



Experience

Senior Graphic Designer (remote-freelance) 2024-Present

- Delivering branding, packaging, post-production, and digital media projects with a refined, strategic approach.

Key Achievements: Experienced in adapting graphic design for diverse markets, from fashion and beauty to food and beverage ensuring each project aligns with industry trends and audience expectations.

Pippa of London 2022-2024

Senior Graphic Designer and CGI Artist

UK-based cosmetic brand

- Led cross-border design projects, ensuring campaign alignment with brand goals and international standards.
- Developed CGI artworks and designed light boxes & print media.
- Directed visual production for digital media, collaborating with photographers.

Key Achievement: Implemented CGI techniques to reduce dependency on high-cost photography and enhance visual appeal, aligning imagery with luxury brand standards.

Business box 2021-2022

Senior Graphic Designer

Digital Advertising

- Branding (Havin, Famor) A to Z.
- Simple Motion Graphics (Famor, BoutiqueMoon, 1001 Raah IG).
- Packaging Design (Famor).

Key Achievements: Developed tailored design solutions for each brand, delivering eye-catching packaging concepts with cost-effective production methods and strong client satisfaction.

Lunaci Barcelona 2018-2021

Senior Graphic Designer (Remote-Hybrid)

Cosmetics Import, Spain to Iran

- Content Creation (visuals, storylines, captions, hashtags).
- Print Design – banners and catalogues (Hiland Store).

Key Achievement: Bridged a Spanish brand with the Iranian market by creating visuals that resonated with the local audience and enhanced the brand's connection with the target audience.

Experience

Nikan Asa Persian **2017-2020**
Graphic Designer (Remote-Hybrid)

- 3D Visual and Interior Design (Opal Mall, Sana Mall).
- Advertising Materials – posters, banners.
- Content Production (produced visual content for campaigns and product launches).

Key Achievement: Identified and optimized impactful locations for outdoor advertising, improving visibility in key marketing and design areas.

Vaion **2016-2019**
Graphic Designer

Construction (Such as the Iran Mall Project)

- 3D Visuals and Interior Design.
- Catalogue Design.

Key Achievement: Designed compelling catalogs and interior visuals that showcased project goals effectively to clients and contractors.

Naghsh Tandis Arya Holding **2014-2015**
Graphic Designer

Stationery Manufacturing

- Packaging & Label Design for stationery products.
- Catalogue, Banner & Magazine Ads.

Key Achievement: Acquired first professional experience in packaging and print production, gaining knowledge of market needs, audience targeting, and high-quality printing standards.

Education

2008-2012 **BA** in Graphic Design
TEHRAN ART UNIVERSITY

2013-2015 **MA** in Graphic Design
TEHRAN AZAD UNIVERSITY CENTRAL BRANCH

Certificates

- TAFE Australia-Interior design
- Design for the 21st Century with Don Norman
- Become a UX Designer from Scratch

Languages

English-Intermediate (work-proficient)
 French-Elementary

Skills

ADOBE PHOTOSHOP	Advanced	AUTODESK MAYA	Advanced	WORDPRESS	Intermediate
ADOBE ILLUSTRATOR	Advanced	AUTODESK 3DS MAX	Intermediate		
ADOBE PREMIERE	Intermediate	MIDJOURNEY	Advanced		
ADOBE AFTEREFFECT	Intermediate	OPEN ART AI	Advanced		
ADOBE INDESIGN	Basic	CSS/HTML	Basic		