Conservatory of Music  
2023

Working on various design  
projects & Collaboration  
on various projects with  
the LNHCM

In 2017, Mary completed a rigorous teacher training program at the Isha Yoga Center and began teaching wellness programs both in India and Lebanon. By 2021, she was instrumental in developing and coordinating classical dance and music classes, facilitated by Isha Samskriti alumni, for Project Samskriti.

Upon returning to Lebanon in 2022, Mary volunteered for the Conscious Planet - Save Soil movement, one of the largest global environmental initiatives, which reached an astounding 3.9 billion people. Her efforts in engaging over 100 influencers and celebrities from the Middle East honed her public relations skills, broadened her network, and fostered a profound sense of inclusion and community.

From 2023 onwards, Mary has been offering her exceptional design talents to various projects in Lebanon and internationally. She collaborates with artists on diverse ventures and works closely with the Lebanese National Higher Conservatory of Music as well as the Lebanese Association of Certified Public Accountants.





# WORDS COMING FROM THE SOUL ALWAYS TOUCH US ALL.



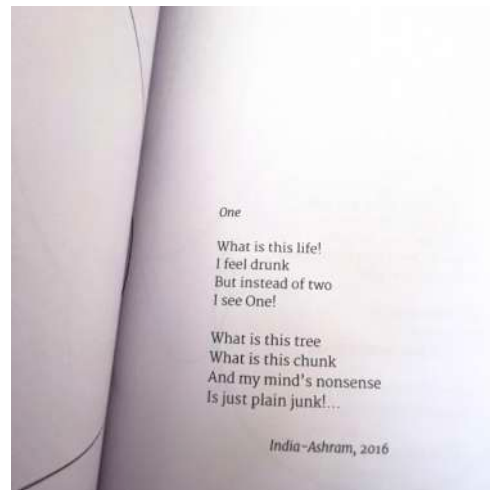
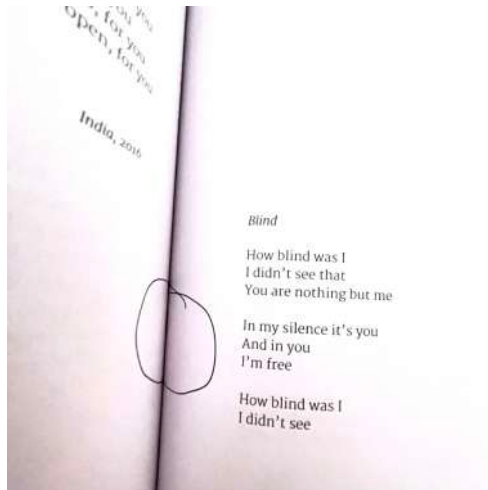
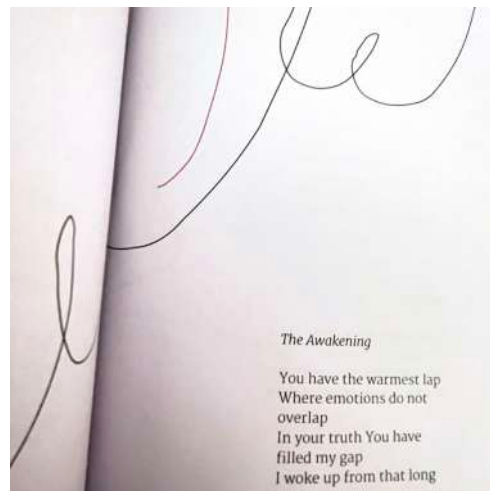
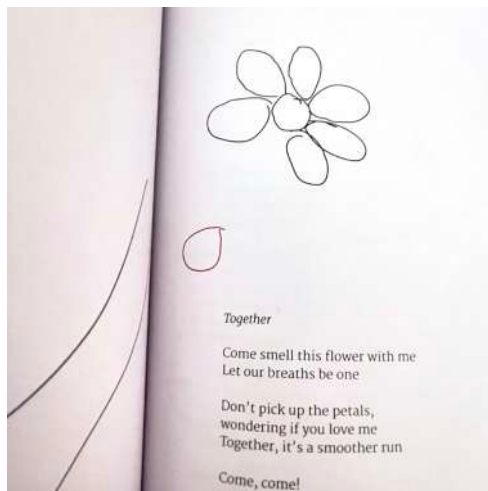
Mary's way of expression  
about life's own discretion  
comes sometimes in the form of words  
just like how nature wakes up  
to the tweets of birds.

Few books are on Amazon.  
But, the creativity daily is a ton!

**Poetry has its own sound, form, image,  
and rhythm and is endless in time.**

[IG:maryabinader.poetry](https://www.instagram.com/maryabinader.poetry)

<https://bit.ly/SweetSoul-Amazon->  
<https://bit.ly/HawaPoetryBook>





على شجر الزيتون  
كنا الهوى  
و أكنا الحريم  
و فارقنا الدروب

On the olive trees  
we wrote our  
covenants  
We ate sour grapes  
and then our paths  
separated.

من يشاركني عالمي؟  
من يقرأ معي أفكاري؟  
من يشعر بمشاعري  
وإحلامي؟  
من يشتريني من كل هذا  
و يأخذني إلى عالم  
فارغ، لا يوجد به شيء  
و لا حتى حلم أو كلمات

Who shares my  
world?  
Who reads my  
thoughts with me?  
Who feels my  
feelings and  
dreams?  
Who takes me  
away from all this  
and takes me to an  
empty world,  
having nothing in it,  
not even a pen or  
even words



ودعت الماضي  
و أريد هوناً نقياً  
ما هو - عذبت  
الزبول - و بارت  
أين عالمي  
عالمك أنت  
عالمك هو

I said goodbye to the  
past ... and turned my  
back on everything  
that happened ... I cut  
the ropes ... and flew  
to a new world ... your  
world ...  
A world without lines

هل أحسست بي فريك  
هل أحسست بحي دين  
لمست شعرك  
هل جارت بك الدنيا  
و أنا أروي عطشك  
ليس بعد؟  
إذن أنت من الهوى بعد  
لم أسكر

Did you feel my  
closeness?  
Did you feel my hand  
when I touched your  
hair?  
Did the world turn to  
you while I quench  
your thirst  
Not yet?  
So then, you've not  
gotten drunk by  
passion still!

والتقينا صدفة  
بعد زمن  
التقت العيون  
عادر الصدق و الحفظ  
الزمن بالالوب

We met by chance  
after a long while  
Eyes met  
Body left  
And all that the  
time kept was our  
hearts

WHEN YOU FOLLOW THE FLOW,  
THE RESULT IS A MAGICAL BLOW.



Mary's strokes are nothing  
but the strokes of her feelings.  
Be it on any media,  
the colors are an expression  
of an inner, infinite, unbounded Wikipedia.

[IG: maryabinader.art](https://www.instagram.com/maryabinader.art)







GRATITUDE  
THANK YOU

I would thank you from the bottom of my heart,  
but for you my heart has no bottom.

*Manal Salameh / Fayez Khoury (Photography)*  
*Michael Bluhm (Copywriting)*

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