



Mohammad Al-Arfaj

Collateral Specialist | Branding | Motion Graphics Design |
Graphic Design | Video Production | Web Development

MOALARFAJ PORTFOLIO

SELECTED WORK
2012- 2025

سابق
عندالہ



SABIC Technical Meeting

Project Description

At the SABIC Technical Meeting 2025, the event achieved record-breaking numbers, with over 400 exhibitors from 51 countries. A total of 168 research papers were discussed through 3 panel discussions and 4 workshops, spanning an area of more than 44,000 square meters.

I played a significant and pivotal role in this event, taking full responsibility for the brand by executing over 230 tasks in design and branding. This contributed to strengthening the company's identity and delivering a comprehensive and distinguished experience for the attendees.







SABIC In Our Lives

Project Description

The "SABIC in Our Lives" project highlights how SABIC's products are part of everyday items we use in daily life. The challenge was to showcase a wide range of SABIC products alongside the final items they help create, all within a simple family's daily routine.

To ensure global relevance, we designed a scene that resonates with different cultures. The project was developed using Cinema 4D, chosen to align with SABIC's brand identity while delivering the message clearly without excessive details. This approach effectively demonstrates SABIC's impact in a visually engaging and universal way.



SABIC IN OUR LIVES

1 ELECTRICAL & ELECTRONICS

- Game Controller (7)
- Speakers (23, 54)
- Television (7)
- TV Remote (2, 30)
- EV Charger Connector (82)
- Electrical and Gas Smart Meter Housing (23)
- EVSE Charging Station & Components (1, 23, 83)
- EV Battery Pack Components (86)
- Battery Enclosure (1, 23)
- Robotic Arm (1, 83, 84)
- Diode Connector (86)
- VR Headset (7)
- Consumer Lighting (23)
- Tablet Antenna Split (25, 77)
- Docking Device (1)
- Laptop Components (7)
- USB C Connector (2)
- Smart Phone Rear Cover and Speaker Top Cover (25, 70)
- Smart Phone Battery Cover (8, 23)
- Phone Casing (8)
- Phone Circuits (76)
- Photovoltaic Electrical System (23, 82)
- Encapsulant Film of Solar Panel (70)
- Front Sheet (25, 59)
- Back Sheet (22, 59)
- Junction Box Connector (32)
- Inverter housing (78)
- Floater (44)
- Mounting Structure and Tracking (18, 75)
- Combiner box (16)
- Battery case (16, 75)

2 CHEMICALS

- Polyester Staple fiber (36, 32)
- Polyester Filament yarn (43, 44)
- Polyester Industry Fiber car Safety Belt (44)
- Fiber for car/petstrie (36, 33)
- Engineered wood (28)

3 HYGIENE AND HEALTHCARE

- Light Gray Pellets in Vessel (2, 8, 79)
- Light Gray Pellets on Surface (79)
- Baby Bottle (8)
- Microscope (2, 8, 23)
- Syringe Barrels (56)
- Medical Car (29)
- Blood Pressure Monitor Type 1 (2, 8, 25)
- Blood Pressure Monitor Type 2 (25, 26, 27)
- Smart Watch (6, 25)
- 3D Printer Material (29)
- Bone Joint (29)

4 BUILDING & CONSTRUCTION

- Large PE Pressure Black Pipe (48)
- Hydrogen-blended Natural Gas Pipe (46, 47)
- Electric Heating Pipe (42)
- Anti-abrasive Pipe (31, 46, 47)
- Irrigation Tape (30)
- PU Rigid foam and insulation (31)
- WPE Floor Underlayment (40)

5 CONSUMER GOODS

- Washing Machine (3, 31, 56)
- Fridge (3, 21, 56)
- Coffee machine (3, 56)
- Yoga Mat (37)
- Furniture (Arm table, Chair) (3, 56)
- Household container (44)
- Transparent Jugs (83)
- Egg Maker Capsule (39)

- Suitcases and Luggage (44, 59)
- Shrubs (60)
- Toliettes (56)
- Toys (3, 44, 59, 56)
- Yoga Mat (37)
- Footwear (31, 40)
- Basketball (35)
- Dishwasher (3, 55, 56, 81)
- Vacuum Cleaner (4, 23, 59)

- Small Food and Non-food Appliance (3, 7, 23, 56, 81)
- E-bike (3, 48, 86)
- Children Restraint Systems (56, 71)
- Cosmetic Packaging (57)
- Hair Dryer (40)
- Hanging Ironing Machine (42)
- PU Flexible Foam for mattress and furniture (64, 66)

7 MASS TRANSPORTATION

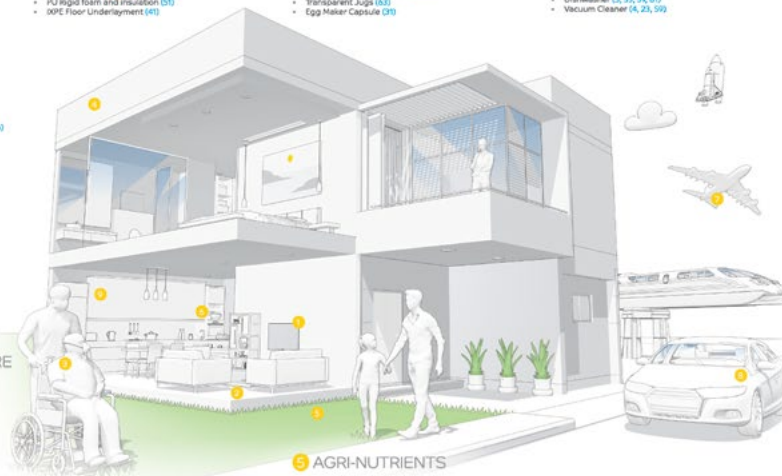
- Aircraft Aesthetics (75)
- Aircraft Cabin Interiors (12, 15, 16, 18)
- Aircraft Seating (25, 78)
- Rail Cabin Interiors (1, 23, 80)
- Rail Lighting (77)
- Rail Gearing (77)
- Rail Seating (23, 24, 80)
- Heavy Vehicles (1, 13, 14)
- Powerports (32, 84)
- Transportation Glazing (14)

8 AUTOMOTIVE

- Door Handle / Panel (87)
- Outside mirror (8)
- Bumper (58)
- Body Panel (86)
- Front / Rear smart panel and lighting (21)
- Energy absorber (87)
- Front-end module (89)
- Structural reinforcement (30)
- Tailgate (84)
- Tire (34)
- Battery module / busbar (42)
- Thermal runaway barrier (73)
- Battery tray (72)
- Top Battery cover (73)
- Interior parts (84)

9 PACKAGING

- Stand Up Pouch (72)
- Tethered Caps (73)
- Sprayer (83)
- Clear Yogurt Tub (72)
- Milk Tea Cup, Coffee Lid (73)
- Ice Cream Container (84)
- Laundry Pods Container (72)
- Film Coating For Paper Cup (73)
- PE Liquid Food Packaging (84)
- CPP Film (72)
- PP Film (57)
- PE Blown Molding Bottles (44)
- Cosmetic Packaging (57)
- PP Injection Compression Molding Cup (52)



6 AGRI-NUTRIENTS

- Nitrogen
- Phosphate
- Potassium
- DAP
- MAP
- Dark DAP

1. Certified Circular LEXAN™ PC Resin
2. CBX PC copolymer
3. CYCOLAC™ resins
4. CYCOLAC™ resin (PC/ABS)
5. CYCOLAC™ resin (PC/ABS)
6. CYCOLAC™ resin (PC/ABS)
7. CYCOLAC™ resin (PC/ABS)
8. CYCOLAC™ resin (PC/ABS)
9. CYCOLAC™ resin (PC/ABS)
10. FORTIFY™ polyamide (PA) Elastomer
11. FORTIFY™ PA 12/12/50, 50/50/50
12. GELVOY™ Resin
13. GELVOY™ Resin
14. LEXAN™
15. LEXAN™ CB5630
16. LEXAN™ EXL Resin
17. LEXAN™ FR Resin
18. LEXAN™ FR PC Resin

19. LEXAN™ FST9405
20. LEXAN™ FST9705
21. LEXAN™ PC
22. LEXAN™ PC resin
23. LEXAN™ resin
24. LEXAN™ Sheet
25. LEXAN™
26. LUBRICOMP™
27. LUBRICOMP™
28. MECH
29. MINA
30. NORVYL™ GTX Resin
31. NORVYL™ resin
32. NORVYL™ PPE resin
33. SABIC™ P500A
34. SABIC™ BR
35. SABIC™ BBA410
36. SABIC™ DEG

37. SABIC™ EPDM
38. SABIC™ EPDM/60
39. SABIC™ ETP solution
40. SABIC™ EVA 25180F
41. SABIC™ ETP solution
42. SABIC™ Foam Dedicated Grade LDPE
43. SABIC™ FR PPS / FR ETP
44. SABIC™ High Quality DEG
45. SABIC™ High Quality AEG
46. SABIC™ HDPE Resin
47. SABIC™ HDPE P600M
48. SABIC™ HDPE P600M
49. SABIC™ HDPE P600M
50. SABIC™ HDPE P600M
51. SABIC™ LDPE
52. SABIC™ LDPE P438J
53. SABIC™ MEG 2031
54. SABIC™ MEG

55. SABIC™ PC
56. SABIC™ PC resin
57. SABIC™ PC compounding solution
58. SABIC™ PC
59. SABIC™ PC Compound
60. SABIC™ PP QRYSTAL Random Polymer
61. SABIC™ PP Random Polymer
62. SABIC™ PP solution
63. SABIC™ PMAA
64. SABIC™ POLYOL D548, D556, 1529
65. SABIC™ PCCG-40
66. SABIC™ TPO (380)
67. SABIC™ TPE
68. STAMAX™ resin
69. STAMAX™ LGF-PP
70. STAMAX™ LGF-PP PPH: SGF
71. STAMAX™ LGF resin
72. STAMAX™ FR LG

73. STAMAX™ FR LGF-PP
74. STAMAX™ FR Long Glass Fiber-reinforced Polypropylene (99 LGF) Resin
75. STAMAX™ (PP/LGF) Resin
76. THERMOCOMP™ Compounds
77. THERMOCOMP™ Compounds Nano Molding Technology
78. ULTEM™ D685
79. ULTEM™ HLI resins
80. ULTEM™ resin
81. VALDIX™ FR resin
82. VALDIX™ Resin (PC/PBT)
83. VALDIX™ Resin
84. Various SABIC Plastics
85. XENOY™ resin
86. XENOY™ resin
87. XENOY™ PC/PBT



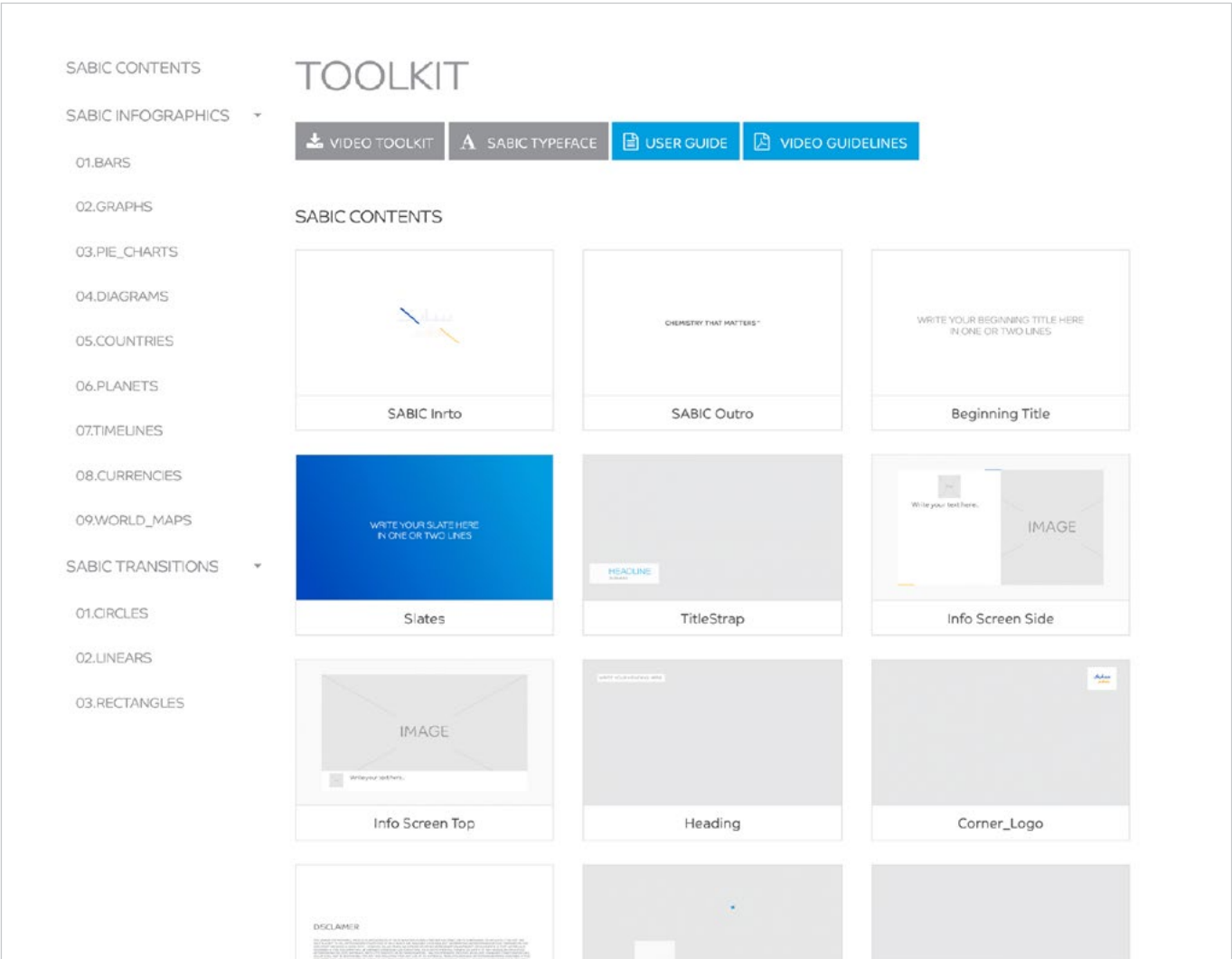


SABIC Video Toolkit

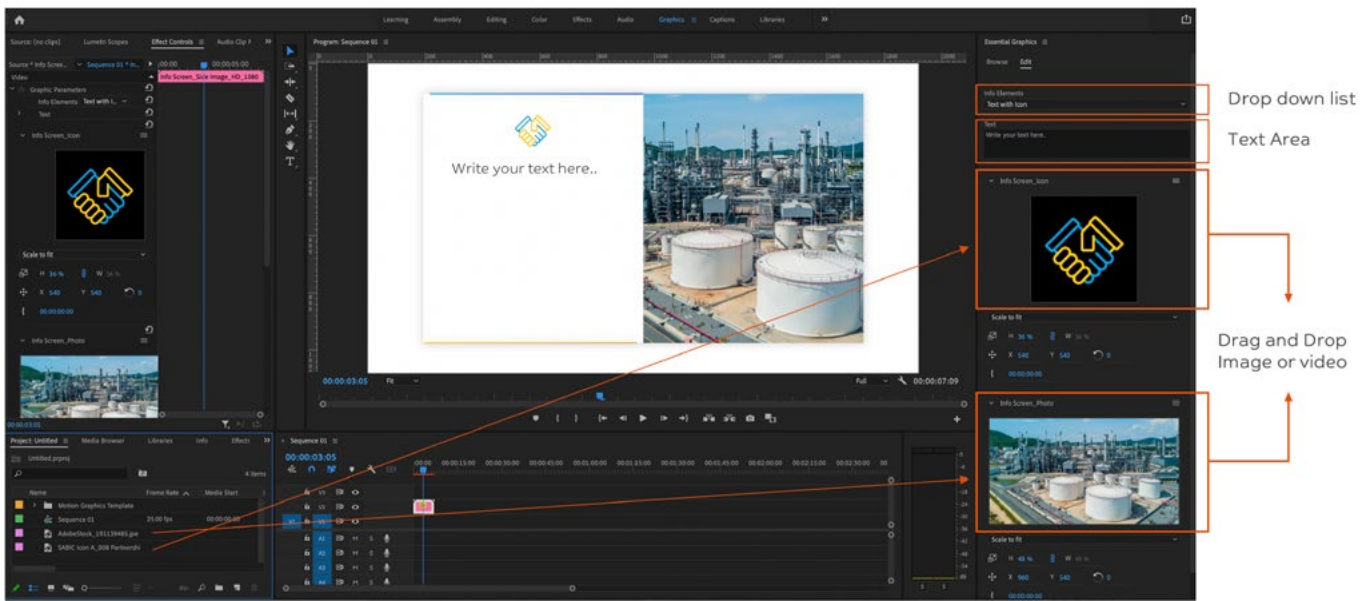
Project Description

Created a video toolkit containing over 40 scenes (.mogrt) for various purposes, designed to aid in production while

maintaining brand standards. This toolkit was published in 2022.



Example: Info Screen Side Image



WHAY WE CREATED?

Due to the momentum of SABIC's projects and events, the amount of video production increases, so we decided to create SABIC video toolkit to reduce the preservation of branding, standardize quality and speed up work as well.

SABIC Branding Tips

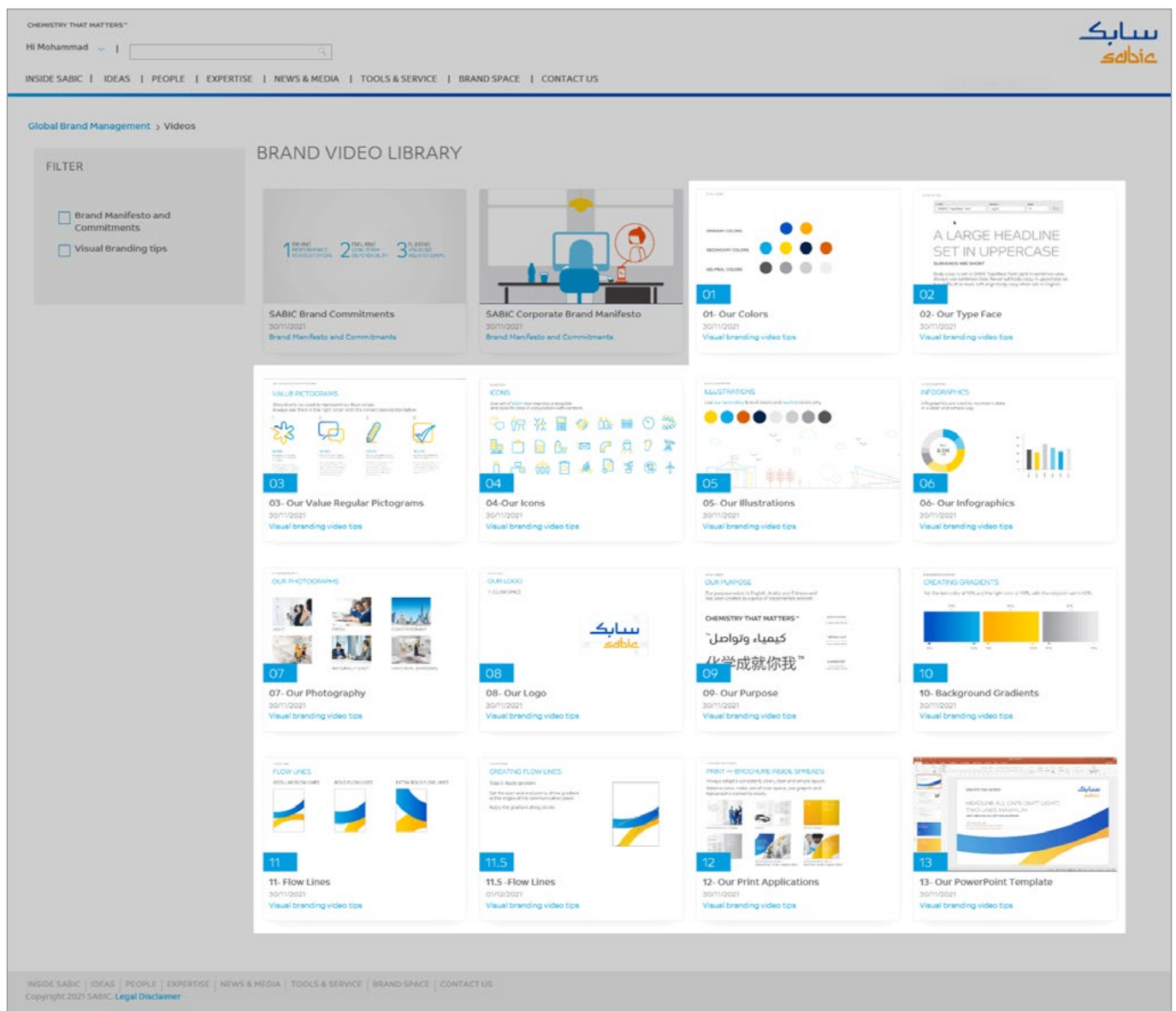


Led a brand tip videos project that summarizing SABIC visual brand guidelines, including research, scriptwriting, and overseeing voice-over recordings.



Leading & Producing

Produced motion graphics for over 13 videos, which were successfully published on SBS in 2021.

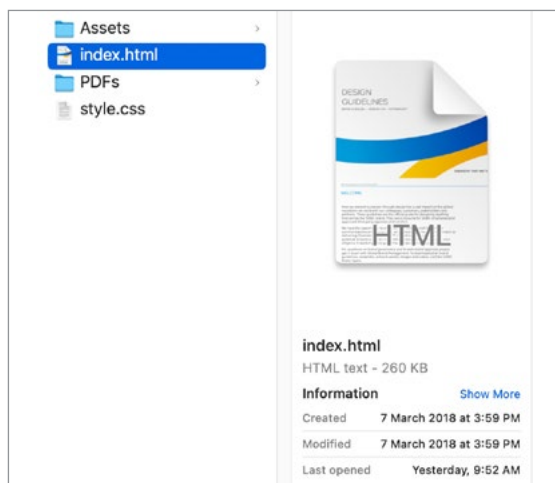


SABIC Brand Guidelines: PDF to Web



Converting SABIC's more than 70 pages brand guidelines from a PDF into a web page, a project that began in 2018 with the

aim of publishing it in 2019. We are still awaiting its inclusion in the new SABIC brand space.



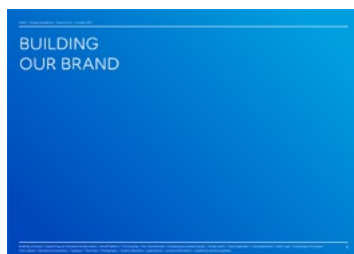
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9138     </div>
9139   </div>
9140   <!------- Footer ----->
9141
9142   <div class="footer">
9143     <div class="border-top">
9144     </div>
9145     <div class="footer-content">
9146     </div>
9147     <div class="page-number">
9148     </div>
9149   </div>
9150
9151 </div>
9152
9153 <!--PAGE-70----->
9154
9155 <div class="page" id="page-70">
9156
9157   <!------- Header ----->
9158   <div class="header">
9159     <div class="border-bottom"></div>
9160   </div>
9161
9162   <!------- Content ----->
9163
9164   <div class="page-container">
9165     <div class="title" style="line-height: 10pt;">
9166       <content-small-copy-header>
9167         Global Brand Management
9168       </content-small-copy-header>
9169       <content-small-copy>
9170         Global Branding and Marketing Communications<br>
9171         Corporate Affairs
9172       </content-small-copy>
9173       <content-small-copy style="color:#009fdf;">
9174         branding@sabic.com
9175       </content-small-copy>
9176     </div>
9177   </div>
9178   <!------- Footer ----->
9179
9180   <div class="footer">
9181     <div class="border-top">
9182     </div>
9183     <div class="footer-content">
9184     </div>
9185     <div class="page-number">
9186     </div>
9187   </div>
9188
9189 </div>
9190
9191 </div>
9192
9193 </body>
9194 </html>
9195
9196
  
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The Reason Behind Converting Brand Guidelines

We update our brand guidelines regularly, which creates multiple document versions. This can lead to confusion if people refer to outdated copies. To fix this, we converted the guidelines into a web page, making it

easy for everyone to access and we can edit directly from the control panel, without needing extra copies.

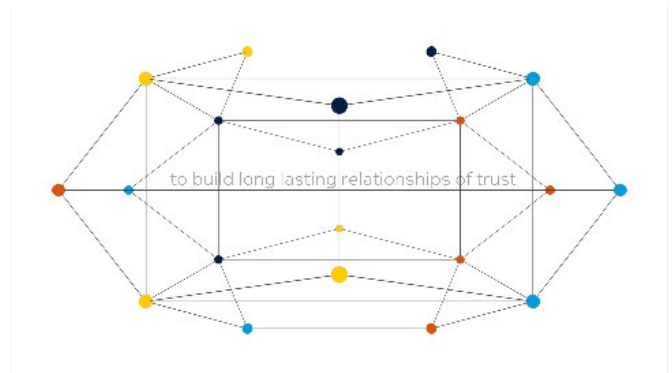


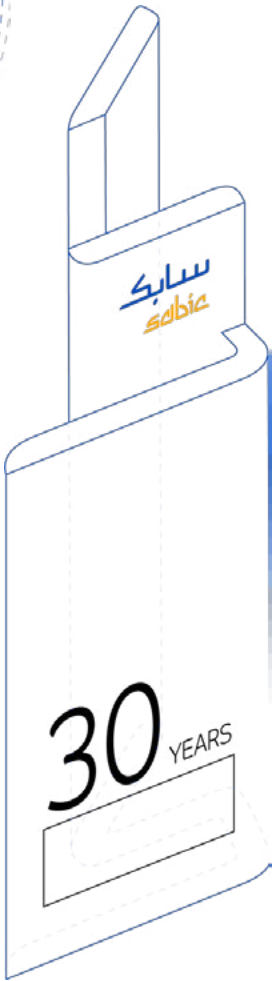
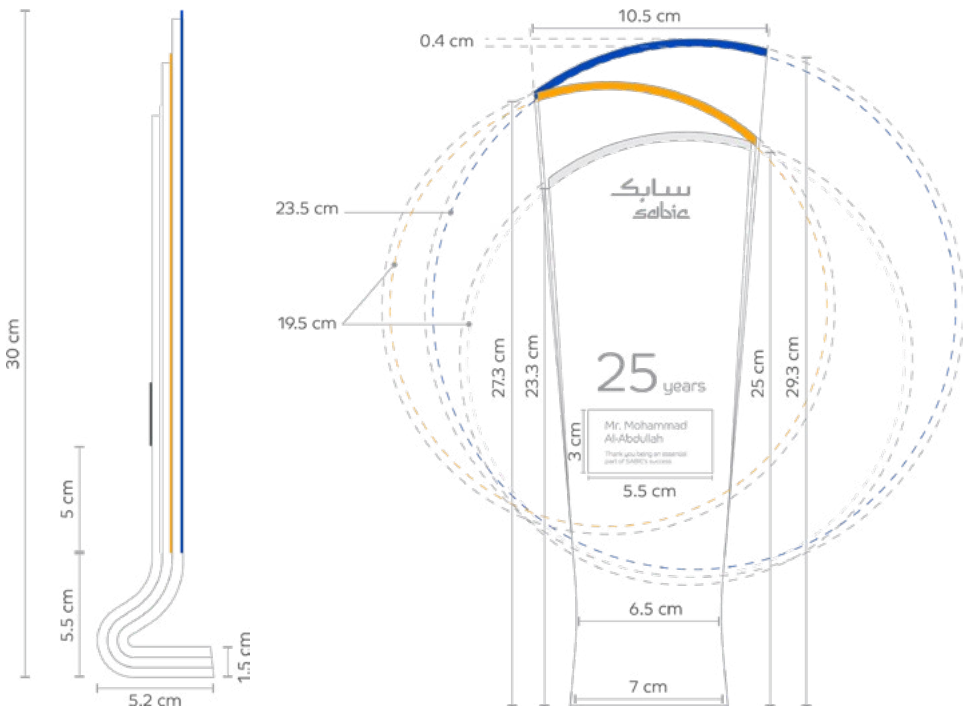
Some of my Projects in SABIC



Corporate Affairs Projects

My work extends beyond just branding management; it also includes corporate affairs projects. I contribute to various initiatives in the events and marketing departments, often taking on roles as a designer and branding expert. I'm involved in multiple annual corporate affairs projects, and here are some examples of my work.





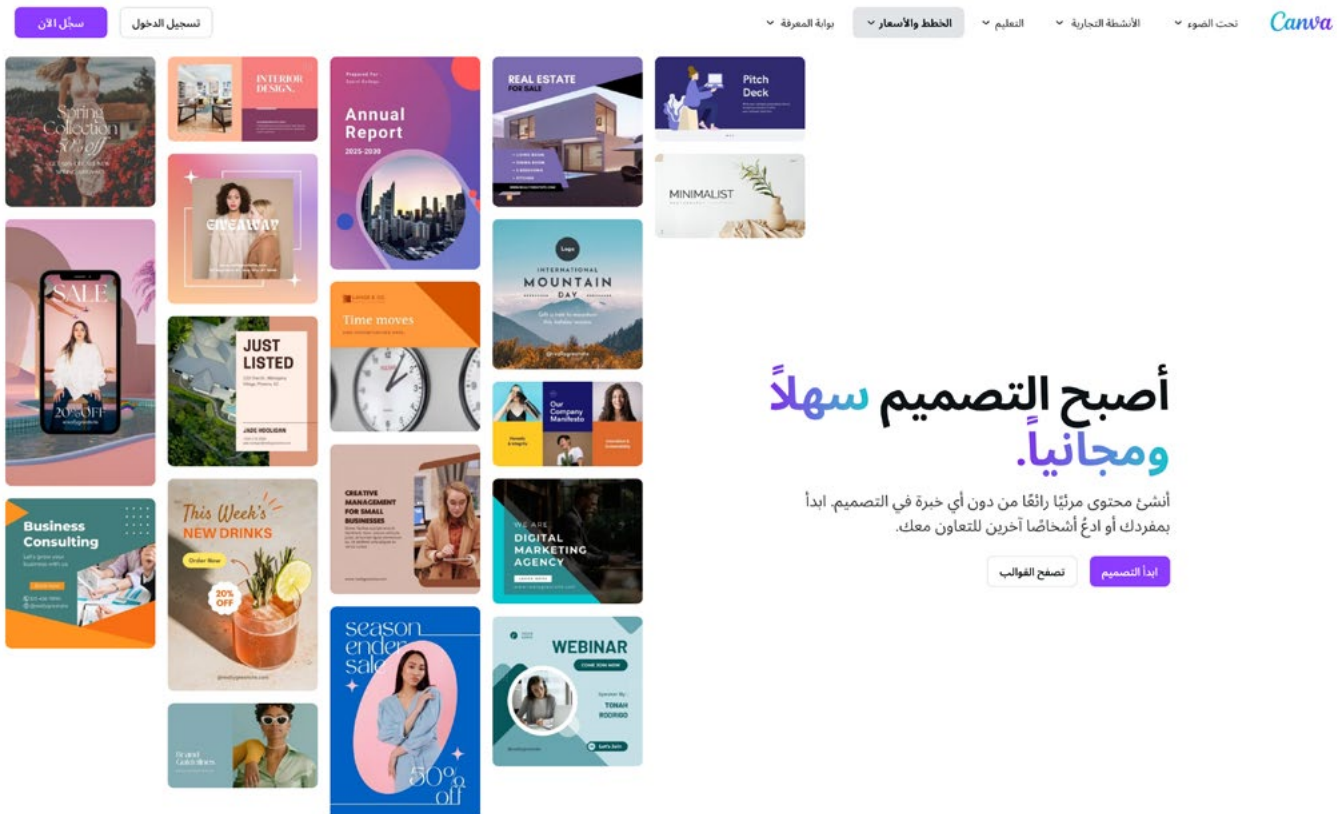


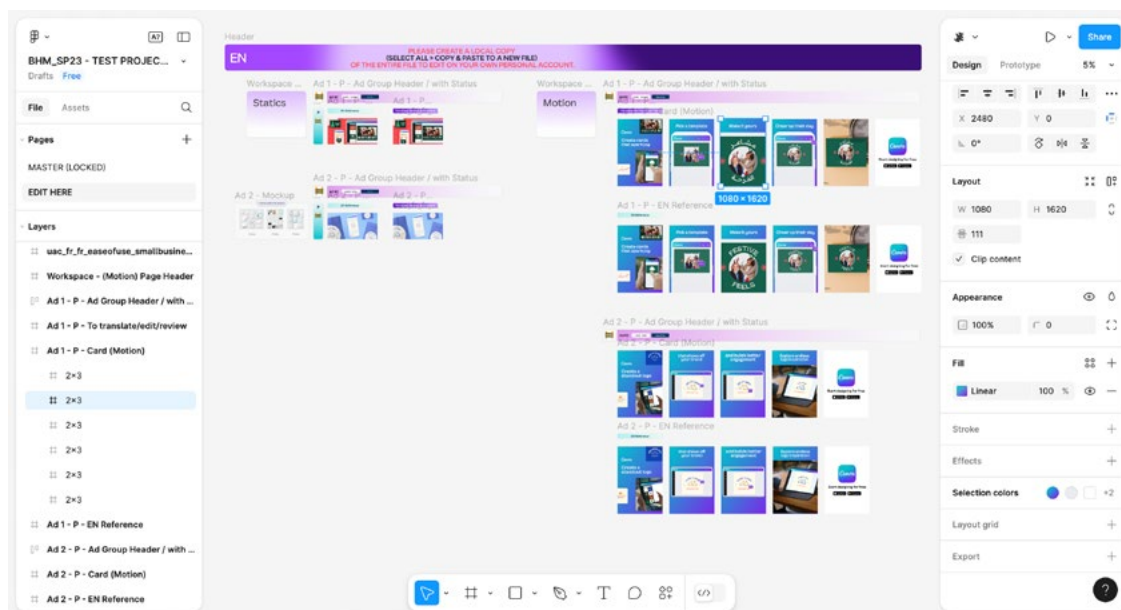
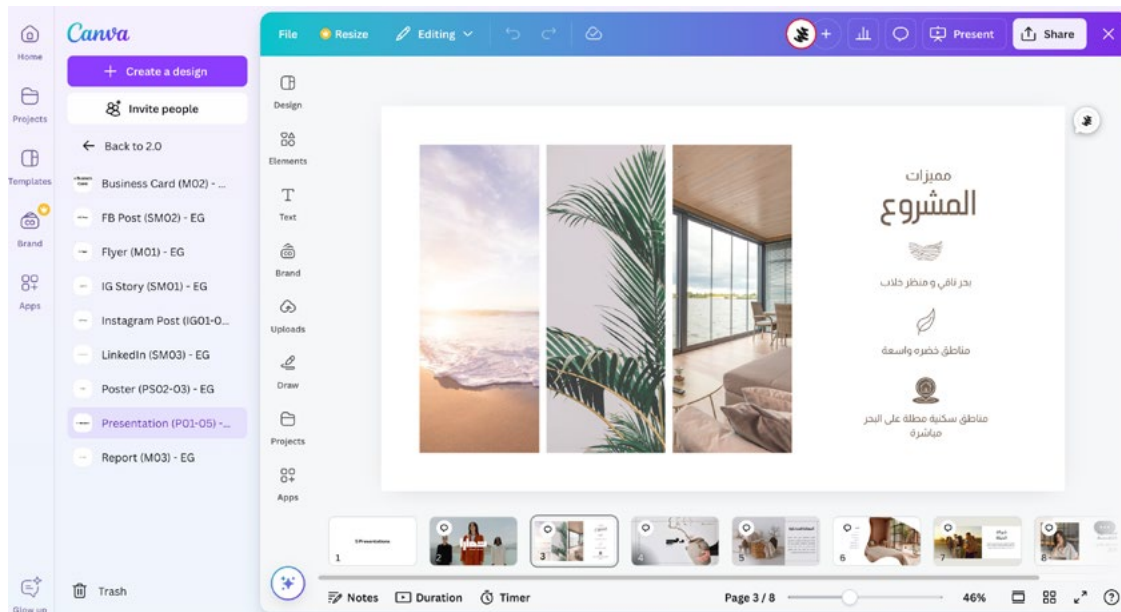
Motion & Static Design Localization



Bridgehead Media contracted with Canva for content localization services tailored to various countries and their cultures worldwide. As part of this initiative, they hired me to localize Saudi and Arabic content.

We use Canva as our design platform and upload our designs into a shared Figma file that is accessible to the design, coordination, and development teams.





MEASURiNG **UNIT**

Representing Certainty

Measuring Unit Video Promo

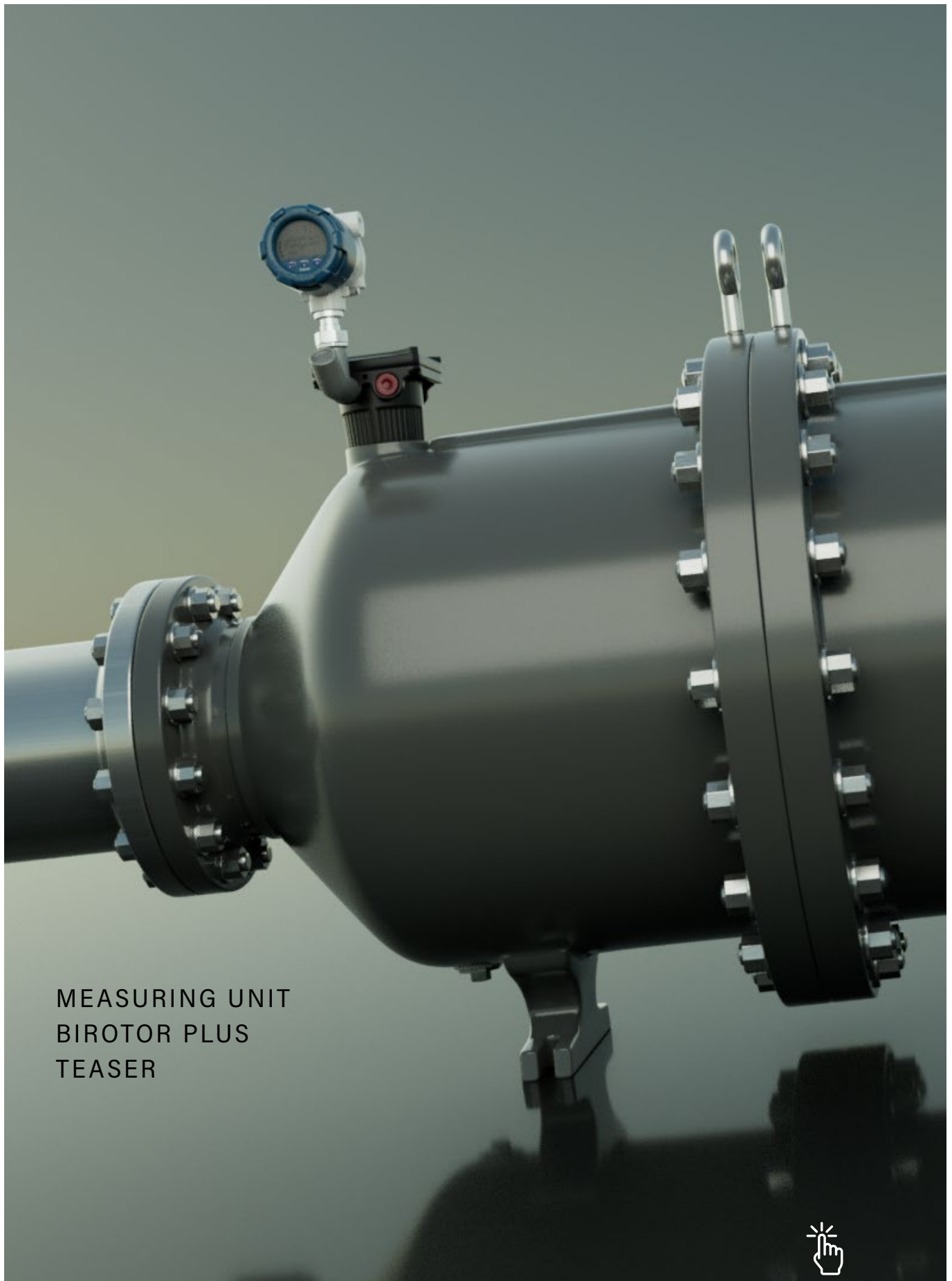
**MEASURING
UNIT**
Representing Certainty



3D Modeling & animating

I produced a 3D animated promotional video and presented it in a formal style that reflects the quality and reliability of the company.





MEASURING UNIT
BIROTOR PLUS
TEASER





Producing marketing content



Beta was a startup in real estate marketing with a fresh perspective on the industry. They launched a new mobile application and reached out to me to produce their

marketing campaign, which included a logo refreshing, promotional materials, and social media content.



After upgrading the logo, colors, and typeface, I designed templates for stationery and other applications, such as flags.

I also developed social media content, including Instagram posts and story videos.





مرکز امجد یارا
AMJAD YARA CENTER

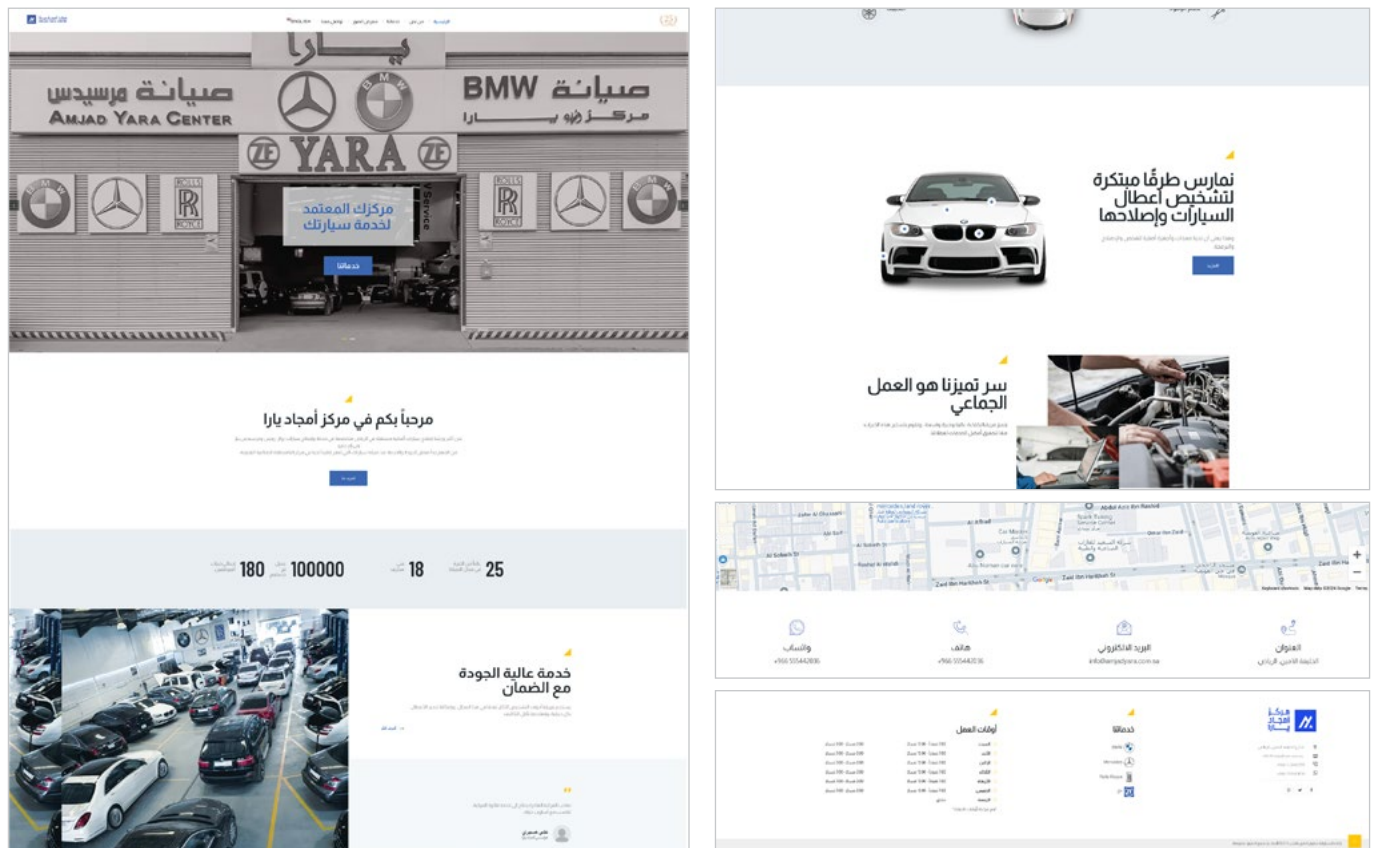
Logo & Website Development



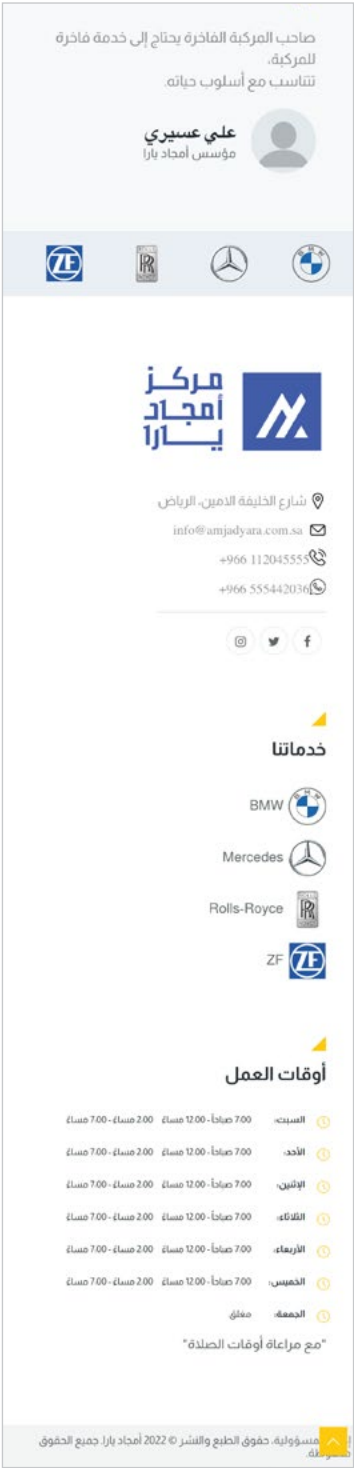
AMJAD YARA CENTER is the largest independent German car repair workshop in Riyadh. I developed their website (amjadyara.com.sa), which includes detailed information about their services, working hours, and contact details.

The website is responsive across all devices and available in both English and Arabic.

PC Screen View



Mobile Screen View





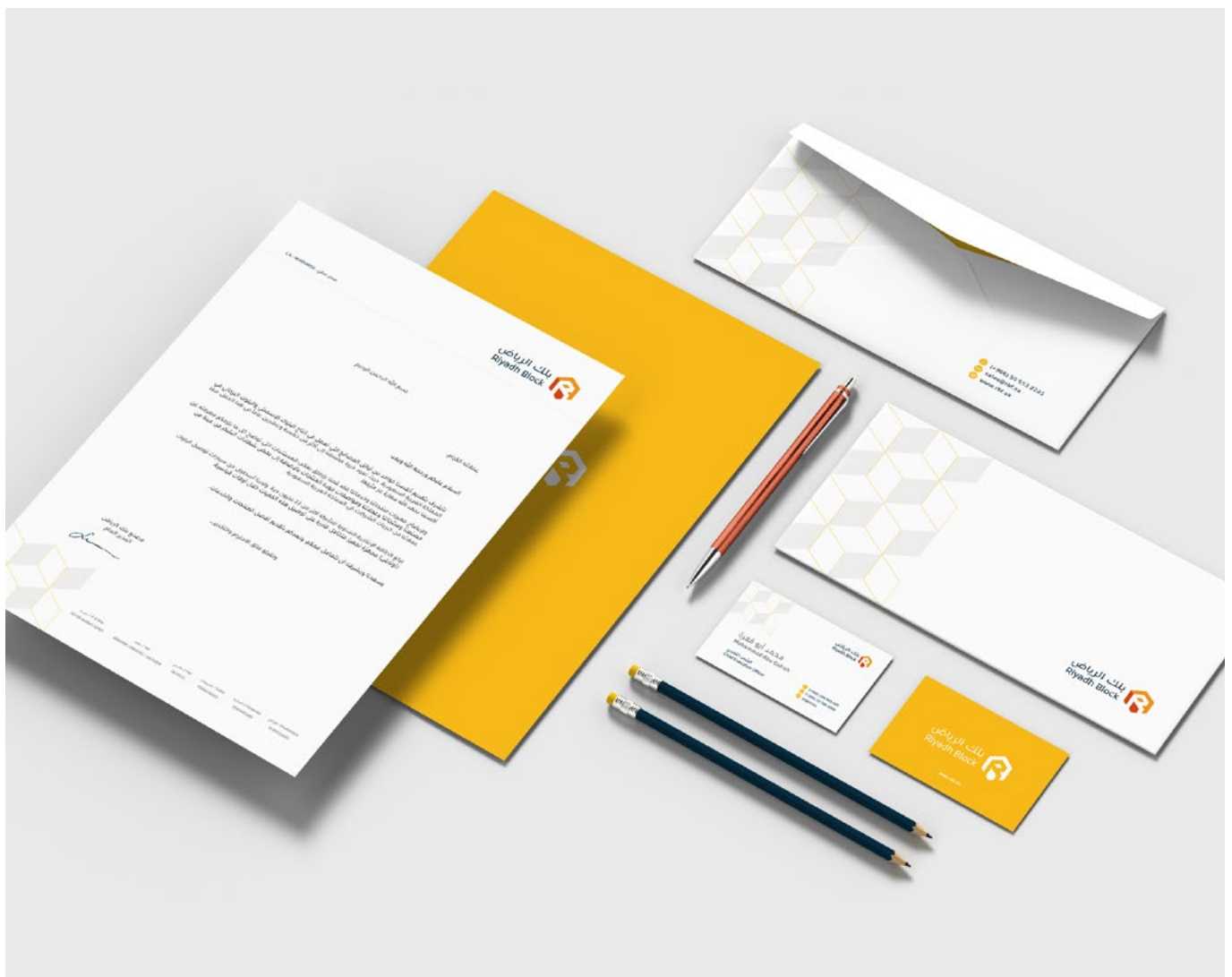
Brand Identity Refreshing



Designed a new logo that retains the essence of the old one with a more professional touch.

Developed various applications, including

the company profile, stationery, marketing collateral, and more.







MARASSI

Promo Production



Retal Real Estate launched "Marassi" in Khobar, featuring extensive green spaces, family amenities, and Gulf views.

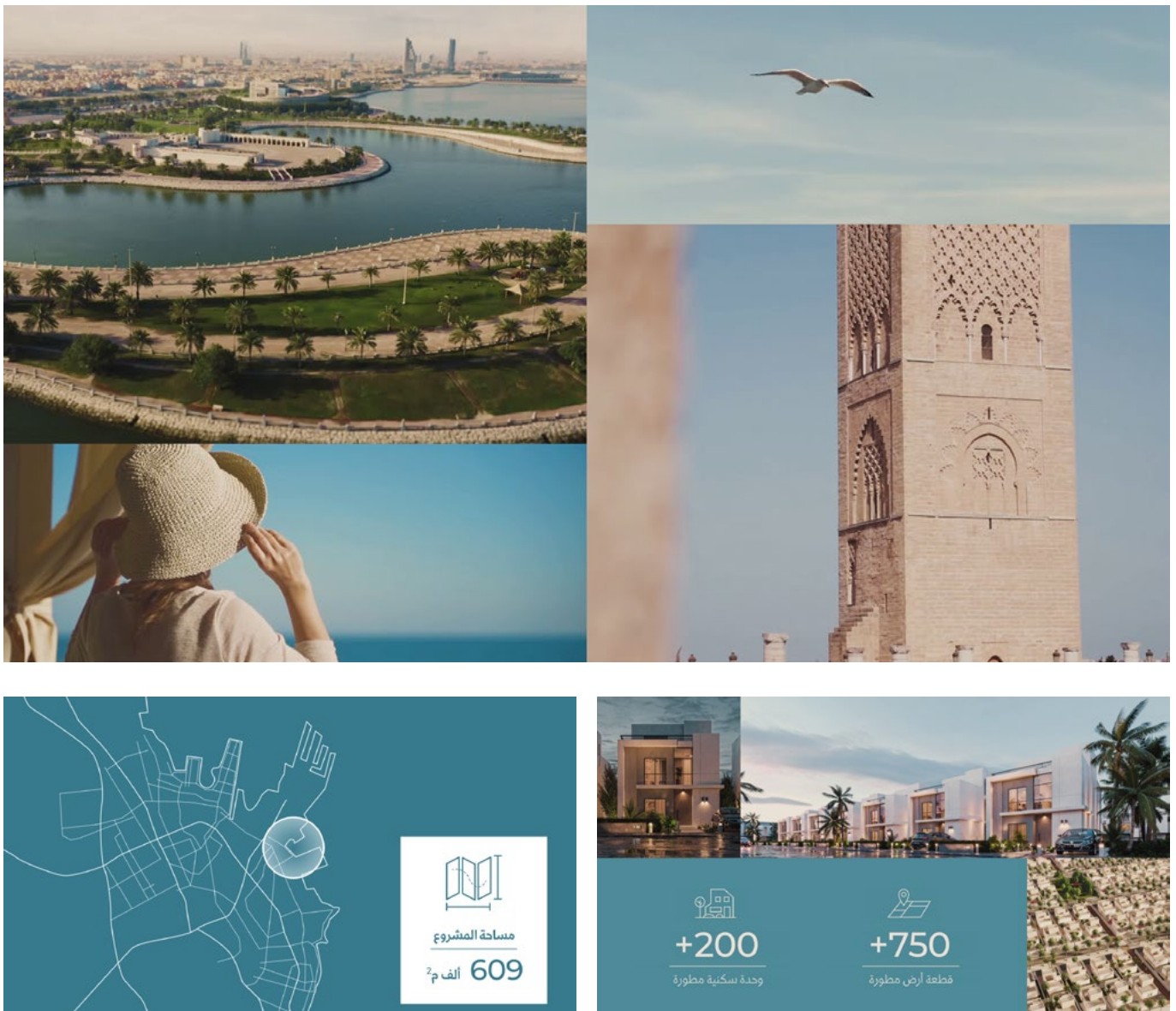
مراسي الخبر

marasi

AL KHOBAR



I produced a promotional video within three days, gathering content from the client and paid platforms, and delivered it on time.



Web Development

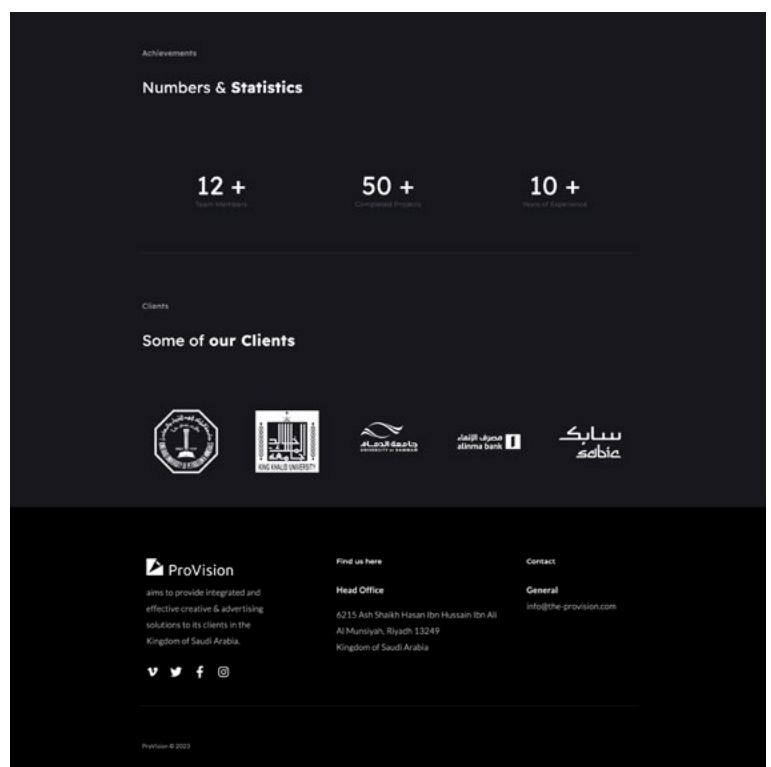
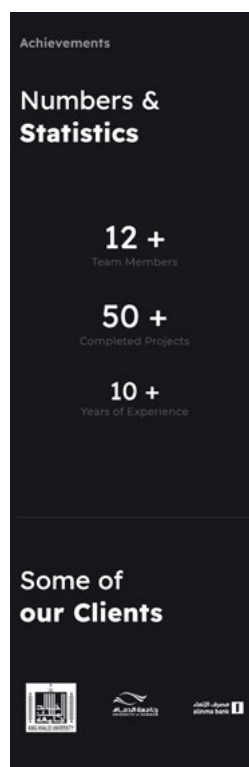
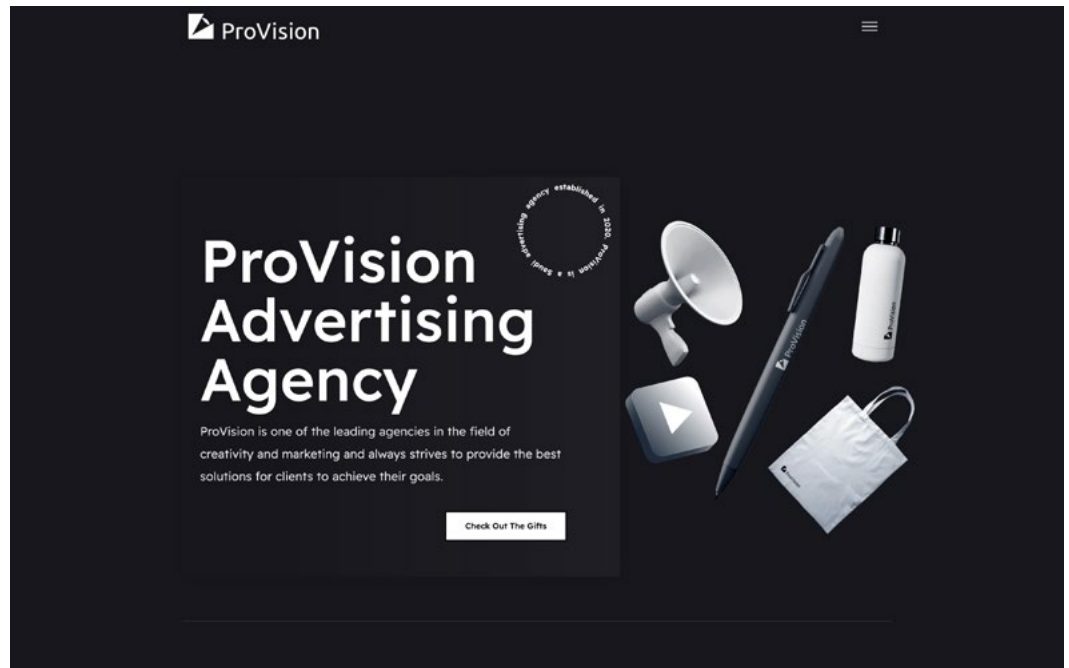
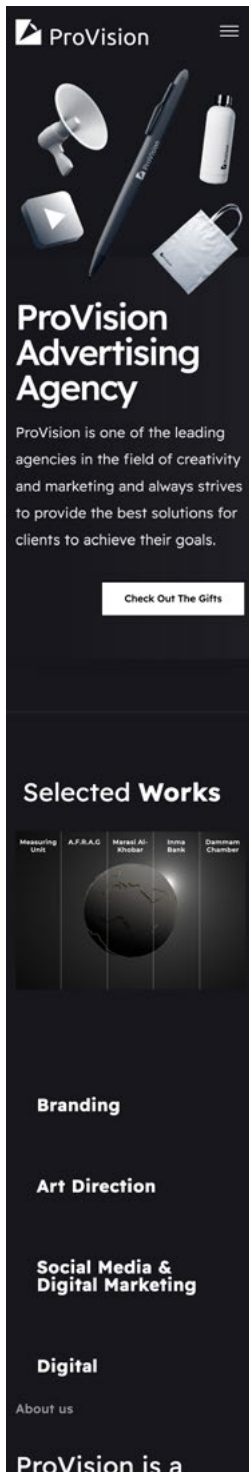
I have developed many websites using WordPress, and I am presenting two of them as examples:

the-provision.com

afsubaie.sa

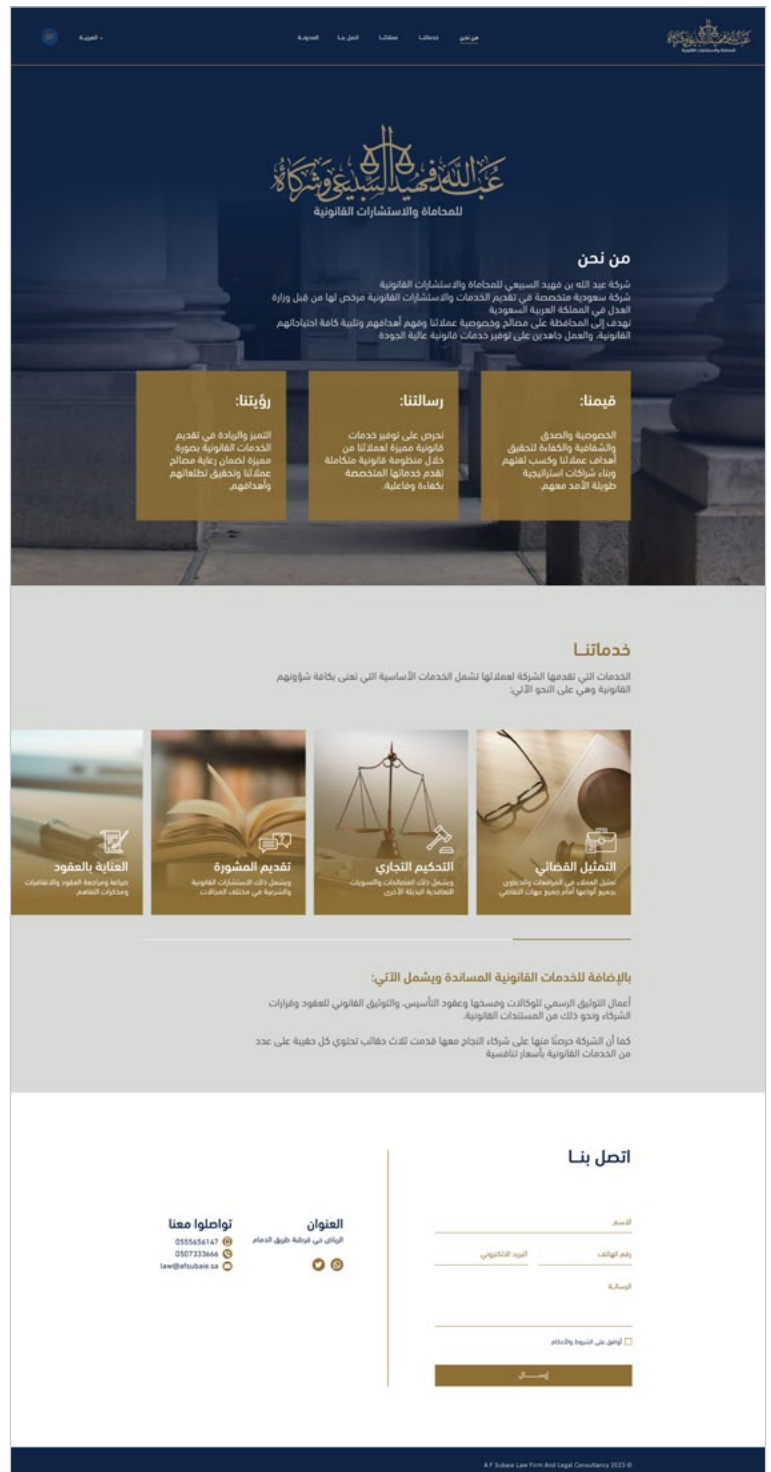


the-provision.com





afsubaie.sa



Thank you



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