SELECTED WORKS

2021/2026

Portfolio

LISA FELLOUS

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W / P

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01

Print & Branding

PRINT & BRANDING

Parkinvolt

Project Goal

Create a strong, modern brand identity for a French EV charging infrastructure company.

Summary

Logo and full visual identity design for a charging station operator focused on innovation and energy efficiency.

Details

The logo was built around a powerful and recognizable symbol, integrating a lightning flash into the letter “P” to express speed and energy.
The geographic dot reinforces the idea of location-based infrastructure and smart mobility, creating a bold, scalable identity.

APPLIED SKILLS	MADE WITH	CLIENT:
Logo Design, Branding design, Brand identity, Ai	Illustrator, photoshop, indesign	Jonathan Berreby

The identity was designed to be instantly recognizable in public spaces such as parking lots and urban environments.
High contrast, strong shapes, and simple geometry ensure visibility and scalability across physical and digital supports.

The branding system was built to support future extensions, including signage, charging stations, mobile apps, and dashboards.
Every element reinforces trust, technology, and reliability in the growing EV market.

Orthotreat

Project Goal

Create a credible and innovative brand for a medical startup specializing in bone reconstruction.

Summary

Logo, website, and complete presentation decks for an Israeli health-tech startup.

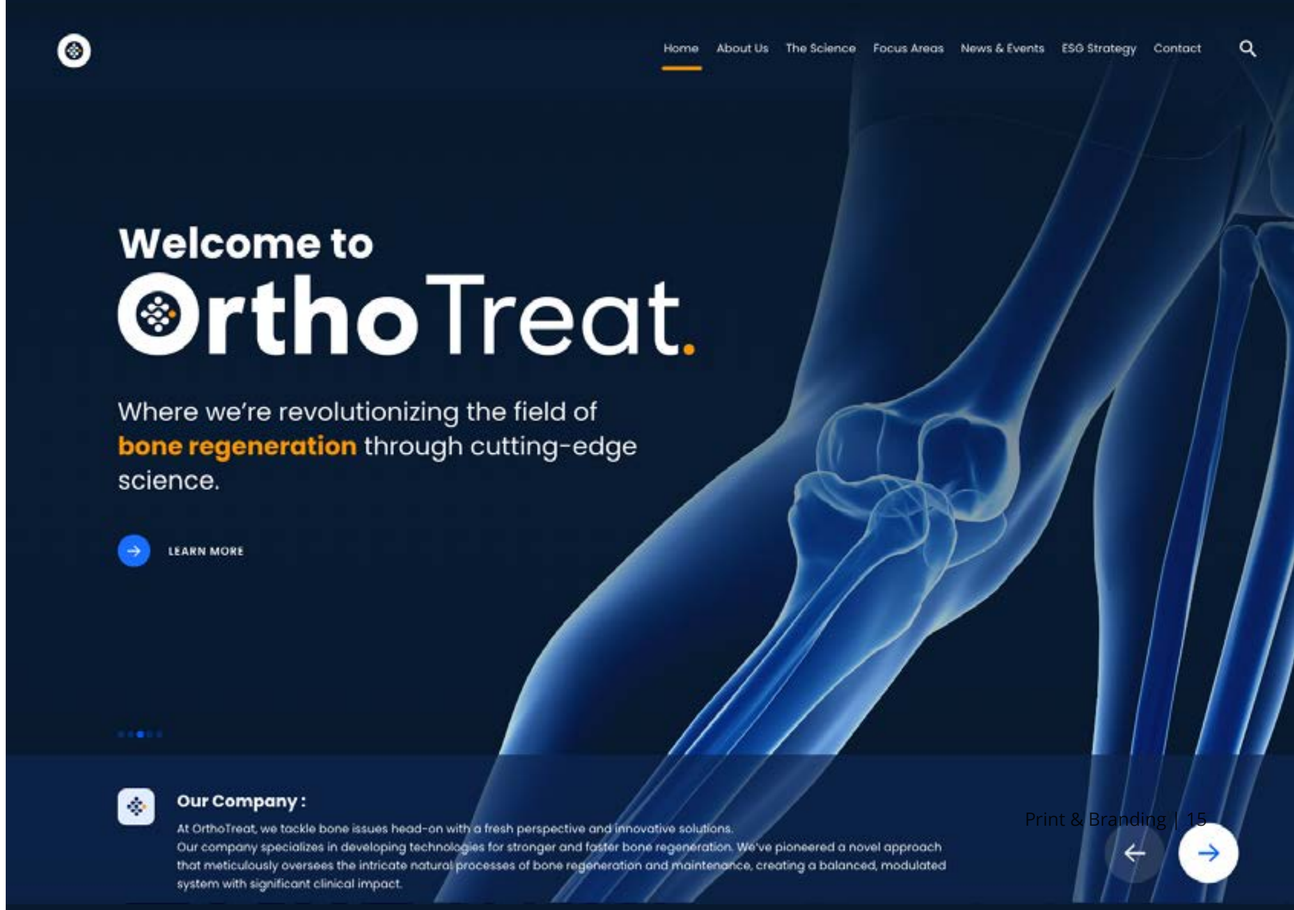
Details

The logo design combines structure, precision, and innovation to reflect advanced medical technology.
I also designed the website and investor decks to ensure a coherent, professional, and science-driven brand presence.

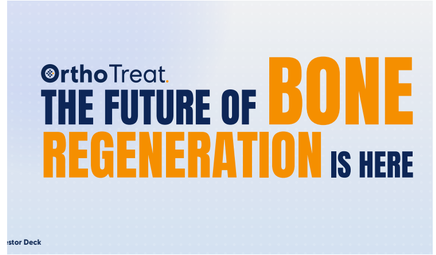
CLIENT:
Saar Meiron

APPLIED SKILLS
Logo Design, Branding design,
Brand identity, Webdesign

MADE WITH
Illustrator, Photoshop, XD, Figma
Indesign, Canva, PowerPoint



The visual identity was carefully designed to meet medical and scientific standards while remaining innovative.
Clean lines and structured forms help communicate precision and technological expertise.



E-commerce Academie

Project Goal

Build a modern and trustworthy brand for an educational platform dedicated to entrepreneurs.

Summary

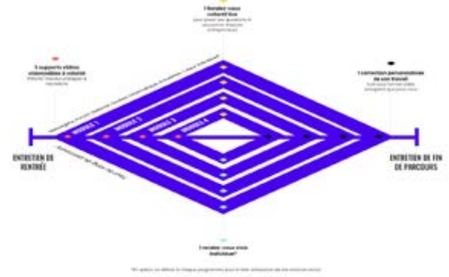
Full branding and visual identity for a training academy focused on self-employed professionals and CPF-certified programs.

Details

The identity was designed to feel professional, dynamic, and accessible, reflecting both education and business growth.
A clean and contemporary visual language was used to position the academy as a credible and forward-thinking learning platform.

APPLIED SKILLS	MADE WITH	CLIENT:
Logo Design, Branding design, Brand identity, Web design	Illustrator, photoshop, indesign	RORAJY

The branding aims to inspire confidence while remaining approachable for first-time entrepreneurs.
Visual consistency helps reinforce the academy's credibility in a competitive education market.



02

Ui &
Ux Webdesign

Ui&Ux Webdesign

Ui & Ux Webdesign | 02

BitsDuJour

Project Goal

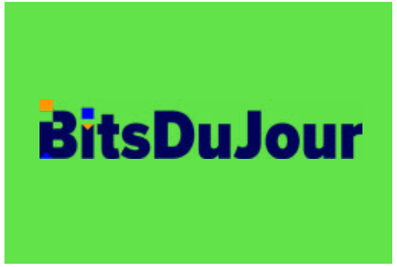
Modernize the brand and improve usability across multiple digital platforms.

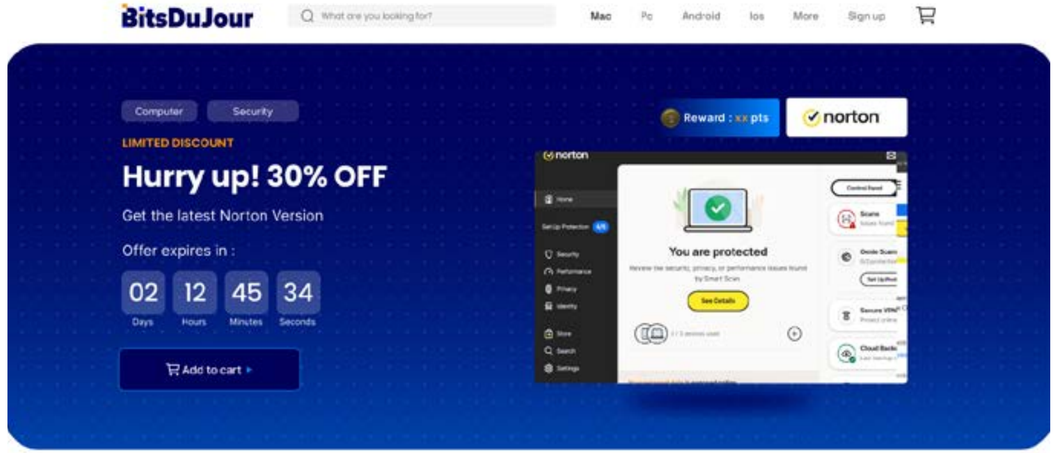
Summary

Logo redesign and UX/UI overhaul for a software download and trading platform.

Details

The project included a full logo refresh to modernize the brand while maintaining recognition.
User, provider, and affiliate platforms were redesigned to improve clarity, navigation, and overall user experience.





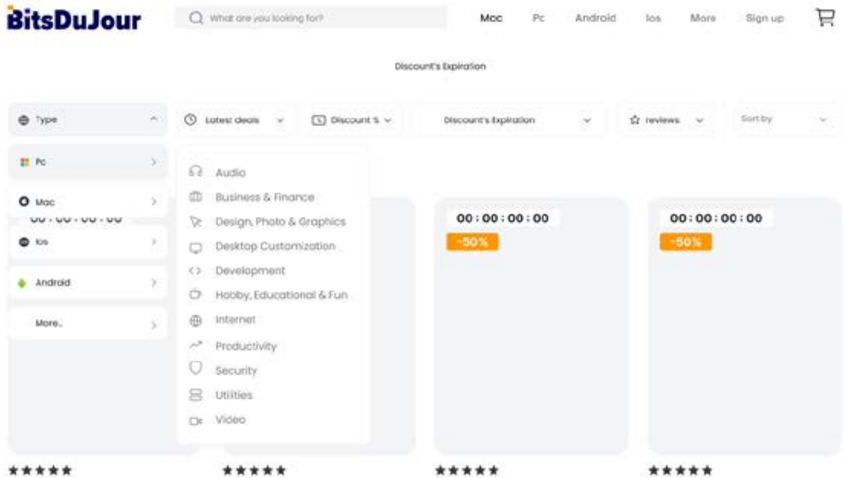
This week discounts

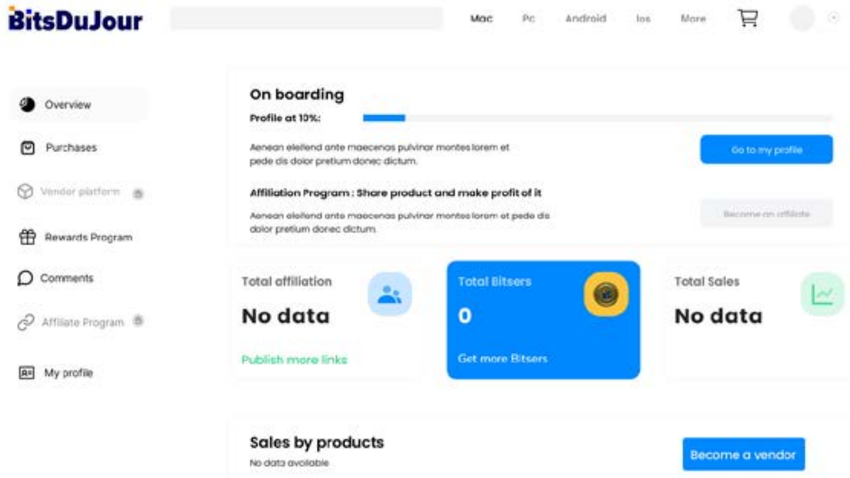
View All Products

APPLIED SKILLS	MADE WITH	CLIENT:
Logo Design, Branding design, Brand identity, Web design	Illustrator, Photoshop, Figma Indesign, Adobe Dimension	Abe Soussan

The redesign focused on improving user trust and navigation within a complex digital ecosystem. Each interface was simplified to make software access and trading processes more intuitive.

Special care was taken to differentiate user roles while maintaining a unified brand experience. The result is a scalable platform designed for performance and long-term growth.





Masternails

Project Goal

Create a user-friendly platform connecting nail artists and clients through geolocation.

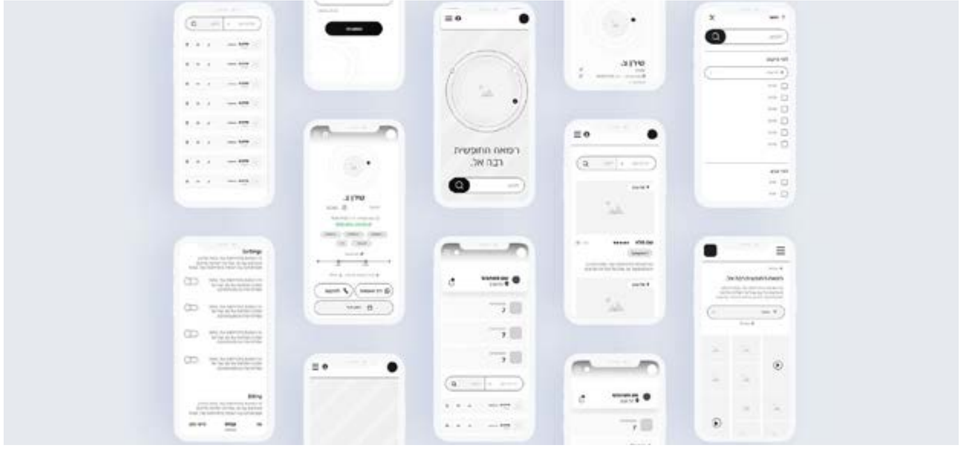
Summary

Branding and platform design for an Israeli beauty-tech startup.

MasterNail

Details

The project included the design of both user and provider interfaces with a strong focus on clarity and usability.
The visual identity was crafted to feel modern, feminine, and tech-oriented while remaining accessible.



CLIENT:
Roy Friedman

APPLIED SKILLS
Logo Design, Interface design, Web design, Ui/Ux

MADE WITH
Illustrator, XD

Ui & Ux Webdesign | 02

03

Gaming HUD

Gaming HUD

Gaming HUD| 03

Oxya Origins

Project Goal

Support the long-term growth of a French NFT startup from concept to market maturity.

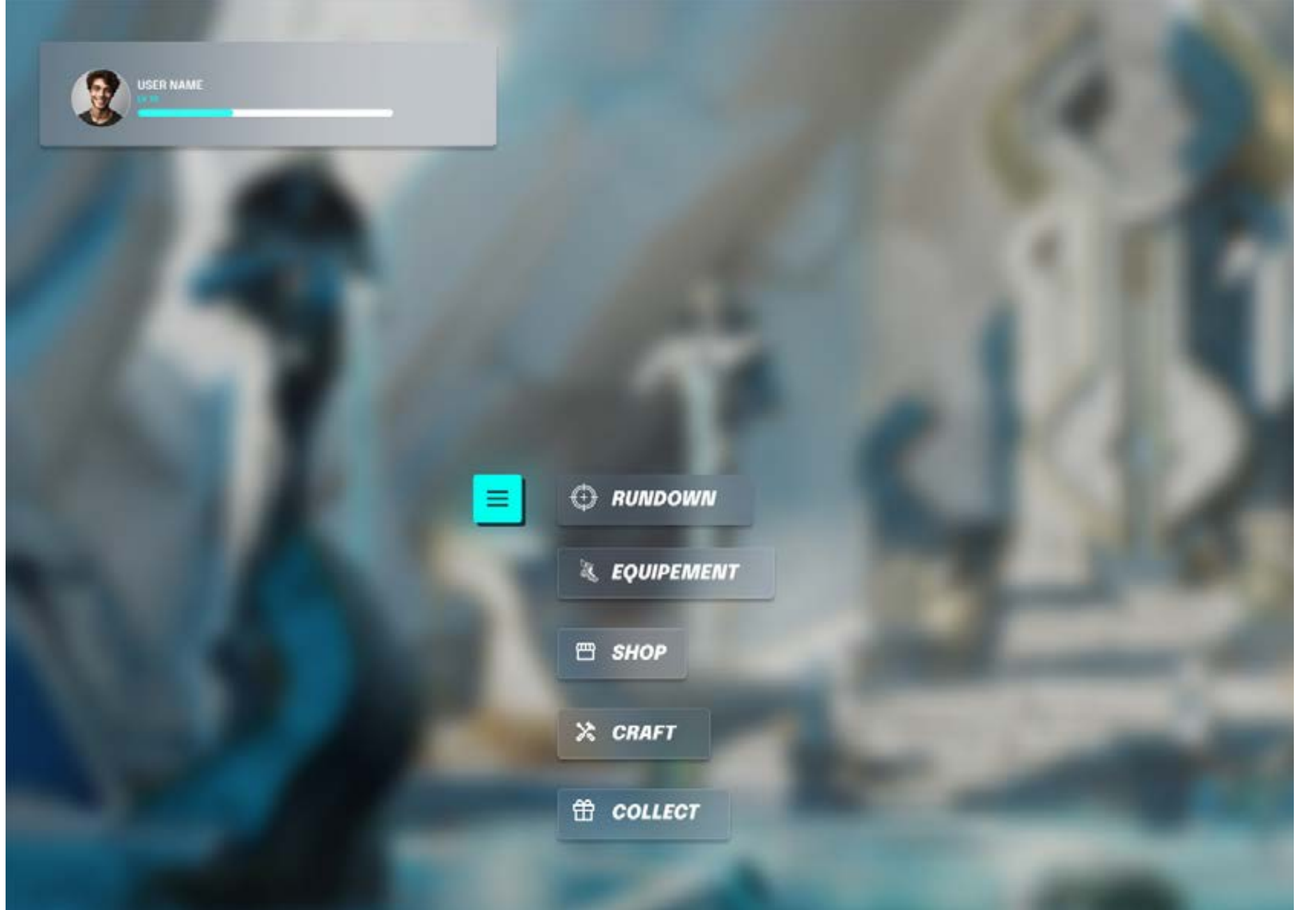
Summary

Branding, platforms, and marketing design for a blockchain and NFT ecosystem.

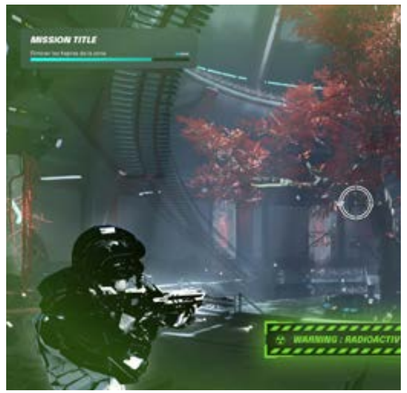
Details

I've been involved since the creation of the very first logo, shaping the brand's visual direction from day one. My work includes websites, trading and gaming platforms, and all marketing visuals since the company's launch.

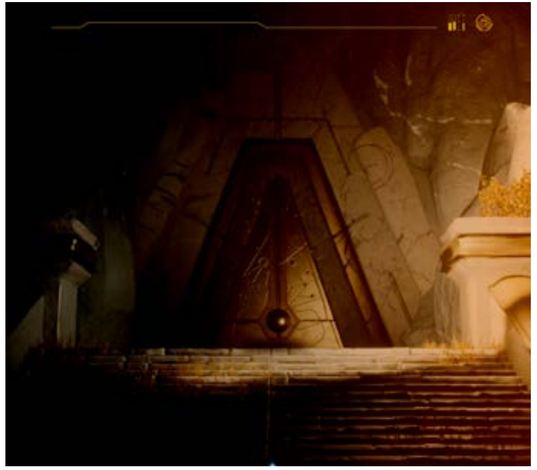
APPLIED SKILLS	MADE WITH	CLIENT:
Logo Design, Branding design, Brand identity, Web design, HUD	Illustrator, Photoshop, Figma Indesign,	Greg Ben



Being involved from the very beginning allowed me to shape a consistent and evolving brand vision.
The identity grew alongside the product, adapting to new platforms and technologies.



My role covered both strategic and creative aspects, ensuring alignment between branding and user experience. This long-term collaboration helped build a strong and recognizable presence in the NFT space.



04

Packing/Product Design

Packing/Product

Packaging| 04

Keraneo

Project Goal

Build a premium cosmetic brand with strong visual consistency across products and digital channels.

Summary

Art direction, branding, packaging, and digital content for a French haircare brand.

Details

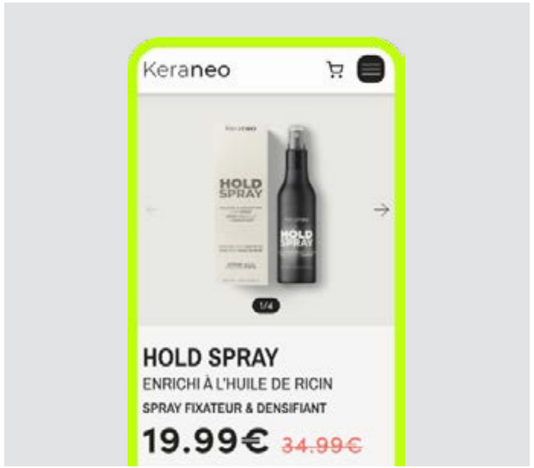
I designed the full graphic charter, packaging, product visuals, and website.
I also directed promotional videos for TikTok and Instagram, created HD product renderings, and produced simple 3D files.

APPLIED SKILLS	MADE WITH	CLIENT:
Logo Design, Branding design, Brand identity, Web design, 3d Rendering	Illustrator, Photoshop, Figma Indesign, Adobe Dimension	Jerone & Sasha

Kėraneo

Fibres capillaires densifiantes

The art direction emphasizes premium quality, confidence, and product effectiveness. Visual consistency was maintained across packaging, digital assets, and promotional content.



3D renderings allowed for realistic product previews before manufacturing. This approach improved marketing efficiency and reduced production iterations.

Stand Ramadan

Project Goal

Design immersive retail experiences for Ramadan-themed product activations.

Summary

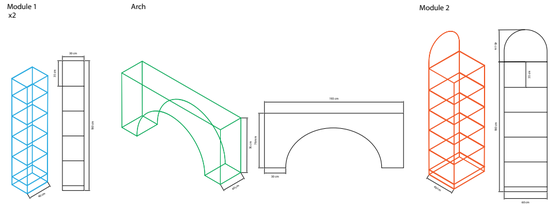
3D stand design for food, beverages, and decorative products in major French retailers.

CLIENT:
Confidential

APPLIED SKILLS
Rebdering, illustration

MADE WITH
Illustrator, 3d, Adobe Dimension

Small



Details

The project focused on creating visually impactful stands aligned with cultural aesthetics.
All designs were developed in 3D to ensure realistic rendering and efficient in-store deployment.

Product & Packaging | 04

Carbidiol

Project Goal

Create a clean and reassuring brand for CBD-based cosmetic products.

Summary

Brand identity, packaging, website, and social media art direction for a French cosmetic company.

Details

The visual identity was designed to balance natural ingredients with a modern, premium feel.
I also handled the art direction and design of all Instagram content to ensure brand consistency.

APPLIED SKILLS	MADE WITH	CLIENT:
Logo Design, Branding design, Brand identity, Web design, Mock-up Design	Illustratot, photoshop, XD, Canva	David Behar

The brand identity was built to reassure users through softness, balance, and clarity. Design choices reflect transparency and trust in CBD-based cosmetic products.

Social media visuals were designed to be clean, cohesive, and instantly recognizable. This ensured a strong and consistent brand presence across all digital channels.

05

More Logos

More Logos

More Logos| 05

Logos are where strategy and creativity meet. I see logo design as the foundation of any strong brand — a symbol that must be simple, meaningful, and timeless.

I'm passionate about translating a company's vision, values, and ambition into a single, powerful visual mark that can live and evolve across every touchpoint.

More Logos| 05

More Logos| 05

Hello, I'm Lisa Fellous

The Collab'z
by Lisa Fellous

Get in touch.

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My Portfolio

Design that looks good is nice.
Design that works is better.

About me

Creative and detail-oriented Graphic Designer & Art Director with 8+ years of experience, specializing in branding, visual identity, UI/UX interfaces, and marketing assets for digital and print.

I help brands look sharp, consistent, and memorable — combining strategy, aesthetics, and usability. Remote work isn't a limitation for me, it's my natural habitat.