

The background features large, stylized letters 'ART' in a dark teal color. The 'A' is on the left, 'R' is in the middle, and 'T' is on the right. The letters are filled with a lighter shade of teal, creating a layered effect. The 'A' is a simple sans-serif style, while the 'R' and 'T' are more decorative and calligraphic.

Ala Tabba

Graphic Designer.
Art and creative lead.
Portfolio.

About me



A Dutch/Jordanian based in Amsterdam, I am passionate and motivated graphic designer/ visual communicator with 14 years of experience in the creative sector. I have a BA in Graphic Design and an MA in Comparative Arts and Media Studies. I translate abstract thoughts and concepts into tangible visuals that tell stories.

I'm constantly striving to improve my techniques, expand my skillset and find new opportunities to grow. My skills include working with the Adobe Creative Suite (Illustrator, Photoshop, InDesign, Adobe XD and Premiere Pro). I am fluent in Arabic and English, with basic/ conversational Dutch.

Take a moment to explore my portfolio, which includes a combination of collaborations, freelance work and side projects.

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My work

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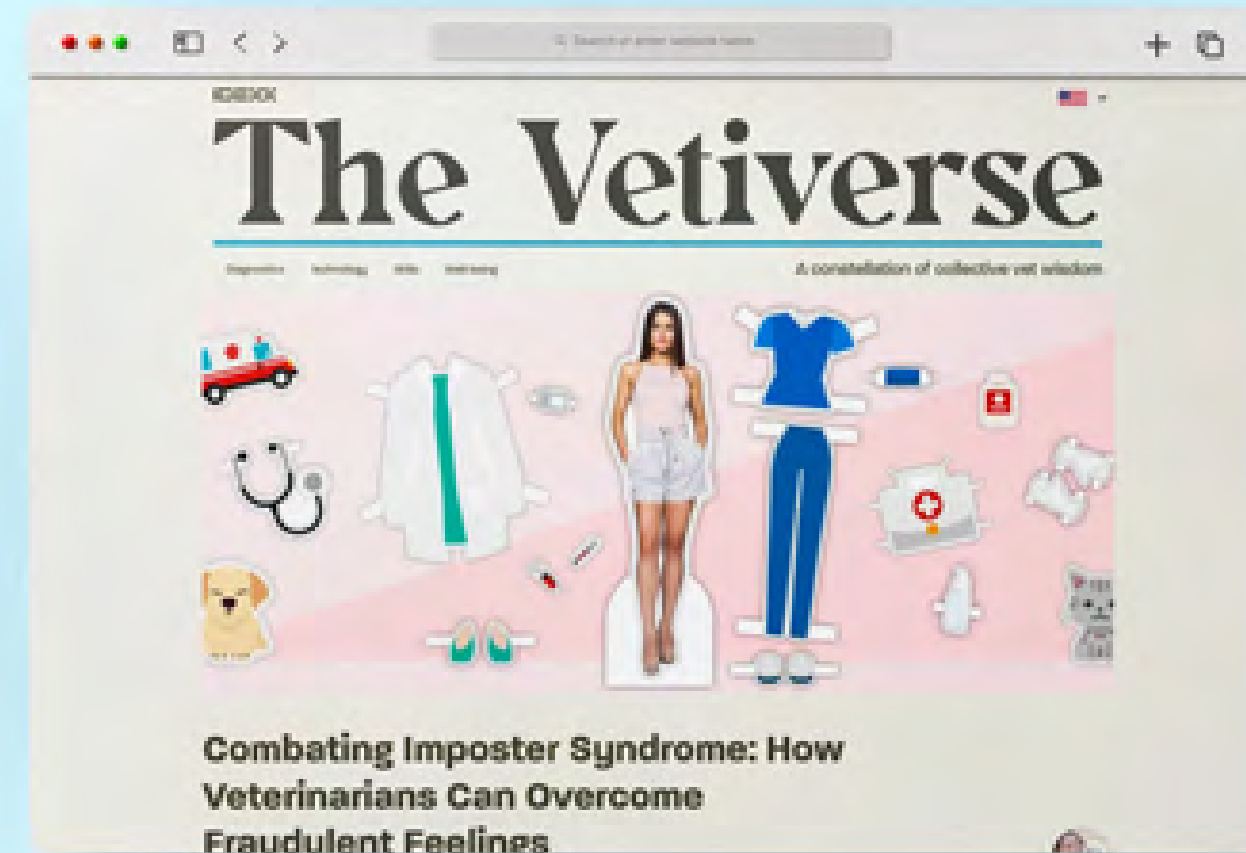
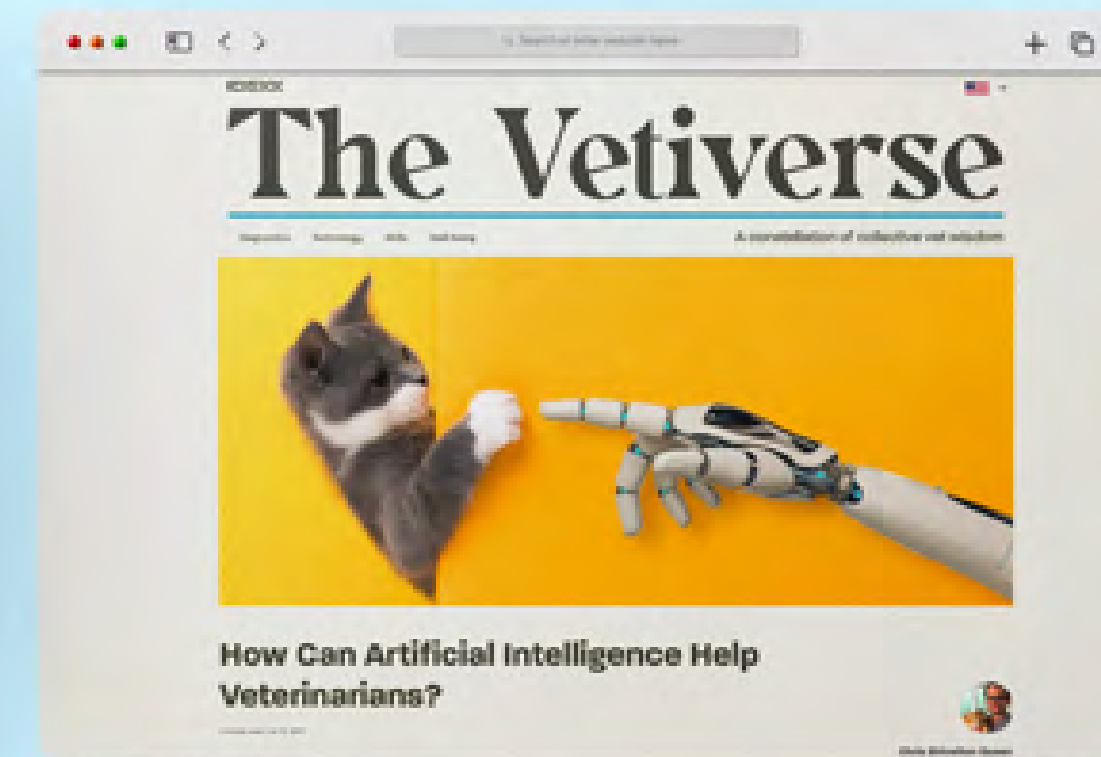
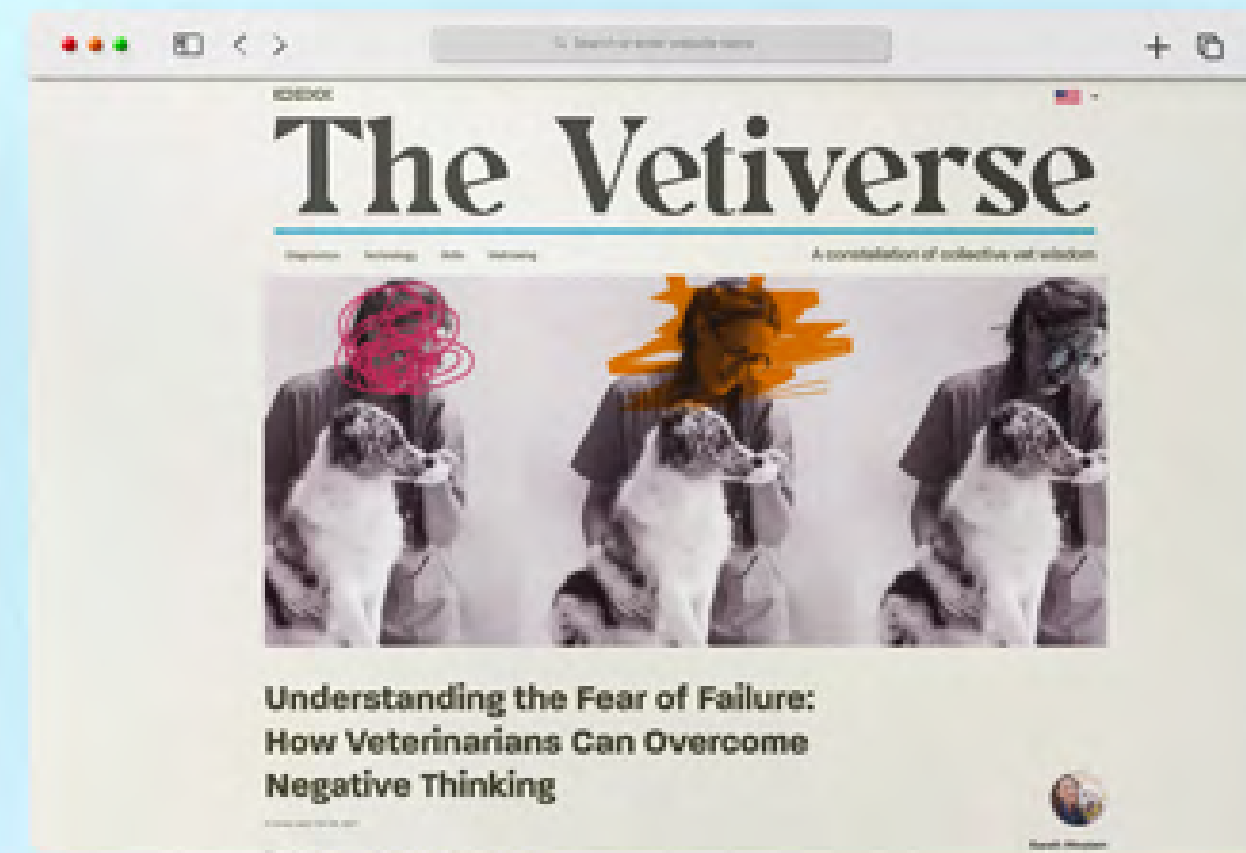
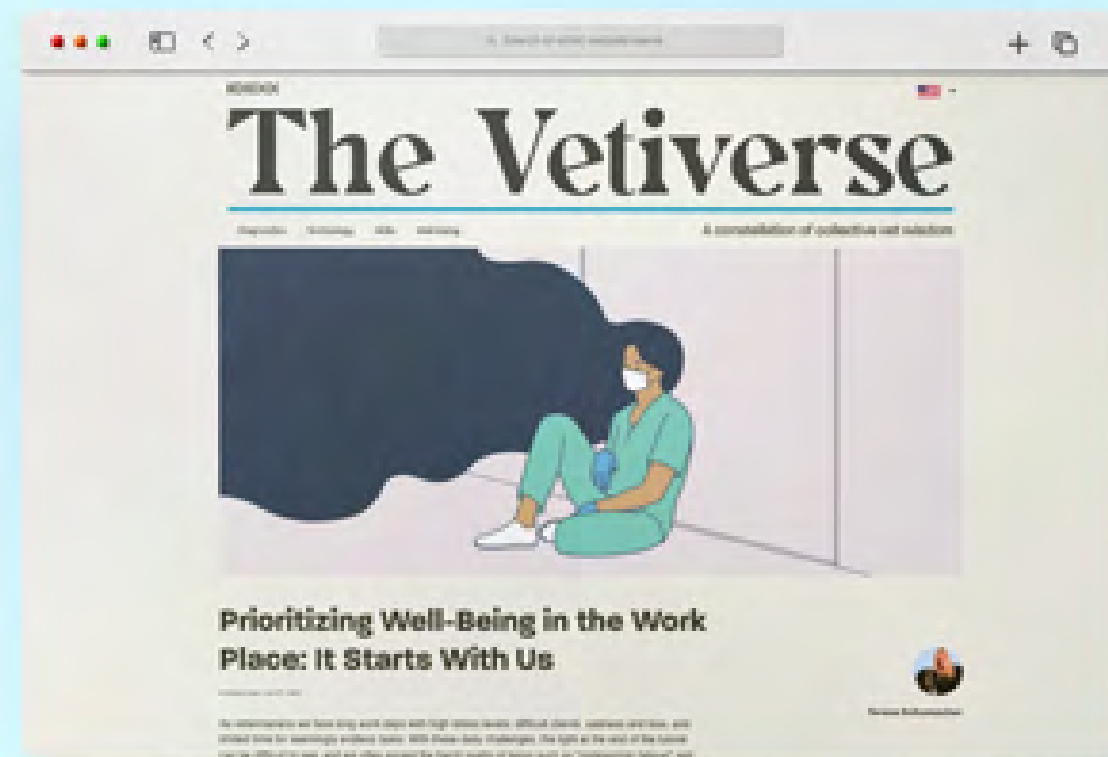
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01 The Vetiverse

An online publication for veterinarians.

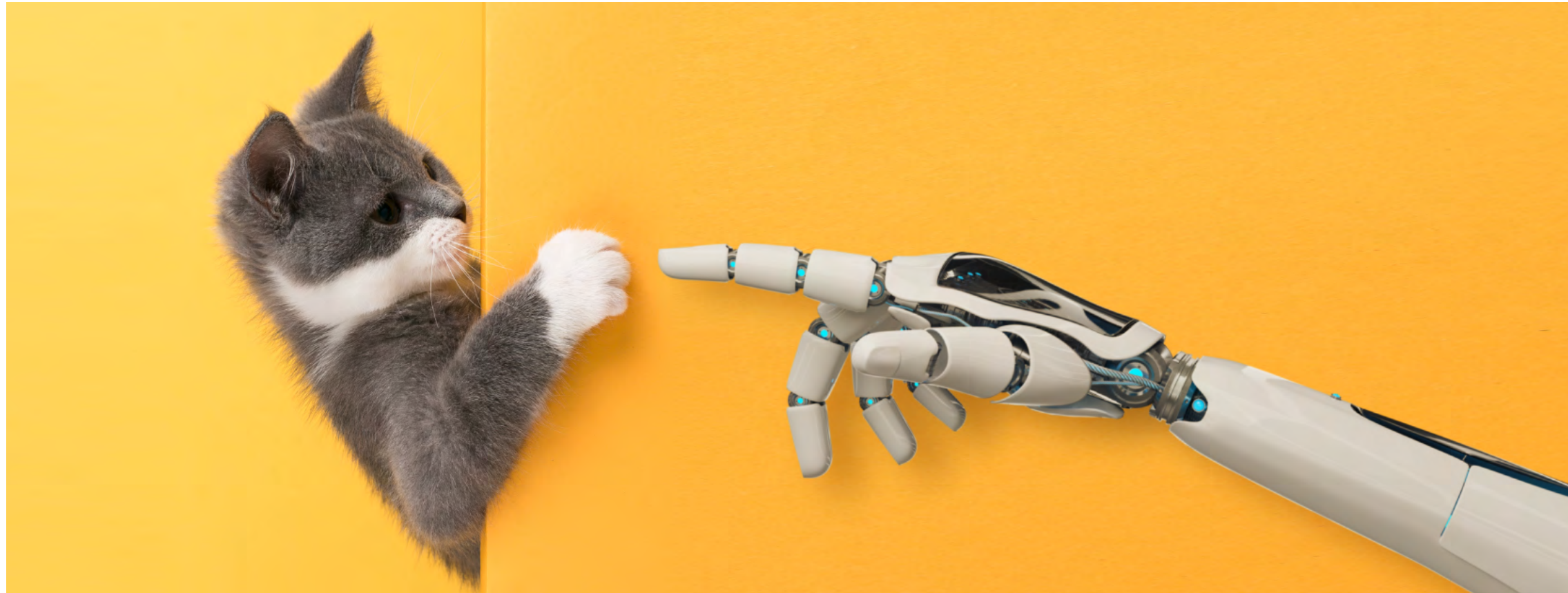




The Vetiverse - Website Build + Visuals for articles

In Q1 2020, I was responsible in leading the creative and web team to develop the Vetiverse - veterinary magazine that writes about current issues and technology advancements in the veterinary field.

In my current role, one of my main responsibilities is leading and creating images for The Vetiverse, an online

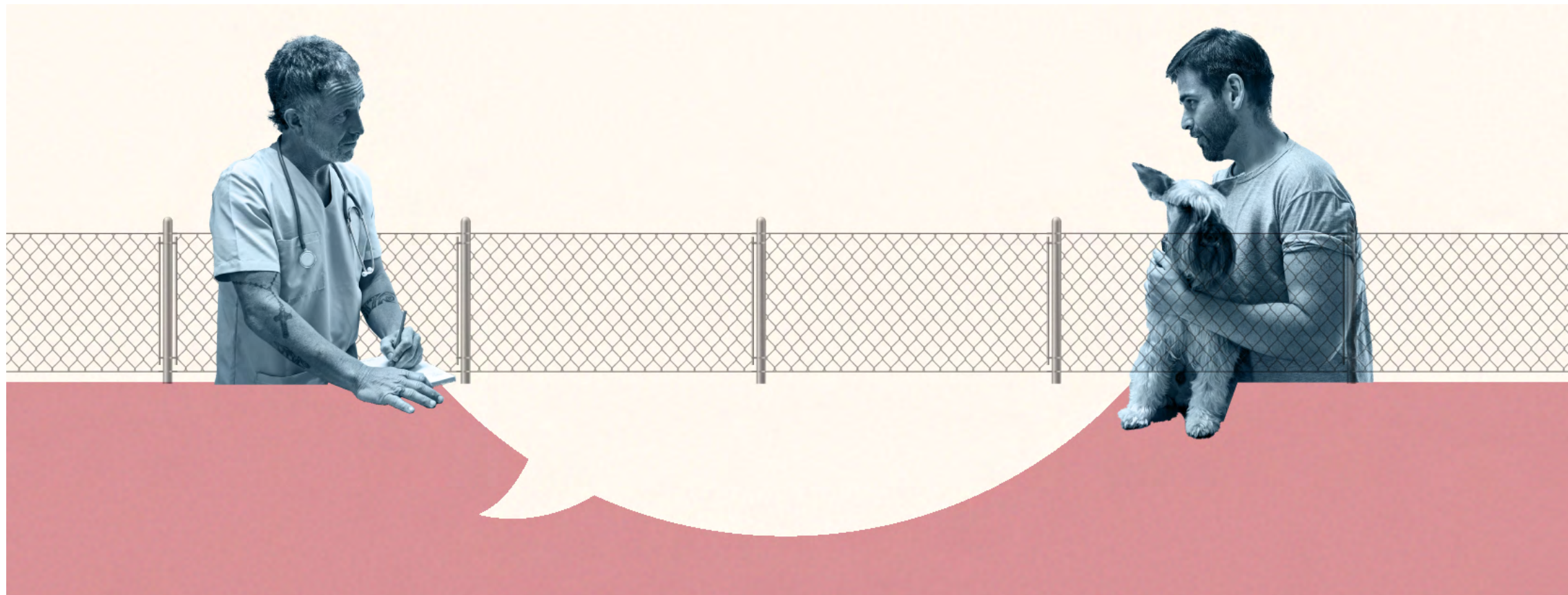


From the top:

“Communicating the positives of a negative VBD result”

“How Artificial Intelligence can help Veterinarians”

“Understanding the Fear of Failure: How Veterinarians can combat Negative Thinking”



From the top:

“VBD Screening - 3 Steps to take when “Healthy” pets test positive”

“How to talk to clients about additional testing for pets”

“Combating Imposter Syndrome: How Veterinarians can combat fraudulent feelings”



02 Discover More

Awareness and retargeting campaign for IDEXX Reference Laboratories.



Discover More Video - The Most Complete Picture of your Patients

The main piece surrounding the retargetting campaign for the IDEXX Reference Laboratories was the video with the purpose of generating awareness.

[Watch the video here.](#)

The concept behind the video was to illustrate that with the services that IDEXX labs offers, you can see the complete picture of your patients.

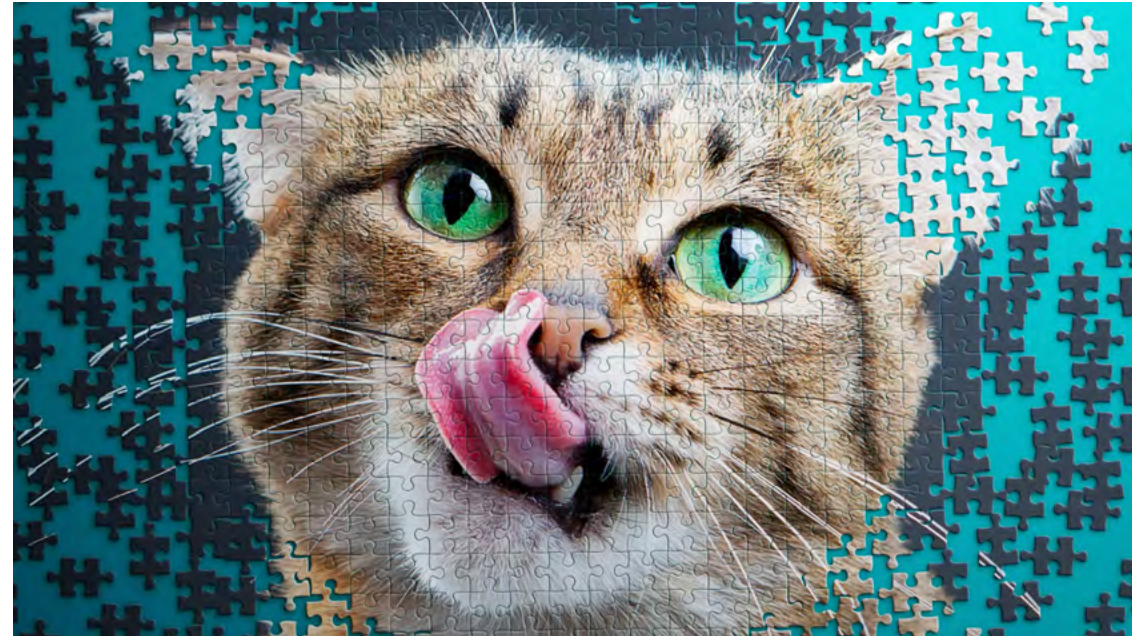
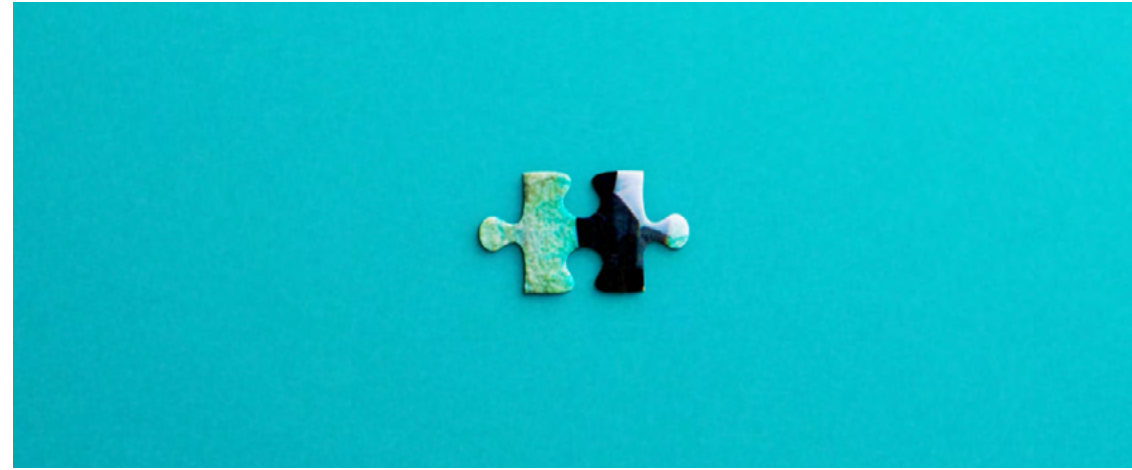
Creative team:

Ala Tabba - Art direction

Ricky Mahoney - Creative direction and copywriting

Rob Rich - Creative director

Video animation - The Bell Bros



Video stills and voice over:

At this point, it could be anything.

The owner said, "he's lethargic."

"Just not himself."

But you need more.

IDEXX Reference Laboratories offers more unique and innovative tests than any other lab.

We fill in the blanks with exclusive solutions

that detect diseases faster and see what others can't. And we're tirelessly creating more.

Because only with the most complete menu of tests can you put together the most complete picture of your patients.

IDEXX REFERENCE LABORATORIES
SEE THE MOST COMPLETE PICTURE OF YOUR PATIENTS.
[DISCOVER MORE](#)
IDEXX

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IDEXX REFERENCE LABORATORIES
See the most complete picture of your patients.
[DISCOVER MORE](#)
IDEXX

Putting the pieces together

Did you ever feel like you were missing a piece of the puzzle? You know your patient's history, but sometimes you're not seeing the whole picture. It can be difficult to know where to turn for guidance. Digging through journals and textbooks takes precious time, cuts into your schedule and may ultimately be a dead end. Studies may be too small, too variable or outdated. Having a team of professionals that you can turn to for guidance can be a valuable asset. You may have used the following sources of support in the past:

Colleagues— fellow practitioners have varied experience and can often offer unique insight and perspective on a perplexing case.

Other practices— being an end-to-end neighborhood clinic really fosters a partnership with the medical clinicians in your area for mutual benefit.

Online community— established social practice/online resources such as Veterinary Information Network and social media groups give you access to veterinarians across the country who may have treated a similar case and can help you determine your next steps.

Field consultants— with comprehensive knowledge of their company's products, services and equipment and the science behind them, field representatives and consultants— many of whom have worked in practice— can be immensely helpful by providing in-person support, education and staff training.

Where do you turn for diagnostic support?

Continuing education— take your diagnostic skills and stay up-to-date on technology, testing and interpretation through in-person or online CE.

Diagnostic reference laboratories— partner with the experts to get the most complete picture. Use and provide support to your patients.

Having a knowledgeable team reduces time to diagnosis and increases satisfaction and compliance and cost.

See the Complete Picture
Learn how advanced testing, support and technology can help uncover missing pieces of the diagnostic puzzle

IDEXX

Other campaign touchpoints, from the right:

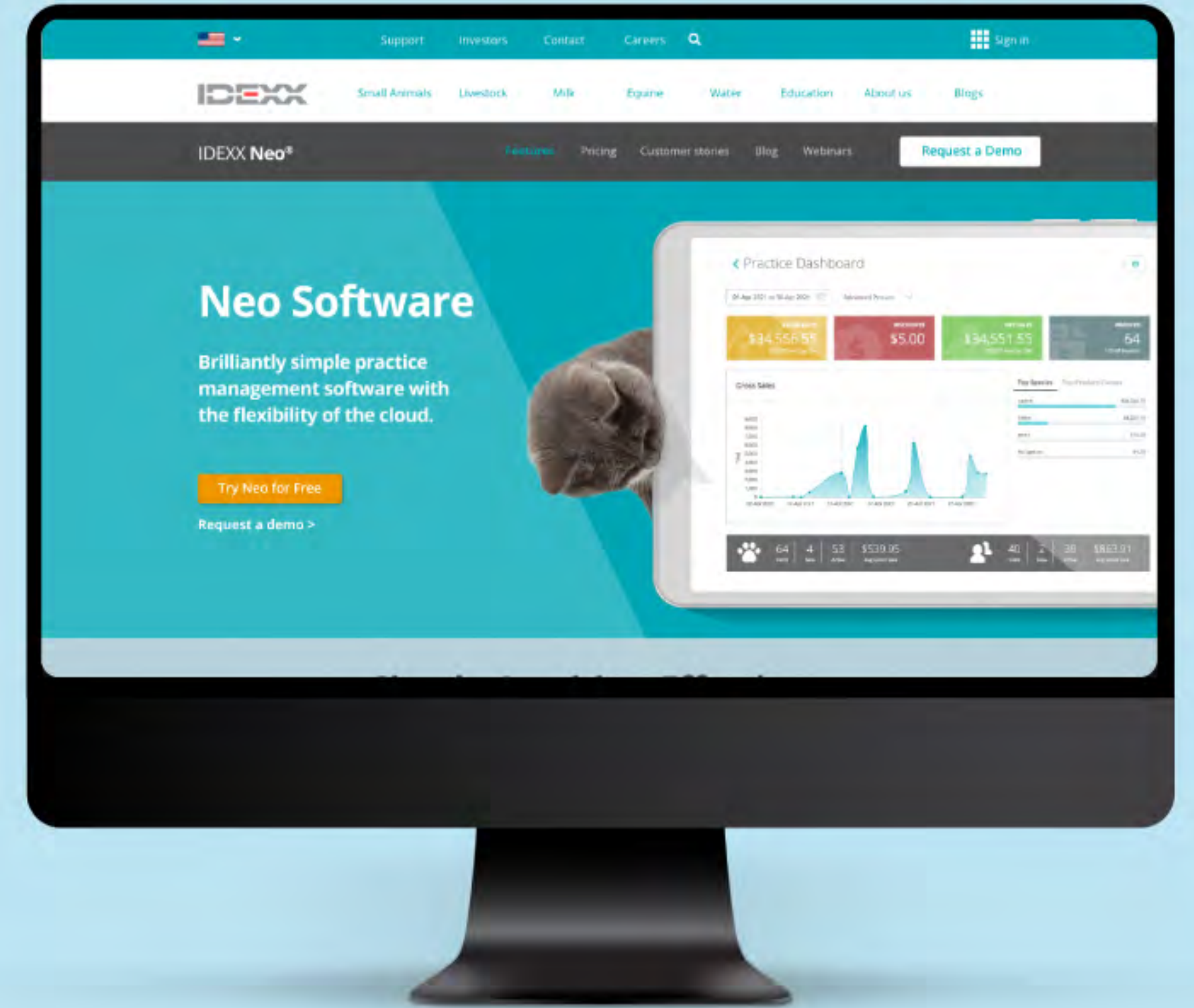
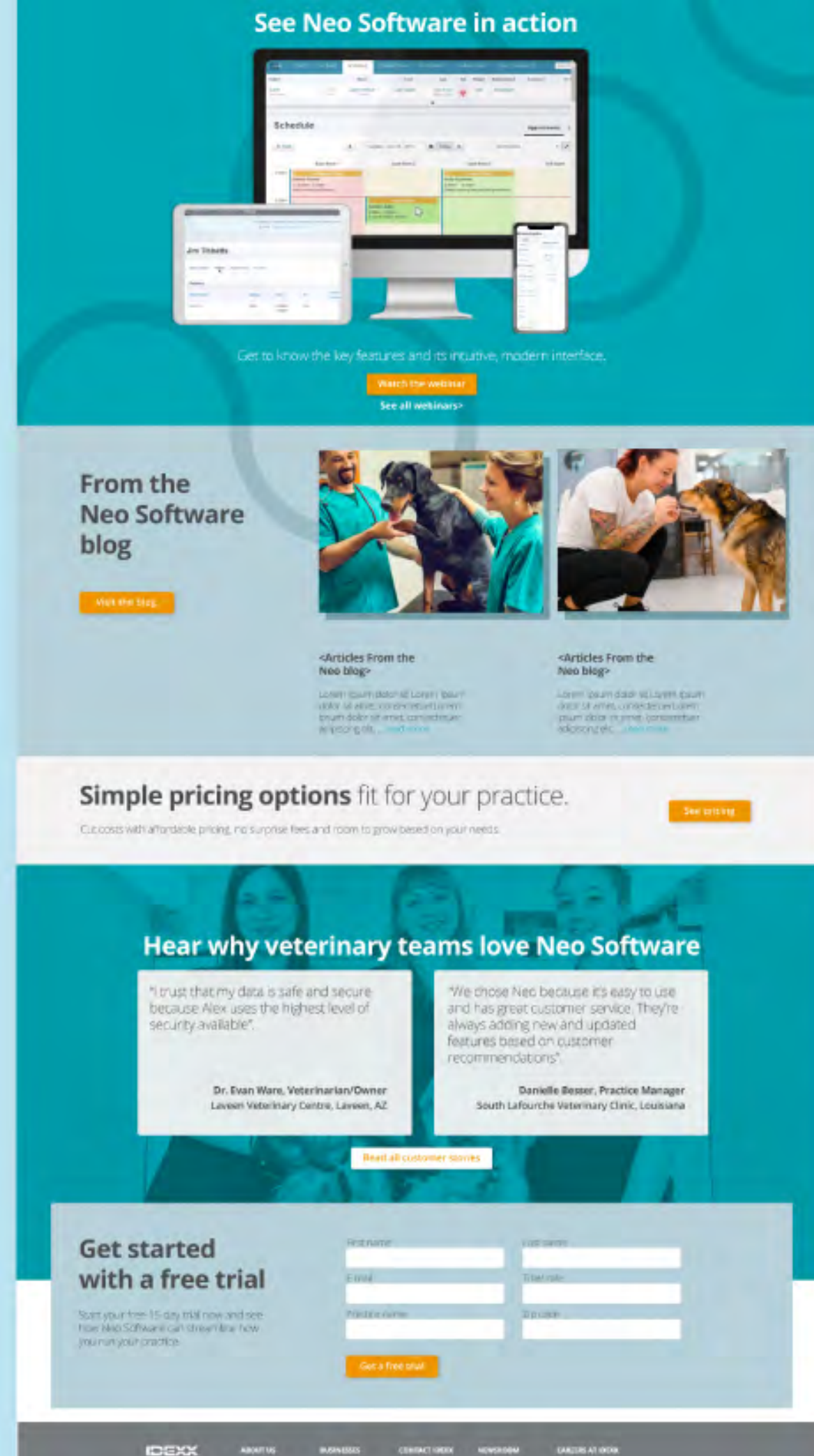
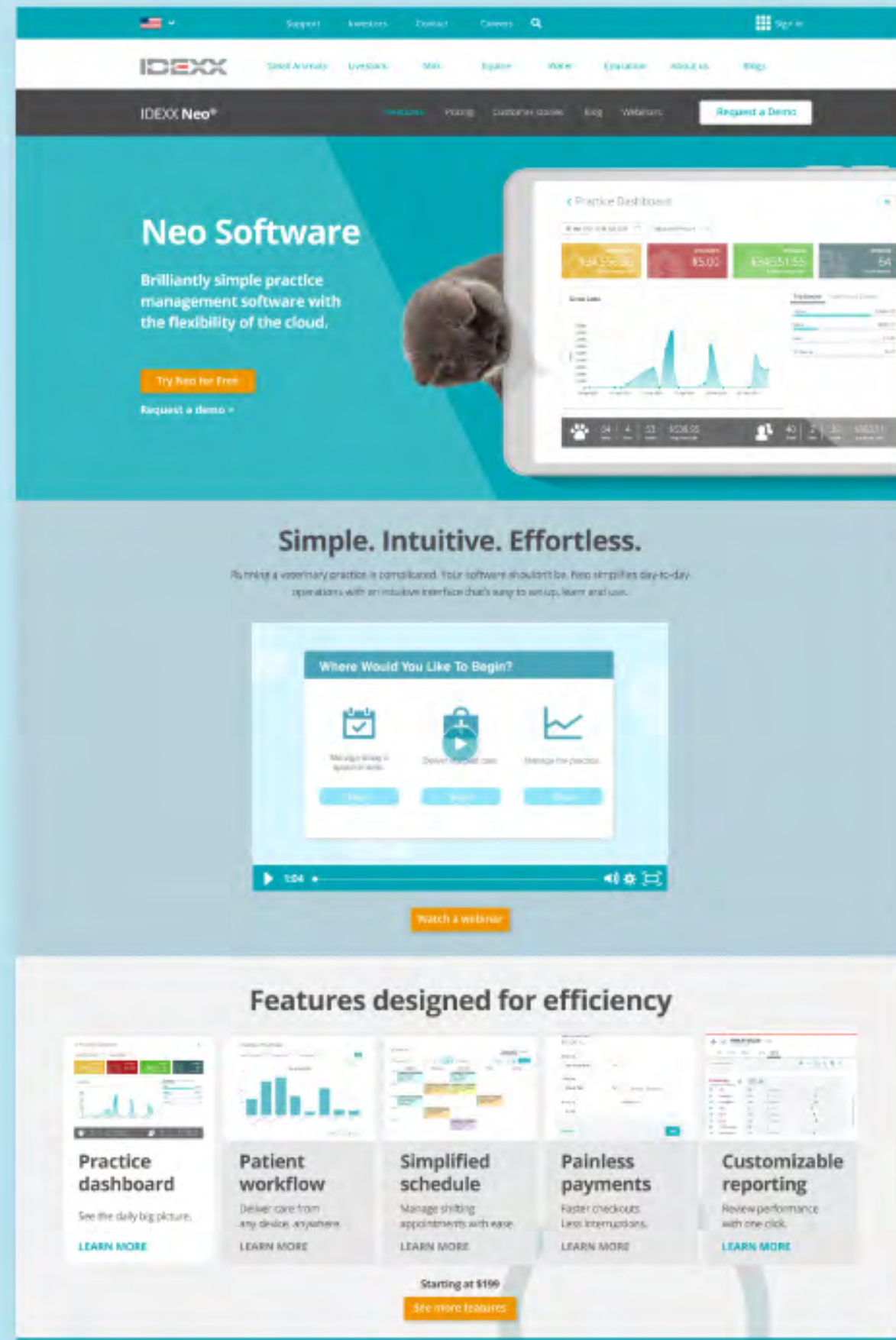
Retargetting web banners to be displayed on paid media sites.

Gated content/ ebook to be downloaded when redirected to the Discover More landing page



03 NEO Software

Website redesign.



NEO Website Redesign

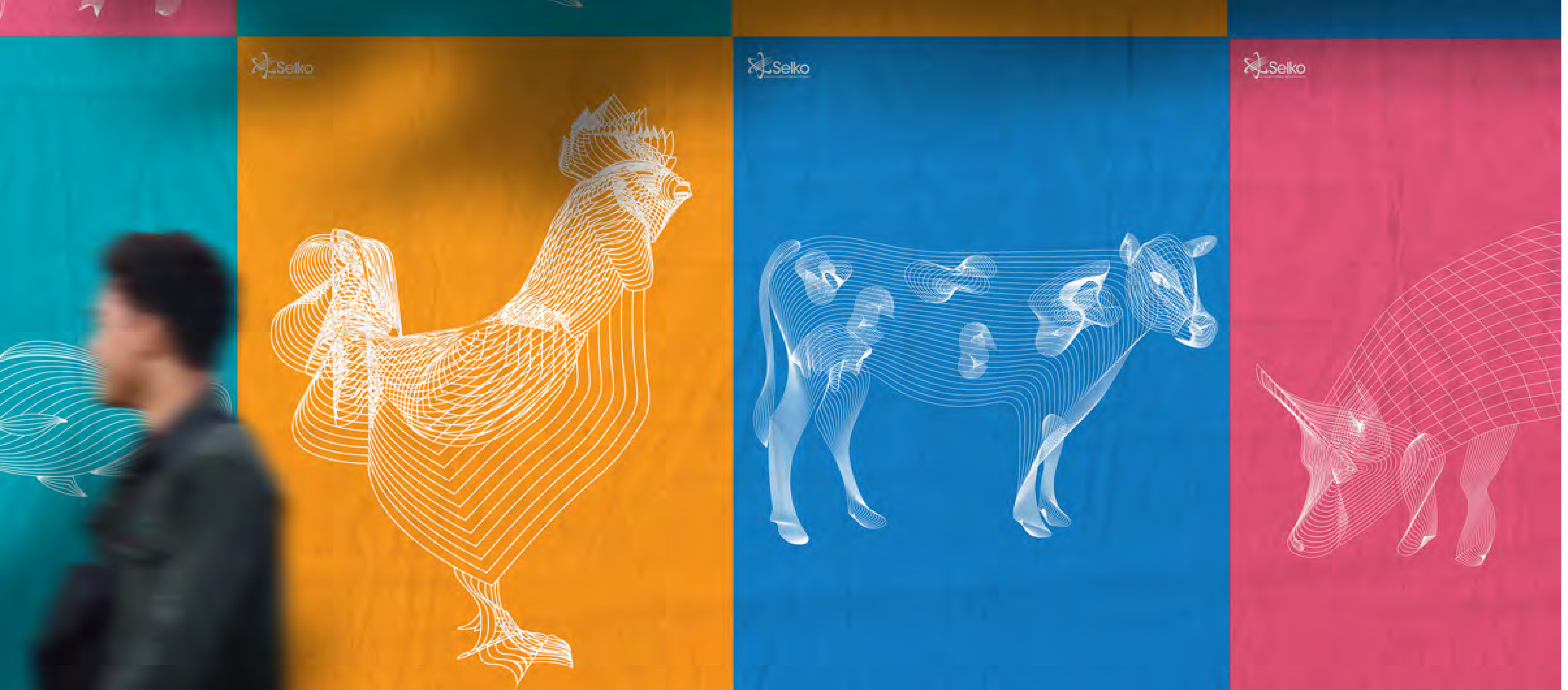
NEO is a SAS product from IDEXX. The previous site looked outdated, and surveyed customers said that the site didn't give the feel of a SAS website. I was tasked to redesign the NEO site to modernize the look and feel within the existing brand guidelines.

04 Selko Branding

The Wire Animals.

Selko®-pH
Protecting your animals'
gut health





Selko's Wire Animals

While working with Selko/ Trouw Nutrition, we realized that the animal nutrition market is saturated with almost identical stock photos used by Selko and competitors alike. I was challenged to find a unique solution for that. I designed the wire animals for Selko to give the brand its

unique look and feel. These Wire Animals became a staple of Selko's designs, used across different marketing and advertising pieces.



Usage of the Wire Animals across different media.

05 Artisjoke

Logo and branding





HEX #b0a1ce
CMYK 31 36 00 00

HEX #a7dacf
CMYK 34 21 00 00

#ebebec
CMYK 07 05 04 00

HEX #363631
CMYK 67 60 66 58



Artisjoke - Chef's personal brand.

Designed this logo for Chef Karsten Rodenburg who wanted an identity to present his personal brand Artisjoke. Inspired by the Mediterranean, borrowing from the traditional to create simple, modern dishes.



Business card and packaging concept.

06 Amr Hijazi

Personal logo and brand.

AMR HIJAZI COACHING



AMR HIJAZI COACHING

HEX #b0a1ce
CMYK 75 98 00 00

HEX #b0a1ce
CMYK 0 56 98 00

HEX #b0a1ce
CMYK 00 21 99 00

HEX #b0a1ce
CMYK 70 68 64 76



AMR HIJAZI COACHING



AMR HIJAZI COACHING

Amr Hijazi - Life Coach

Amr Hijazi was looking for a brand identity that represented his brand's essence - hopeful with a link to his roots.



Brand presentation.

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