

Onari

BUSINESS PROFILE / APRIL 2026

A multidisciplinary design collective working across architecture, interiors, brand identity, and digital — built around the belief that design is structure, not decoration.

01 / ABOUT US

A design group, not a studio.

Three partners with distinct expertise — brand and digital, architecture, and interior design. On single-discipline projects, you get a focused specialist. On multidisciplinary projects — where architecture, interiors, brand identity, signage, and digital all need to work together — we integrate everything under one team, one vision, one quality standard.

FEWER HANDOFFS. FEWER GAPS. STRONGER RESULTS.

02 / WHAT WE BELIEVE

I.
Essence before aesthetics

Design should be more than just good looks. We care about meaning, function, and the value a design creates and not just how it photographs.

II.
Simplicity

We live in a noisy world. Our job is to keep things as simple as possible and that's not always easy.

III.
Creativity shouldn't be restricted

Not by a single discipline, not by a familiar tool, not by convention. The problem decides the approach, not the other way around.

03 / WHO WE WORK WITH

Clients who value *precision, integrity,* and work built to last, not just to impress.

From homeowners designing their first villa to startups launching a brand to companies scaling their product visuals; we work with people who understand that good design isn't decoration added at the end. It's structure built from the beginning.

People who come with questions, not just requests. We help articulate the *why* behind the *what*, and then design the answer.

04 / WHAT MAKES US DIFFERENT

01 Practitioners who scale.

The founders do the work not just manage it. When a project needs more, we bring specialists in under our direction.

02 One roof, no lost translation.

Architecture, interiors, brand, and digital in one collective. When a project touches more than one discipline, nothing falls between the cracks.

03 Digital team for a digital age.

Digital surveys, digital contracts, digital payments. When a tool we need doesn't exist, we build it.

04 Questions before solutions.

We don't sell before we understand. Discovery first, proposal second.

05 / SNAPSHOT

44 yrs

CORE TEAM
COMBINED EXPERIENCE

2025

FOUNDED

03 PARTNERS

04 DISCIPLINES



PARTNER · BRAND & DIGITAL

Ahmed Aladawy

20 years multidisciplinary design



PARTNER · ARCHITECTURE

Rana Saleh

12 years architecture



PARTNER · INTERIOR DESIGN

Roudinia Samih

12 years interior design

06 / WHAT WE DO

Four disciplines, *one group.*

Architecture, Interior, Brand & Graphic, Digital & Interactive

Offered independently, or delivered together when the project calls for it.

— 01 / ARCHITECTURE

Architecture

Design concept, design development, construction documents, coordination, 3D modeling, and photorealistic visualization.



CATEGORIES

- RESIDENTIAL
- COMMERCIAL
- MIXED-USE
- HOSPITALITY
- INSTITUTIONAL
- MEDICAL & HEALTHCARE

FEATURED PROJECT

Mixed-Use Urban Anchor

EAST GATEWAY COMPLEX

CAIRO, EGYPT



— 02 / INTERIOR

Interior Design

Space planning, design concept, 3D visualization, construction drawings, material specifications, BOQ, FF&E, and installation supervision.

CATEGORIES

- RESIDENTIAL
- COMMERCIAL
- RETAIL
- HOSPITALITY
- MEDICAL & HEALTHCARE

FEATURED PROJECT **Clean Geometry, Soft Circulation** EAST GATEWAY MALL
CAIRO, EGYPT

— 03 / BRAND & GRAPHIC

Brand & Graphic

Brand strategy, visual identity systems, brand collateral, packaging & label design, editorial design, and marketing materials.

CATEGORIES

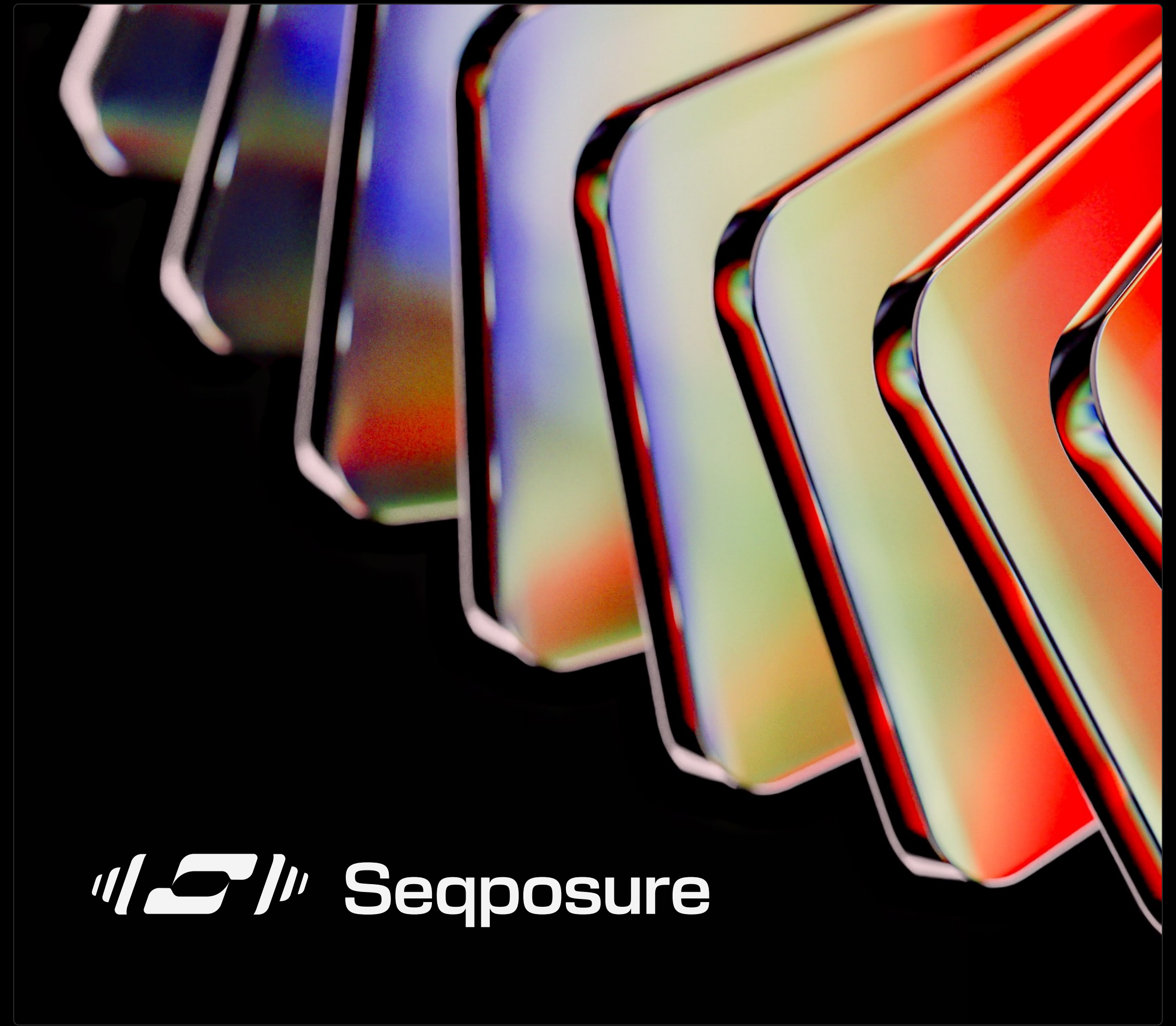
BRAND IDENTITY

PACKAGING

COMPANY PROFILES

EDITORIAL

MARKETING COLLATERAL



 **Seqposure**

FEATURED PROJECT

Systems that outlast one-off gestures

SEQPOSURE

DUBAI, UAE

— 04 / DIGITAL & INTERACTIVE

Digital & Interactive

3D product visualization, e-commerce renders, interactive 3D, motion graphics, animation, and web design.



FEATURED PROJECT

From product visualization to realtime web 3D

MINTED HEALTH

NEW YORK, USA

CATEGORIES

PRODUCT VISUALIZATION

E-COMMERCE RENDERS

INTERACTIVE 3D

MOTION DESIGN

ANIMATION

WEB & LANDING

07 / HOW WE WORK

01

Discovery

We start by listening. Understanding the project, the context, the constraints.

02

Gap Analysis

We identify what the project needs beyond the core team's knowledge or capacity.

03

Proposal

Scope, timeline, deliverables, and financial planning, all tailored to your project.

04

Team Assembly

If the project requires it, we bring in extra members under our direction.

05

Kickoff

Team aligned, objectives set, timeline locked. You get access to your own portal, a dedicated communication channel, and our collaboration guides.

06

Execution

We manage quality, timeline, and communication through to conclusion.

08 / WAYS TO ENGAGE

01

Discovery.

Not sure what you need? We start with a short, paid discovery phase — define the scope, map the path, then decide together whether to proceed.

02

Project Based.

Clear brief, defined deliverables, milestone-based. We agree on scope upfront and deliver on schedule.

03

Ongoing Partnership.

Monthly retainer for teams that need a dedicated creative partner.

Priority scheduling, strategic input, reduced rates.



ARCHITECTURE — MIXED USE

East Gateway Complex

An urban anchor in Al Sherouk, Cairo. Designed around clarity of circulation, fluid architecture, and well-crafted open spaces.

LOCATION

Al Sherouk · Cairo

YEAR

2025

SCOPE

Architecture Design Concept

CLIENT

Confidential

ARCHITECTURE — RESIDENTIAL

Private Residence

A private residence in Conakry, Guinea — architecture design from concept through construction documentation.



LOCATION
Conakry · Guinea

YEAR
2025 – 2026

- SCOPE
- ◆ Architecture
 - ◆ Visualization
 - ◆ Construction Documents

CLIENT
Private



BRAND & GRAPHIC — PACKAGING

Dan Goldin's Playing Cards

Premium playing card packaging design for a US-based collector brand — concept, 3D visualization, and print-ready production files.

LOCATION

USA

YEAR

2025

SCOPE

Packaging Design

CLIENT

Dan Goldin

INTERIOR — RESIDENTIAL

Private Chalet

A holiday home in Jefaira, Ras Al Hikma — light timber, soft whites, woven details, and sea-inspired tones. Arched niches and tactile finishes anchor the interior with warmth.



LOCATION
Jefaira – Ra's Alhikma – Egypt

YEAR
2025 – 2026

- SCOPE
- ◆ Concept
 - ◆ 3D Visualization
 - ◆ Landscape

CLIENT
Private



BRAND & GRAPHIC — PACKAGING

Dried Plums Packaging

Pouch packaging design for a UK-based dried fruit brand — from concept through 3D visualization and print-ready production files.

LOCATION
London, UK

YEAR
2025

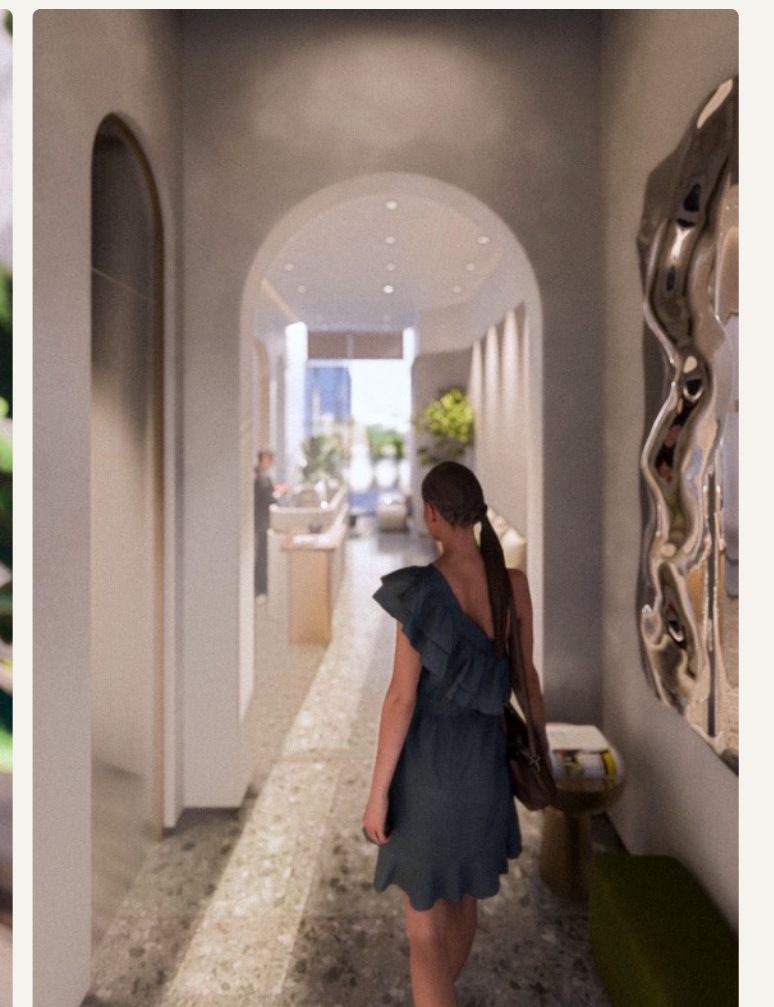
SCOPE
Packaging Design

CLIENT
Fudbroker Inc.

INTERIOR — MEDICAL

Flourish Nutrition Clinic

A nutrition clinic interior balancing clinical function with warmth — designed to put patients at ease while supporting efficient medical workflows.



LOCATION
Cairo - Egypt

YEAR
2025

SCOPE
◆ Concept
◆ 3D Visualization

CLIENT
Confidential



DIGITAL & INTERACTIVE — 3D PRODUCT VISUALIZATION

Brehd

Photorealistic and physically accurate e-commerce visuals for a luxury home fragrance line — 3D product rendering with lifestyle compositions and consistent brand presentation across all SKUs.

LOCATION

USA

YEAR

2025

SCOPE

3D E-Commerce Visualization

CLIENT

Brehd

DIGITAL & INTERACTIVE — WEB DESIGN

Landing Page Design

A responsive, bilingual landing page design for Seqposure — extending the brand identity into a digital experience.

LOCATION

Dubai, UAE

YEAR

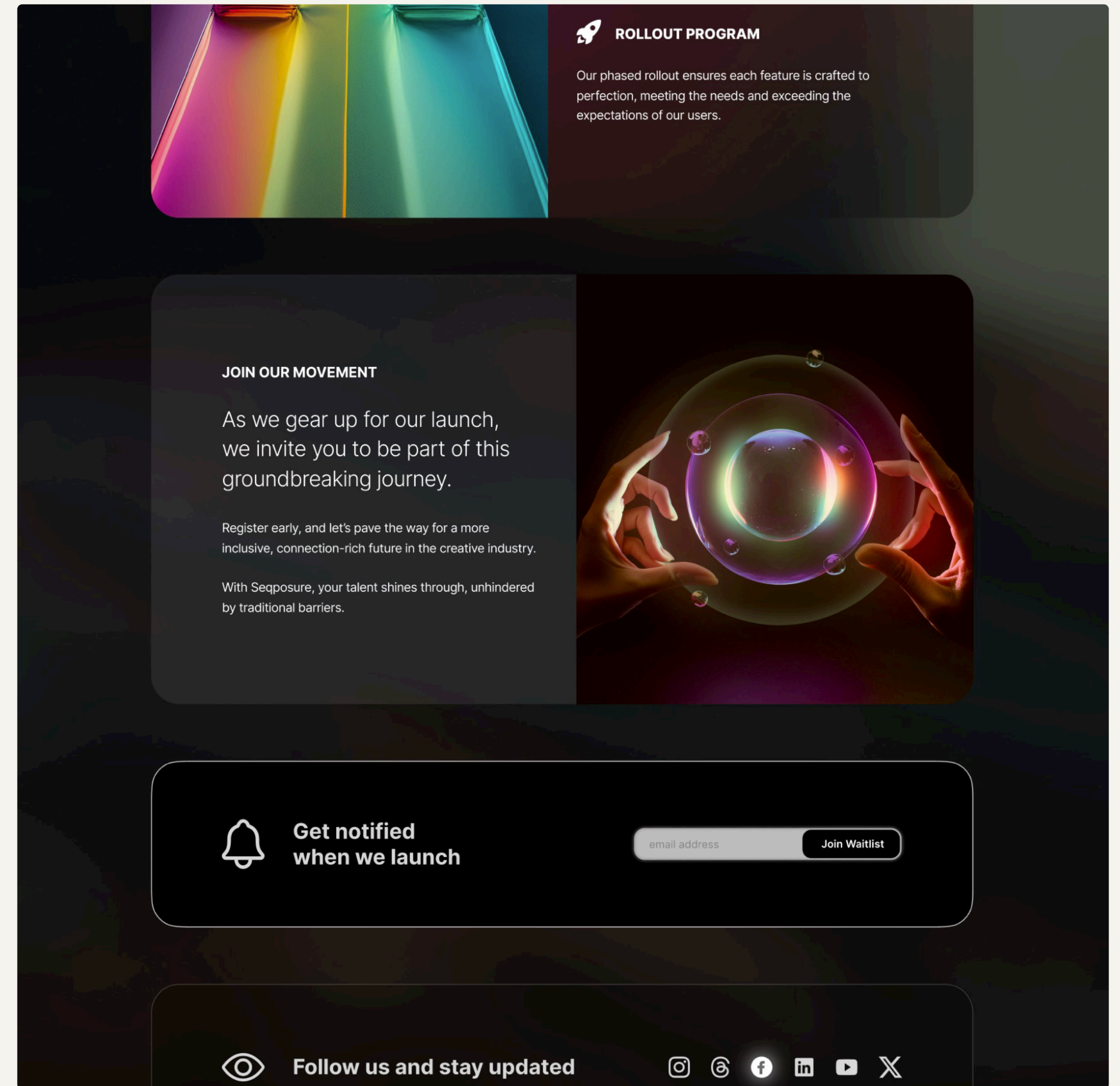
2025

SCOPE

Web UI Design

CLIENT

Seqposure



10 / SOCIAL PROOF

Upwork Stats

100% JOB SUCCESS

TOP RATED PLUS

Architecture track record

20+ architecture and interior projects across residential, commercial, medical, hospitality, and mixed-use — including work with ARQA Development, NILE Development, and Empire K

Testimonials

“Ahmed has the brain of an engineer, the hands of an artist and a heart obsessed with brand and user experience.”

— Hussein Mohieldin, CEO at RTG

“To whoever is reading this, please don't hesitate to work with Ahmed! If you're looking for creativity, professionalism and support, He's your guy for sure!”

— Upwork client

“He is one of the most detail-oriented creatives I've collaborated with. What he delivers is true visual storytelling.”

— Reem Adel

11 / CREDENTIALS

Top Rated Plus on Upwork

(100% Job Success across 30+ projects)

20+ projects (Rana Saleh)

With ARQA Development, NILE Development, and Empire K

Previously (Ahmed Aladawy)

VP Design at Mazadat, Co-founder at Robusta Studio (7 yrs), UX Consultant at ITWORX Education

Previously (Rana Saleh)

Senior Architect & Technical Project Coordinator at Artline Group, 5.5 years

Tax Registration (Rana Saleh)

for architectural projects

773987851

— LET'S BEGIN WITH A QUESTION.

Say *hello.*

GENERAL INQUIRIES

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LINKEDIN

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