

Alireza RAHIMZADEH

Designer

 AlirezaRahimzadeh.com

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 LinkedIn

About me

- +9 years of experience
- Expertise in Adobe Creative Suite
- Strong visual identity and branding skills
- Skilled in visual communication and storytelling
- Created cohesive, memorable brand identities
- Managed design projects from concept to completion
- Founded an online design education community with 85K+ followers
- Led a team of designers, achieving significant growth
- Developed social media visual identity for major events (FIFA World Cup 2022)
- Increased social media engagement through effective design campaigns

Experience

Snapp!

Senior Graphic Designer

June 2023- January 2026

Full-time

Snapp! is the world's 3rd largest ride-hailing app and the Middle East's top super-app, co-owned by Germany's Rocket Internet and MTN.

- 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, serving +100 companies worldwide, mainly in North America and Europe.

- 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

Etodayn (90K+ followers | Online Design Education Platform) August 2019- Present

Founder & Content Creator

Etodayn is an online community I founded in 2019 to inspire designers through design education, covering principles, client communication, and visual culture.

- Produced high-quality educational videos on design theory, billboard critiques, and interviews with leading designers in and outside the country.
- Built a community of over 90K Instagram followers through engaging, informative content and the Etodayn Podcast.
- Helped designers develop critical thinking and practical skills in branding, contracts, and design history.

Design Skills

Creative Direction
Visual Brand Identity Design
Motion Design
Social Media Layout
Photo Manipulation
Print Design
AI-assisted Design Workflows
Video Editing
UX/UI Design
Wireframing and Prototyping

Tools

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere
Adobe After Effects
Figma
Miro
Trello
AI tools

Languages

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

Courses

- Domestika
Contemporary Brand Identity by Michael Johnson
May 2025
- Amanj Academy
Product Design
Sep 2023 - Dec 2023
- INVERSE School
- Visual Composition
- Fundamentals of Color Composition
April 2023 - May 2023

Varzesh3

Senior Graphic Designer

May 2017 - June 2023

Full-time

Varzesh3 is the region's most visited online sports media outlets. 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

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.

Highlighted Projects

Rootscapital, Istanbul, Turkey

Graphic Designer

November 2020 - December 2023

Contract

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

University of Science and Technology

Master of Science in

IT Management | E-Business

2018 - 2020

 AlirezaRahimzadeh

 @AlirezaDknight

Explore more of my work and case studies **on my website (click here)**, where I share projects that highlight my approach to branding, visual storytelling, and design strategy:

AlirezaRahimzadeh.com