Available for new projects

Bold ideas, made by hand.



I design brands and websites for small, brave studios: identities people remember and sites that are a joy to use.

See my work Start a project

↓ Scroll down and dig a little deeper

Brand identity ✦ Websites ✦ Packaging ✦ Illustration ✦ Art direction ✦ Motion ✦ Bran

Selected work

A few favourite finds, 2019 — today



Halden Coffee Roasters

Identity · Packaging · 2025



Norte Architecture

Website · Art direction · 2025



Crumb & Co. Crisps

Packaging · Illustration · 2025



Solstice Film Festival

Campaign · Photography · 2024

SERVICES

What I can help with

Brand identity

Logos, colour, type and the friendly guidelines that keep it all looking like you.

Strategy · Logo · Guidelines

Websites

Fast, easy-to-update sites built on WordPress, so you stay in control after launch.

UX · UI · WordPress

Illustration

Characters, icons and spot drawings that give your brand a personality people smile at.

Mascots · Icons · Editorial

Art direction

Campaigns, photography and motion with one clear point of view, from sketch to launch.

Campaign · Print · Motion

The work, in numbers

8
years of happy digging

140+
projects shipped

40
brands in 9 countries

3
design awards



HELLO, I'M MARYAM

A small studio with big attention to detail.

I started this studio after years in agencies, wanting fewer meetings and more making. Today I work directly with founders, with a few trusted friends joining when a project needs them.

The work is warm, clear and built to last. The process is open: you see everything as it happens, and the person you meet on the first call is the one designing your project.

8 Years designing · 140+ Projects shipped · 9 Countries

HOW WE DIG

A clear path from brief to launch

1. **Survey** — Week 1
   A relaxed workshop to understand your business, your audience and what success looks like.
2. **Dig** — Weeks 2–3
   Two or three distinct directions, shown in context so choosing one feels easy.
3. **Polish** — Weeks 4–6
   We pick a route and sweat the details together: type, colour, motion and every edge case.
4. **Launch** — Week 7+
   Files, guidelines and a handover session, plus thirty days of support after go-live.

Kind words

> She found what our brand had been hiding for years, and made it the first thing people notice.
>
> **Lina S.**
> Founder, Halden Coffee

> Calm, clear and quick. Our new site doubled enquiries in the first three months.
>
> **Omar K.**
> Partner, Norte Architecture

> The mascot she drew is now the most loved thing in our app. Patients ask for stickers.
>
> **Sara M.**
> Product lead, Signal Health

Field notes

All articles →



October 28, 2024
Notes from a year of saying no
What happened when I turned down half the projects that came my way.



October 07, 2024
A small guide to choosing typefaces
Three questions that make picking a typeface far less overwhelming.



October 28, 2024
Why I design in the browser
Static mockups lie. Here is how I moved most of my design work into the browser.

Got something worth digging?

Tell me a little about your project, timeline and budget. I reply to every message myself, usually within a day.

hello@example.com Book a call

BEDROCK · SAY HELLO

hello@example.com

Ochrea

EXPLORE

Work
About
Services
Journal

STUDIO

24 Paper Street
Cairo, Egypt

Mon–Thu, 10:00–18:00

You reached the bottom. The pebble is taking a nap.

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