

# Alireza RAHIMZADEH

Graphic Designer

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 LinkedIn

## About me

- +7 years experience
- Expertise in Adobe Creative Suite
- Visual identity & branding skills
- Visual communication & storytelling skills
- Created cohesive & memorable brand identities
- Managed design projects from concept to completion
- Social media design experience
- Led a team of designers to achieve significant growth
- Developed social media visual identity for major events (FIFA World Cup 2022)
- Increased social media engagement through effective design campaigns

## Experience

**Snapp!**, Tehran, Iran  
Senior Graphic Designer

June 2023- Present  
Full-time

Snapp! (World's No.3 Ride-Hailing App, Middle East's No.1 Super-App) is co-owned by Germany's Rocket Internet and MTN-Irancell through its holding company, is a vehicle for hire company. Users can request a ride via the iOS, Android, or web application, by indicating their location and destination.

- Conceptualizing and implementing innovative designs for websites and other digital platforms, enhancing user experience, brand identity, engagement and brand awareness.
- Collaborating with the product team to create graphic and motion design materials for the application.
- Developing and executing visually captivating creative concepts for various campaigns.
- Collaborating with the content team to develop creative ideas and deliver final designs.

**Visiwise**, Calgary, Canada  
Visual Identity and Graphic Designer

March 2023- Present  
Part-time | Remote

Visiwise is a Canadian B2B SaaS startup offering a shipment visibility platform. The company currently provides services to over 100 companies globally, with a focus on North American and European businesses.

- Created logo, typography, color palette, and other visual elements that helped to create a cohesive and memorable brand identity.
- Managed the design process from concept to completion, ensuring that projects stayed on schedule and within budget.
- Developed and executed creative concepts for visual identity system

## Design Skills

Visual Brand Identity Design  
Motion Design  
Social Media Layout  
Photo Manipulation  
Print Design  
UX/UI Design  
User Flow Developing  
Wireframing and Prototyping  
Interaction Design

## Tools

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Premiere  
Adobe After Effects  
Figma  
Miro  
Trello  
Wordpress  
Elementor

## Languages

Persian  
*Native*  
English  
*Professional Working Proficiency*  
*IELTS General Training: Overall 8.0*  
French  
*Elementary proficiency*

## Amanj Academy

Product Design  
Sep 2023 - Dec 2023  
Tehran, Iran

## INVERSE School

- Visual Composition  
- Fundamentals of Color  
Composition  
April 2023 - May 2023  
Tehran, Iran

**Varzesh3**, Tehran, Iran  
Senior Graphic Designer

May 2017 - June 2023  
Full-time

Varzesh3 is the most visited online Persian media worldwide. With more than 5 million followers on Instagram, Varzesh3 has a massive impact on the country's media atmosphere.

- Responsible for managing and designing daily social media content and artwork.
- Leading a team of two designers to create graphic and motion graphics materials increasing Instagram followers by an average of %50 from 2.2 million to 4.4 million.
- Created social media visual identity for FIFA World Cup 2022 for the first time in the history of online media in the country.
- Delivered +100 artworks during the World Cup 2022.
- Designed social media layout for the Iranian Football Pro League.
- Created social media layout for UEFA Euro 2020.
- Designed social media layout for AFC Asian Cup 2019.
- Developed social media campaign for the best country footballer for the year.

**PayaAfzar**, Tehran, Iran  
Graphic Designer

January 2016 - May 2017  
Part-time

- Designed +10 catalogues for the products.
- Created business set for the company.
- Provided numerous print designs for exhibitions.

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## Projects

**Rootscapital**, Istanbul, Turkey  
Graphic Designer

November 2020 - December 2023  
Contract | Remote

Specializing in Turkish real estate, Roots Capital Group guides clients through the investment process, ensuring a smooth path to residency and citizenship.

- Leading a team of two designers to create social media layout and graphic content, increasing Instagram followers by an average of %80.
- Designed numerous print artworks for advertisements in Istanbul.
- Created artwork for use in online advertising.

**Totmeal**, Santa Monica, CA, USA  
Visual Identity Designer


June 2018 - September 2018  
Contract | Remote

Totmeal is a brand for baby feeding products. Since the time the brand is created, it has been focusing on the baby's health and helping young parents with new technology for feeding their kids with natural and healthy foods in the shortest time.

- Designed visual brand identity creating logo, color palette, pattern, typography, social media layout, and marketing materials.
- Created two sets of packaging designs for the product.

## Education

Iran University of Science  
and Technology  
Master of Science in  
IT Management | E-Business  
2018 - 2020  
Tehran, Iran

 AlirezaRahimzadeh

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