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Mobi Doost

Graphic Designer & Illustrator | Sheffield

PROFILE:

Creative and versatile Graphic Designer with over seven years of experience delivering impactful design across print, digital, packaging, and promotional materials. Skilled in developing brand identities, marketing assets, brochures, flyers, exhibition materials, and social media content that align with both client briefs and commercial goals. Proficient in Adobe Creative Suite (Illustrator, InDesign, Photoshop) with strong attention to layout, typography, and production details. Experienced in managing multiple projects simultaneously and communicating effectively with stakeholders to deliver high-quality, accurate work on time. A motivated and detail-oriented designer who enjoys working collaboratively and is eager to keep growing while contributing creativity and consistency to every project.

SKILLS:

- Design Tools: Adobe Photoshop, Illustrator, InDesign, Canva, Procreate.
- Additional Tools: HTML, CSS, Microsoft Office, Google Workspace, Basic After Effects (Video Editing & Animation).
- Soft Skills: Creativity, Storytelling, Communication, Collaboration, Organisation, Time Management, Adaptability.
- Design Expertise: Branding, Print Design, Marketing Materials, Layout Design, Typography, Sketching & Illustration (Digital & Traditional).

EXPERIENCE:

Freelance Graphic Designer & Illustrator (Nov 2023 - Present)

- Designed brand identities, logos, visual and marketing materials, boosting client engagement and recognition.
- Created scientific illustrations for research papers, simplifying complex topics visually.
- Developed marketing and packaging illustrations, contributing to a 30% increase in sales.
- Crafted branding packages that improved client satisfaction ratings by 40%.
- Delivered graphic design and social media content for Myelopathy.org and Kanaama Interactive Community Support (volunteer).
- Illustrated children's book for Haemochromatosis UK (volunteer).

Creatives in Residence Scheme - Leeds Arts University (Oct 2023 - May 2024)

- Directed "Hope had a Dream", an 8.30-minute stop-motion animation, praised for its innovative storytelling.
- Authored and illustrated two children's stories, laying the groundwork for future wordless picture books.
- Led a collaborative comic project, enhancing team workflows and delivering a high-quality publication.
- Conducted interactive workshops, improving student engagement by 25%.

Graphic Designer & Illustrator - Pichak Art Gallery (Feb 2017 - Sep 2022)

- Developed branding and marketing materials for art exhibitions and creative projects.
- Created visual identities, digital assets, and print designs for diverse clients and gallery promotions.
- Designed event posters, promotional materials, and exhibition layouts to enhance audience engagement.
- Produced illustrations for printed products and merchandise, expanding the gallery's commercial success.

Procreate App Online Instructor for Adults (Jan 2019 - June 2021)

- Designed and delivered engaging Procreate tutorials, achieving a 95% positive feedback rate.
- Created supplemental learning materials and live demos to improve student proficiency.

Children's Art and Craft Teacher - Oil Recreation and Educational Complex (Feb 2012 - Jul 2014)

- Delivered creative art lessons for children aged 4.5-12, improving their artistic confidence and technical skills.
- Organised and led group art projects, showcasing students' work to parents and the community.

EDUCATION:

- Master's Degree in Worldbuilding with Creature Design - Leeds Arts University, UK (2023).
- Master's Degree in Visual Communication - Azad University, (2016).
- Bachelor of Arts in Graphic Design - Azad University, (2012).

PORTFOLIO HIGHLIGHTS:

- **Branding & Identity Design:** Logos and cohesive branding packages for small businesses.
- **Illustration Projects:** Published children's stories and animations like "Hope had a Dream".
- **Digital Artwork:** Scientific illustrations and digital artworks showcasing technical precision.

ACHIEVEMENTS:

- Winner of the Giant Kitten Creature Design Competition (2023).
- Featured Artist at Art Fest 2023 for Weirdo in Wonderland.
- Appointed as a postgraduate resident at Leeds Arts University (Creatives in Residence).

CERTIFICATES:

- Ultimate Digital Painting Course (Udemy)
- Character Design School (Udemy)
- Contemporary Art Studies (MoMA - Coursera)
- Canva Design (Skillshare)

VOLUNTEER WORK:

- Graphic Designer - Kanaama Interactive Community Support (2025).
- Children's Book Illustrator - Haemochromatosis UK (2025)
- Graphic Designer & Illustrator - Myelopathy.org (2025).
- Annual Interactive Comic Workshops - Thought Bubble Festival (2023-2024).
- Collaborative Art Project - Leeds 2023 Festival in partnership with the Netherlands Embassy.

INTERESTS:

Animation | Travel | Photography | Gardening | Yoga | Badminton | Cooking & Baking.