



Official Member of IGDS
Iranian Graphic Designers Society
Member of International Council of Design / ico-D



Professional Member of AIGA
American Institute of Graphic Arts



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WORK EXPERIENCE

SANA Shopping Center

Design Director 2022-2025

- . Ideation and design of digital content for the official Instagram page of Sana Shopping Center and its 25 associated brands on a regular and maintenance basis.
- . Concept development and digital content design for the official Instagram page of Sana Shopping Center and its 25 brands during special occasions such as Black Friday, Christmas, Valentine’s Day, and more.
- . Creative ideation and design of printed and physical materials for various campaigns and occasions.
- . Concept development and design of in-mall informational stands and internal communication materials.

INVERSE Online School

Instructor 2021-Now

- . Designed and recorded the following three professional courses for graphic designers and enthusiasts :
 - . Introduction to Brand Corporate Identity
 - . Brand Visual Identity Design
 - . Principles of Icon Design
- . Provided ongoing online support and responded to students’ questions and assignments.

Personal Studio / Freelance

Design Director 2018-Now

- . Concept development and design of visual identities, packaging, in-store advertising, and digital content for 50+ national and international brands.
- . Designed six icon packs on various topics, published on Yellow Images official website.
- . Designed and conducted many online courses and webinars in branding and advertising:
 - POS Material Design online workshop
 - Brand Lingo, [online course on branding and advertising terminology]
 - World advertising agencies [Introducing international ad agencies]
 - AI and brands online webinar
 - Design Pro online course.

Daarvag Advertising

Art Director 2013-2018

- . Led a creative team of graphic designers, photographers, motion graphic artists, 3D artists, and copywriters to develop campaign concepts, proposals, and executions.
- . Conceptualized and designed 360° advertising campaigns, product launch campaigns, and event activations for 200+ national and international brands.
- . Developed brand identities for more than 20 new local brands.
- . Trained 10+ graphic designers to ensure high-quality and accurate print and digital outputs.
- . Designed over 200 creative presentations and proposal decks for both local and international brands.

Daarvag Advertising

Graphic Designer 2010-2013

- . Designed over 100 client presentation decks under the supervision of the Art Director.
- . Created advertising materials such as brochures, catalogs, and informational stands for more than 100 domestic and international brands.
- . Designed digital content, including posts and stories, for 15+ brands.
- . Designed 200+ creative presentations and proposal decks for both national and international brands.

PREVIOUS EXPERIENCE

Sarobon Consulting Engineers

Graphic Designer 2008-2010

Namad Digital

Graphic Designer 2007-2008

SKILLS

Hard Skills:

- . Branding & Identity
- . Design Management
- . Corporate Branding
- . Concept Development
- . Storytelling
- . Adaption Design
- . Campaign 360°Artistic Leadership
- . Event Artistic Leadership
- . Visual Design

Design Skills:

- . Brand Book Design
- . Typography
- . Illustration
- . Presentation design
- . POS Material Design
- . Icon Design

Tools and Software:

- . Adobe Illustrator
- . Adobe Photoshop
- . Adobe Lightroom
- . Adobe XD
- . Adobe After Effects
- . Keynote

Languages:

- . Persian(Native)
- . English(Advanced)
- . Turkish(Advanced)
- . French(Conversational)

EDUCATION

Tehran Art & Architecture University (IAU)

Master of Graphic Design / Visual Communication

TEHRAN, IRAN 2005 - 2011

AWARDS

- . Iran International Design Week IGDS/ 2021
- . Silver Cypress [The Annual Exhibition of selected works of members of Iranian Graphic Designers Association] IGDS/ 2019
- . Silver Cypress [Best CI Design] IGDS/ 2013
- . Felicity International Graphic Competition/ 2009