

Sogol Majidi

Multi-disciplined Design Director

Art Director / Visual Designer

TURKEY / ISTANBUL

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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

WORK EXPERIENCE

SANA Shopping Center

Design Director 2022-Now

- . Led creative direction and digital content ideation for 25 associated brands.
- . Conceptualized and designed digital content for major events: Black Friday, Christmas, Valentine's Day, and more.
- . Designed printed, physical, and POSM materials for multiple campaigns.
- . Designed in-mall informational and promotional stands.
- . Developed creative concepts and delivered 360° campaign ideas.

INVERSE Online School

Instructor 2021-Now

- . Designed and recorded professional courses:

- . Introduction to Brand Corporate Identity
- . Brand Visual Identity Design
- . Principles of Icon Design
- . Supported students through ongoing online mentorship and assignment review.

Personal Studio / Freelance

Design Director 2018-Now

- . Created corporate identities, packaging, in-store branding, and visual systems for 50+ national and international brands.
- . Designed six icon packs published on Yellow Images website
- . Designed and conducted many online courses and webinars in branding and advertising, such as:
 - POSM Design online workshop
 - Brand Lingo, [online course on branding and advertising terminology]
 - World advertising agencies [Introducing world ad agencies]
 - AI and brands online webinar
 - Design Pro online course.

Daarvag Advertising

Art Director 2013-2018

- . Led creative teams of graphic designers, photographers, motion graphic artists, 3D artists, and copywriters to develop campaign concepts, proposals, and executions.
- . Designed 360° campaigns, product launches, and large-scale event activations (200+ projects).
- . Developed brand identities for 20+ new brands.
- . Trained 10+ graphic designers in print and digital workflow.
- . Designed 200+ creative presentations and proposal decks, both national and international brands.

Daarvag Advertising

Graphic Designer 2010-2013

- . Designed 100+ client presentations under senior art direction.
- . Developed brochures, catalogs, and advertising materials.
- . Created digital content for 15+ brands.
- . Designed 50+ creative presentations and proposal decks, both national and international brands.
- . Designed 100+ visual identities, packaging, and retail materials.

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
- . Adaptation Design
- . 360° Campaign Artistic Leadership
- . Event Artistic Leadership
- . Visual Design

Design Skills:

- . Brand Book Design
- . Typography
- . Illustration
- . Presentation Design
- . POSM 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

. Master of Graphic Design / Visual Communication 2011-2013
Art & Architecture University (IAU)-Tehran,Iran

. Bachelor of Graphic Design / Visual Communication 2007-2011
Art & Architecture University (IAU)-Tehran,Iran

AWARDS

- . Iran International Design Week IGDS/ 2021
- . Silver Cypress, Selected Works IGDS/ 2019
- . Silver Cypress [Best CI Design] IGDS/ 2013
- . Felicity International Graphic Competition/ 2009