

Portfolio 2026 · Cairo, Egypt

# MAZEN COSTA

Founder & CEO of Costa Studio. One person. Not an agency.  
Brand identity, websites, content and AI, built as one system.



# STARTED WITH PHOTOSHOP AT 14

I started learning Photoshop and Illustrator when I was 14 — it wasn't a passing hobby, it was the first thing I actually took seriously. Not long after, I taught myself to code and moved into building websites and apps, and spent years freelancing across both — design and development, side by side, never one far from the other.

That's when I decided to turn Costa Studio into a real company — not just to sell design, but to hand these systems to people and solve their problems, from the identity to the website to the marketing, all inside one professional automation system that runs in your place — instead of chasing four or five different people, there's one system, and one person running it. I've actually run these systems on real brands, and tested them before offering them to anyone else.

10+

years design &amp; code

2

years in AI

20+

AI tools in use

8

real projects



## Skills

## EVERY SKILL FROM THE SAME PERSON

## BRAND IDENTITY &amp; DESIGN

10+ years

Full identity from zero to brand guide — logos, colour and type systems, character design, motion, and 3D.

Photoshop

Illustrator

Brand Systems

Character Design

Motion

3D

## AI &amp; CONTENT GENERATION

2 years specialised

Directing models with real style and character consistency — stills, video, and shot-by-shot sequences.

Midjourney

Flux Kontext

Kling

Seedance

Nano Banana

Higgsfield

## CODE &amp; WEB DEVELOPMENT

Advanced

Complete websites built from scratch without templates — admin panels, landing pages, and AI interfaces.

JavaScript

HTML / CSS

Python

Admin Panels

AI Interfaces

## AUTOMATION &amp; AI SYSTEMS

Systems in production

Bots and systems that run on their own — intake, processing, automatic replies. Live systems, not slide decks.

n8n

OpenRouter

Gemini API

AI Agents

Chatbots

## MARKETING &amp; OFFER DESIGN

Applied, not theoretical

Offers and copy built on proven frameworks — what makes a client buy, and what makes them walk away.

Offer Design

Conversion Copy

Positioning

Funnels



# SEVEN SERVICES. **FOUR STEPS.**

Brand identity

Social media content

Reels & video

Websites

Software development

AI files & agents

Digital marketing

1

## TALK TO ME

Tell me your idea and your goal.

2

## DEFINE THE VISION

Market analysis and a clear strategy.

3

## DESIGN & BUILD

With the latest tools and techniques.

4

## DELIVERY & SUPPORT

Full delivery and an AI agent that keeps producing.

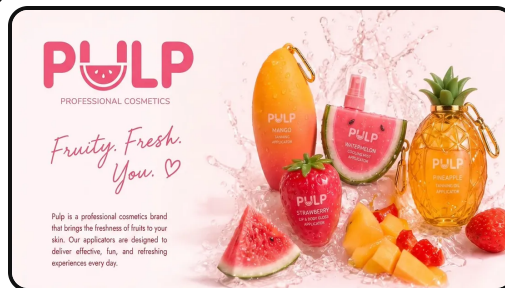
The easy first step: a 10-minute project brief that replaces an intro call.



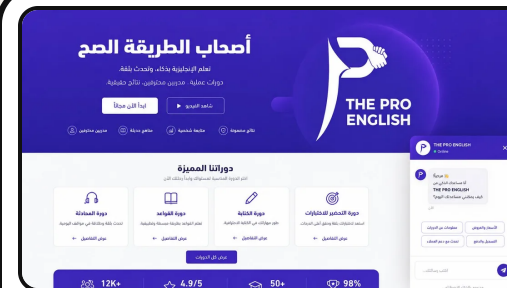
# 8 REAL PROJECTS



**01 DURHAM**  
Streetwear brand



**02 PULP**  
Cosmetics



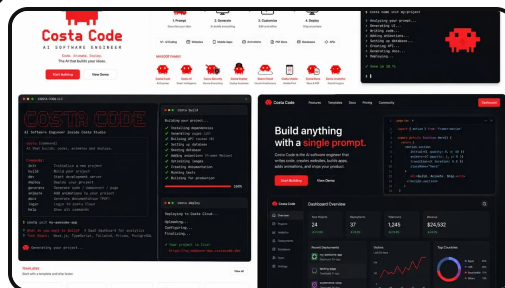
**03 THE PRO ENGLISH**  
Courses platform



**04 CSTA**  
Beverages · Cairo



**05 FARIDA FURNITURE**  
Luxury furniture



**06 COSTA CODE**  
Own product · Dev AI



**07 COSTA STUDIO AI**  
Own product · AI studio



**08 COSTA STUDIO**  
The studio itself

Project 01 · Streetwear brand

# DURHAM

"Nothing Extra." — a minimal black & white brand identity, a full e-commerce website, and premium social media posts for an Egyptian streetwear label, from the logo to the checkout page.

CLIENT

DURHAM

INDUSTRY

Fashion — Streetwear

SERVICE

Identity + Website + Social

YEAR

2026

DURHAM

DURHAM



# WHAT WAS DELIVERED



Full logo and brand identity

A minimal color palette (black & white)

Product hang tag design

Mailer bag design

Inner fabric label

A full product catalog

A complete e-commerce website (shop + cart + checkout)

Responsive design for every device

Premium social media posts

A fully documented brand identity guide

Project 02 · Cosmetics

# PULP

"Fresh Fruit Beauty" — a fun, premium brand identity for a fruit-inspired beauty brand, from the logo to the last social media post.

CLIENT

PULP

INDUSTRY

Cosmetics — Beauty

SERVICE

Identity + Products + Ads + Social

YEAR

2026



# WHAT WAS DELIVERED



Full logo and brand identity

A brand guide (colors + typography + icons + pattern)

Fruit-shaped product packaging design

Packaging and box design for every product

An ad campaign for every product in the lineup

A complete social media and lookbook content system

Identity applications (bags, business cards, store)

Merchandise design (t-shirts and sets)

Project 03 · Courses platform

# THE PRO ENGLISH

"The right method people" — a complete system for an English-courses platform, from the first pixel of the logo to the last reel on social media.

**CLIENT**

The Pro English

**INDUSTRY**

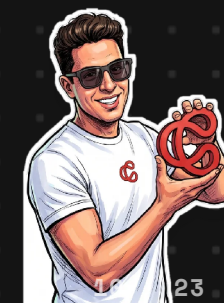
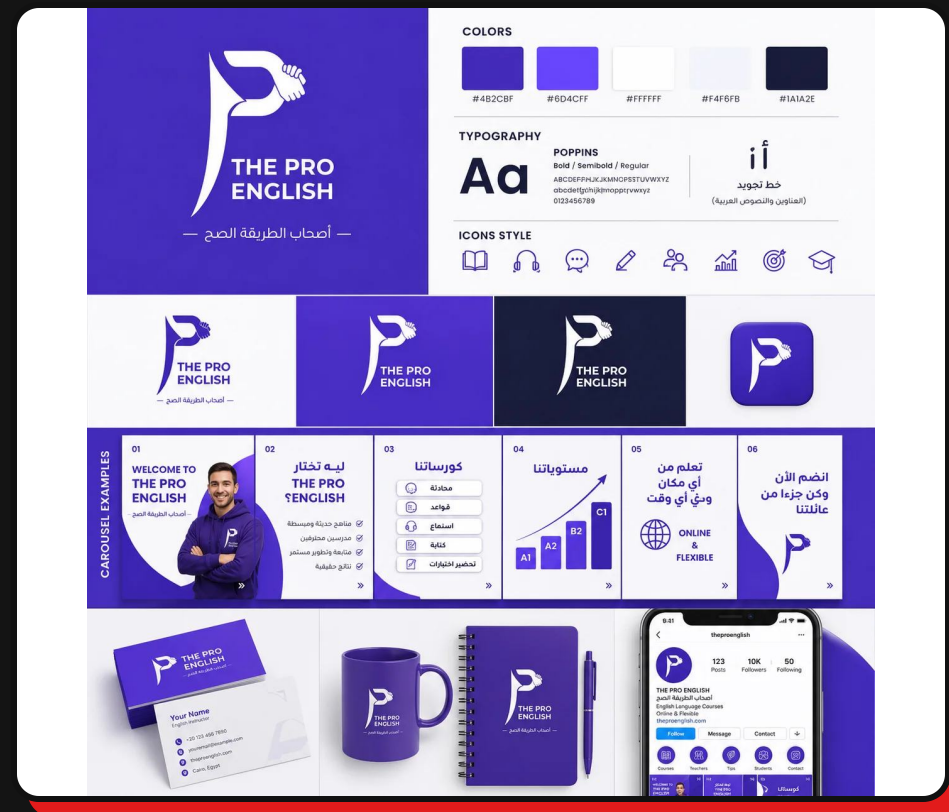
English Language Education

**SERVICE**

Identity + Website + App + AI Content

**YEAR**

2026



03 - THE PRO ENGLISH

# WHAT WAS DELIVERED



Full logo and brand identity

A brand guide (colors + typography + icons)

App icon

Website design

Mobile app design

An Instagram carousel system (8 slides)

A Facebook post system (5 types)

A brand character for video

A complete Reels video workflow

Identity applications (business cards, print)

Project 04 · Beverages · Cairo

# CSTA

"Your Face. Your Drink. Your Can." — a Cairo beverage brand where the customer scans the QR on their cup, uploads a photo, and gets their own cartoon character printed on every future drink, forever.

CLIENT

CSTA

INDUSTRY

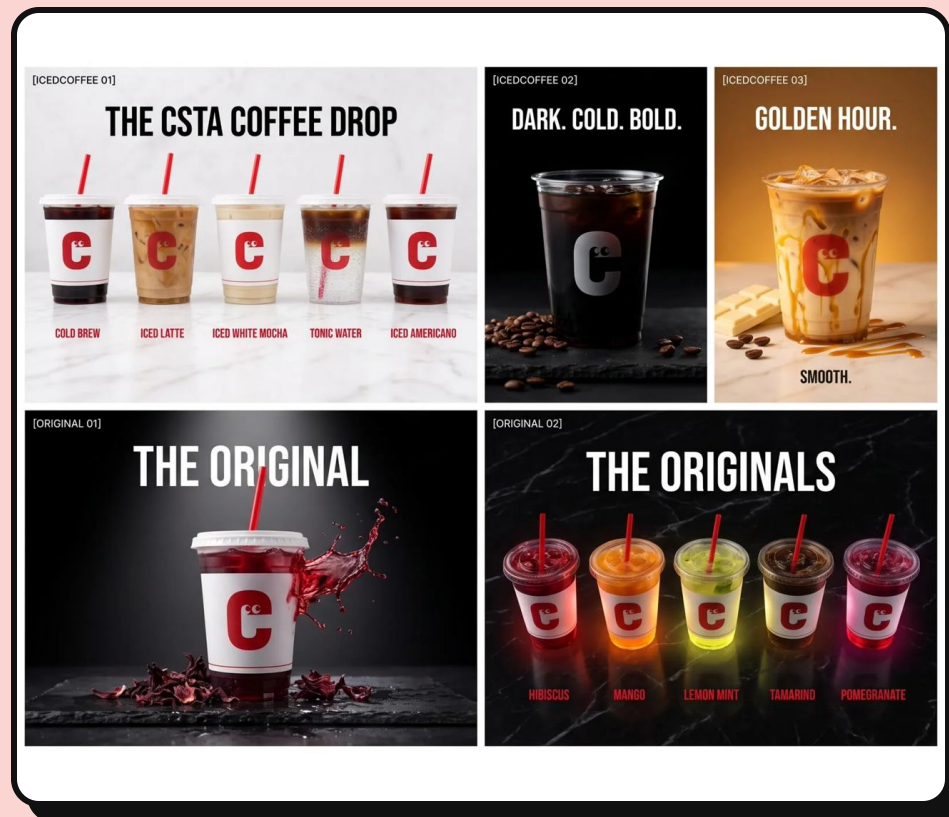
Beverages — Cairo, Egypt

SERVICE

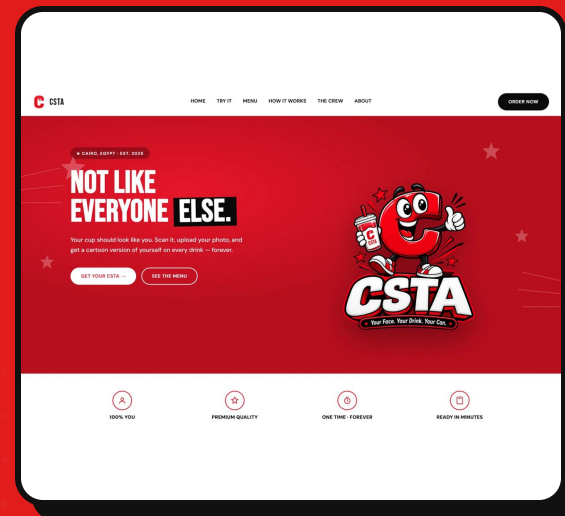
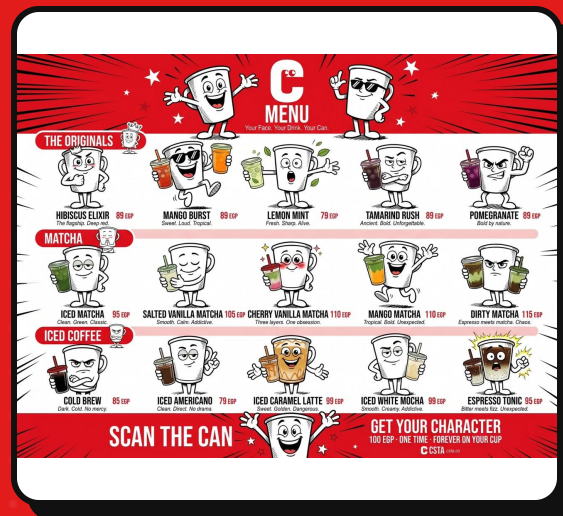
Identity + Packaging + Website

YEAR

2026



# WHAT WAS DELIVERED



Full logo and brand identity

A brand guide (colors + typography + character system)

Can and cup packaging design

A full 15-drink menu design

A working website with a live personalization feature

Instagram carousel campaign design

Merchandise design (t-shirts, caps)

Responsive design for every device

Project 05 · Luxury furniture

# FARIDA FURNITURE

"Designed with passion, to be lived forever." — from an unbranded personal Instagram account for furniture restoration, to a premium furniture brand with a full identity and a real e-commerce website.

CLIENT

FARIDA FURNITURE

INDUSTRY

Luxury Furniture & Restoration

SERVICE

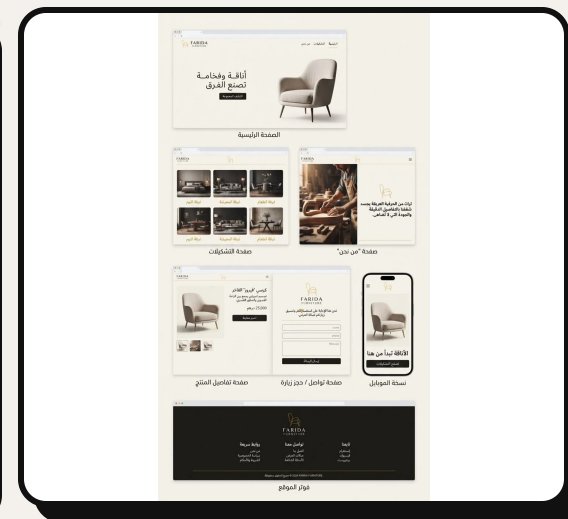
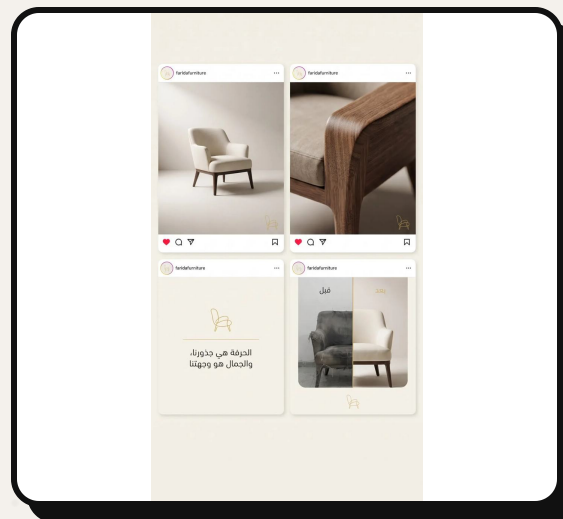
Brand Identity + Website

YEAR

2026



# WHAT WAS DELIVERED



**Full logo and brand identity**

**A brand guide (colors + typography + logo system)**

**Business card design**

**A complete e-commerce website**

**Responsive design for every device**

**A brand photography direction**

**A redesigned Instagram account**

**Brand philosophy quote cards**

# COSTA CODE

"Code. Animate. Ship." — not a client project — this is a product Costa Studio built for itself, from scratch: a complete brand identity, a real working CLI tool, a full web app, motion graphics, and full documentation in Arabic and English — an AI system that writes code, builds websites, and ships products from a single prompt.

## CLIENT

In-house product — Costa Studio

## INDUSTRY

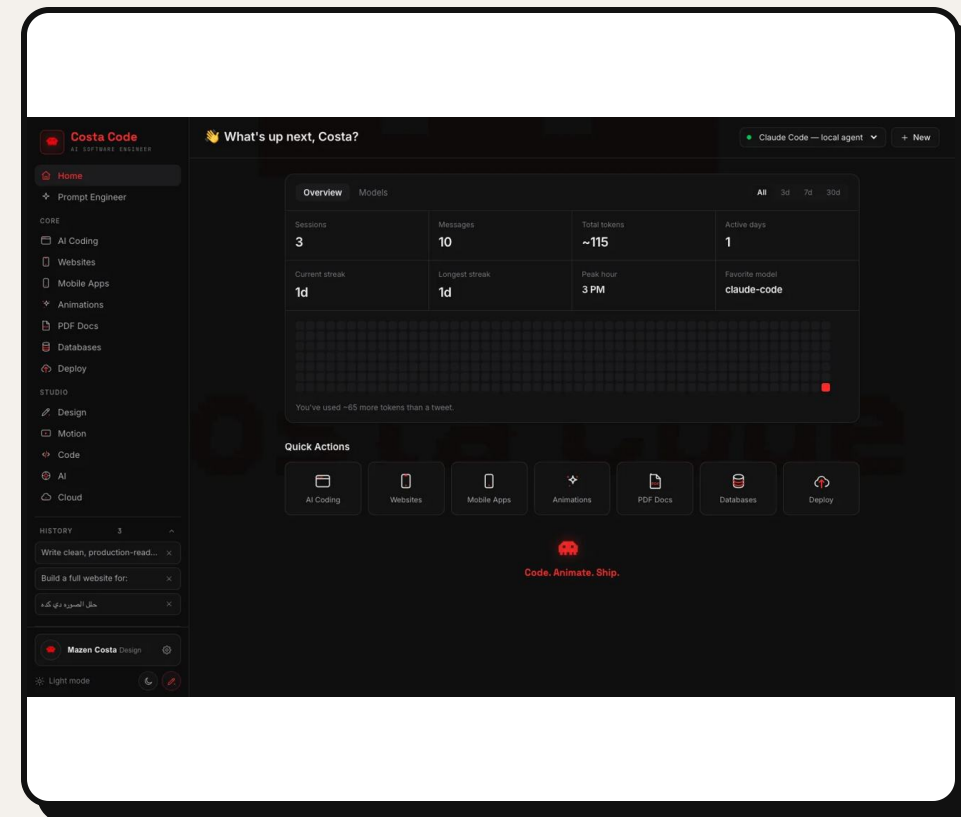
أدوات مطورين — Developer AI

## SERVICE

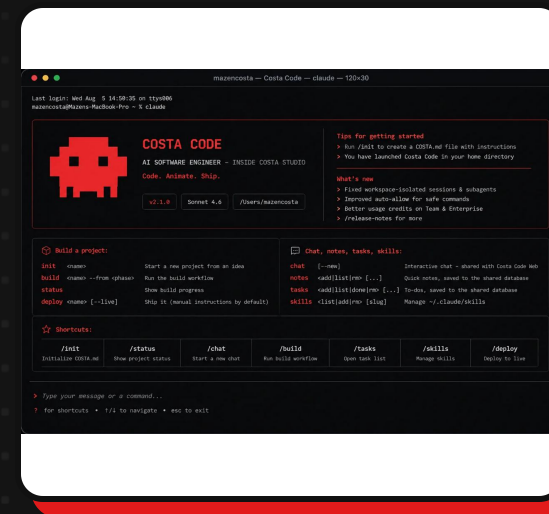
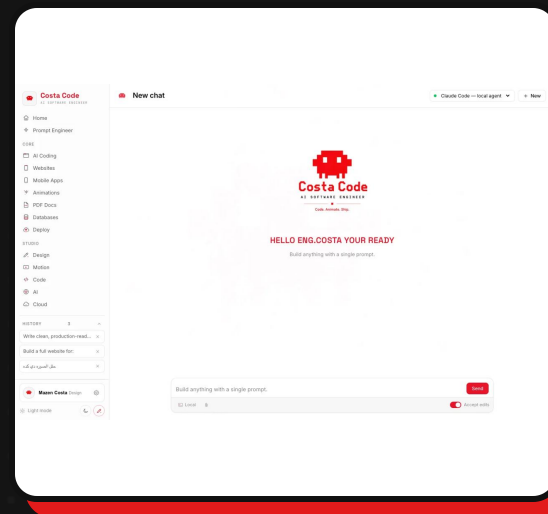
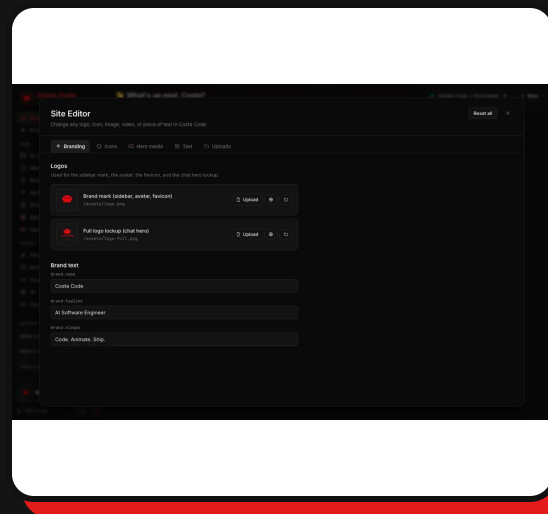
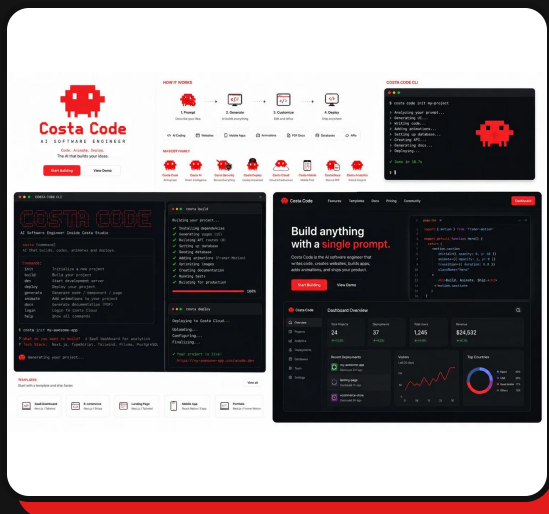
Identity + CLI + Web + Motion + Docs

## YEAR

2026



# WHAT WAS DELIVERED



A complete brand identity (logo + mascot + light/dark system)

A real CLI tool (costa + costa-build)

A full web app connected to 4 AI models

A live usage dashboard (Analytics)

A Site Editor system to edit the identity from within

A shared database between the CLI and the web app

Motion graphic videos for the logo

4 PDF documentation files in Arabic/English

Project 07 - Own product - AI studio

# COSTA STUDIO AI

A full AI studio in one place: one account, one balance, an Arabic interface — images, video, cinema, audio, avatars and code, with a cost calculator that shows the price before you press generate.

CLIENT

Own product

INDUSTRY

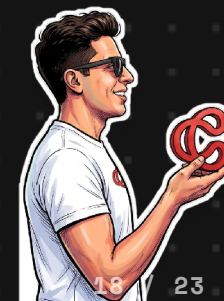
Creative AI

SERVICE

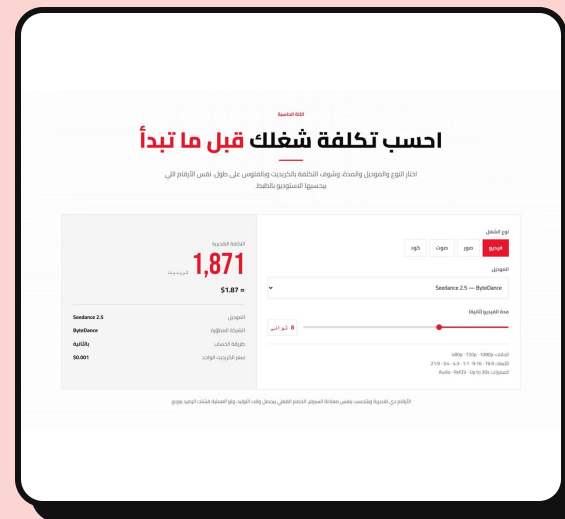
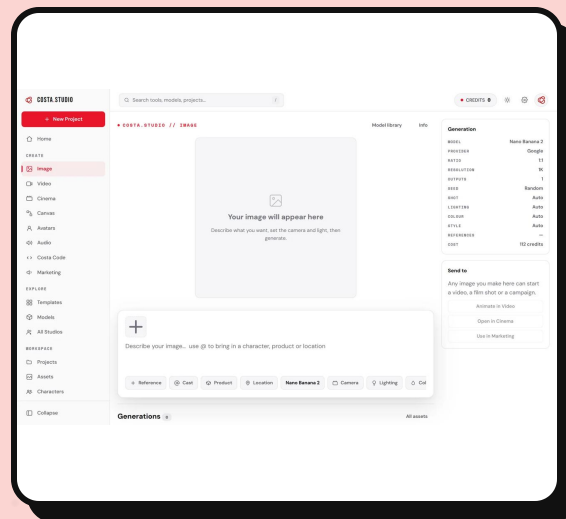
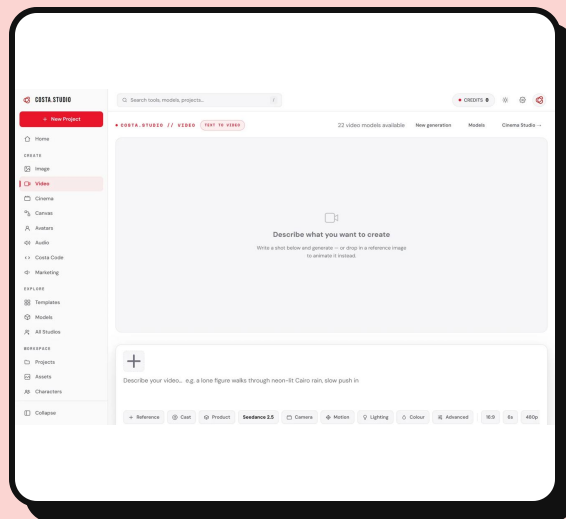
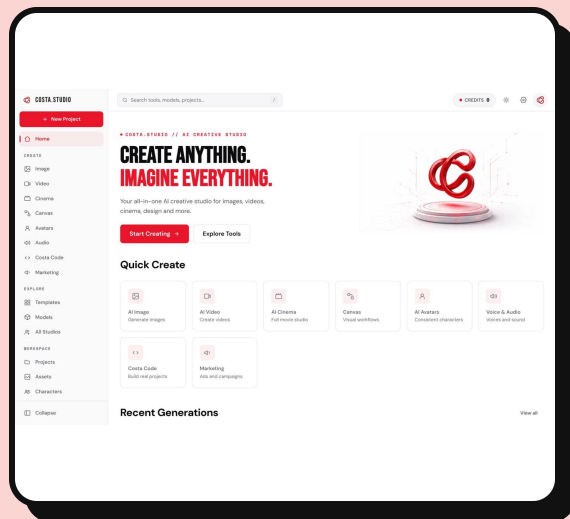
Product design + full-stack build

YEAR

2026



# WHAT WAS DELIVERED



Product design and full interface

8 studios: video, image, cinema, canvas, avatar, audio, code, marketing

Model registry with 60+ models

Credits system and cost calculator

Arabic-first interface

Live demo without an account

Project 08 · The studio itself

# COSTA STUDIO

Not a client project. This is the studio itself: 10 years of design and development, plus 2 years of AI, folded into one system that builds a brand from the logo to the website to the content — and keeps working after delivery.

CLIENT

In-house — Costa Studio

INDUSTRY

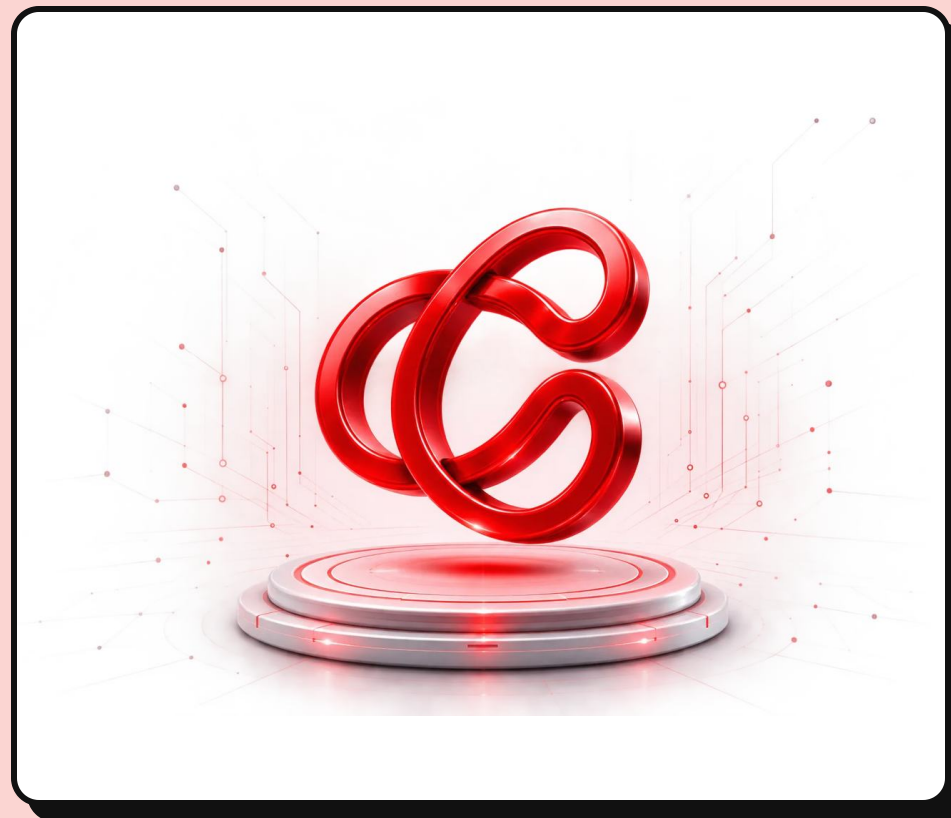
Creative & technology studio

SERVICE

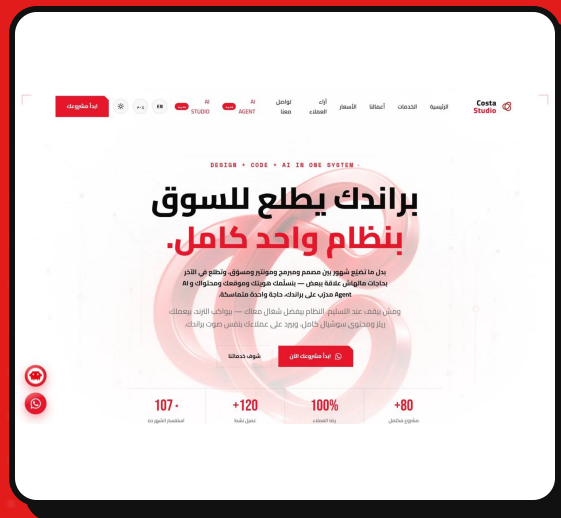
Identity + Website + AI System + Content

YEAR

2026



# WHAT WAS DELIVERED



Packages

# 3 PACKAGES. NO HIDDEN FEES.

## STARTER

**\$120**

Logo, colour & font system, 3 social templates, PNG + SVG.

Most popular

## FULL BRAND SYSTEM

**\$300**

Everything in Starter + brand character, motion logo, full brand guide, 10 social templates. 5 days.

## FULL STUDIO

**\$650+**

Complete identity + website + custom AI system + first-month marketing plan + ongoing support.

One investment, full ownership of every file. Prices are in USD and can be converted to EGP or SAR by payment method.

Contact

# LET'S TURN YOUR BRAND INTO **ONE SYSTEM**

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FACEBOOK

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