**Faranak Panahi - Graphic Designer**

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**SUMMARY**Creative and results-driven Graphic Designer with over 10 years of professional experience in visual identity, branding, UI/UX, typography, and book cover design. Expert in Adobe Creative Suite(illustrator, Photoshop, Indesign) , CorelDraw, Figma, Adobe XD, and After Effects. A consistent record of enhancing brand visibility and driving results through thoughtful, research-driven design solutions. Demonstrated success in leading design projects that directly increased engagement and revenue for publishing houses and corporate clients.  
  
**TECHNICAL SKILLS  
Design & Branding**: Logo Design, Brand Identity, Typography, Book Cover Design, Catalog Design, Corporate Visual Systems, Social Media Content  
**Software Proficiency:** Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects, Acrobat), Adobe XD, Figma, PowerPoint, CorelDRAW, Canva  
**UX/UI & Digital:** Figma Prototyping, Slide & Presentation Design, Interactive PDFs, AI Tools for Creative Design, Motion Graphics  
**Other Skills:** Book Design Strategy, Print Production, Pre-press Setup, Color Management, Photography Retouching

**KEY HIGHLIGHTS  
Strategic Brand Designer:** Developed over 100 distinctive logo and identity systems tailored to reflect brand values and market positioning, ensuring originality and long-term brand recognition.  
**Sales-Driven Book Cover Design:**  
- Collaborated with Ketab Majazi to create book cover designs that led to a 60% increase in sales.  
- Partnered with Pariyan Publishing to design a line of covers resulting in a 35% boost in sales, demonstrating the commercial impact of strategic visual storytelling.  
**Corporate Catalog Success:** Designed the comprehensive general catalog for Evyol Construction Co., directly contributing to the acquisition of 5 international contracts within two years. The success of the design led the client to adopt a biannual update cycle for the catalog.  
**Innovative Use of AI in Design:** Integrated artificial intelligence tools into book cover design workflows to enhance conceptual development and visual output, resulting in more dynamic, market-responsive visuals.  
**User-Centric Visual Solutions:** Employed a user-first mindset in all projects—whether brand identity, print collateral, or UI/UX prototypes—balancing aesthetics, functionality, and communication goals.  
**Consistent Brand Stewardship:** Ensured visual consistency and alignment with brand voice across platforms including print, digital, social media, and packaging.  
**Multi-Platform Design Expertise:** Successfully executed projects across diverse media formats—from animated assets and editorial layouts to interactive Figma prototypes and high-impact PowerPoint presentations.  
**Client Trust & Retention:** Built long-term relationships with clients through reliable delivery, strategic insight, and consistently exceeding expectations in both creativity and results.

**PROFESSIONAL EXPERIENCE  
Freelance Graphic Designer – 2012 to Present**

* Designed visual identities and branding for clients across Canada, the U.S., Iran, and Ghana
* Specialized in typography-based visual systems and motion-infused storytelling
* Successfully led book cover projects from ideation to publication
* Contributed to marketing strategy and product positioning through impactful designs
* Delivered creative assets for web, print, and social media with consistent brand alignment

**Art Director – Pariyan Publishing House – 2022 to 2024**

* Directed visual strategy and cover design concepts aligned with literary and brand goals
* Played a key role in achieving a ..% increase in book sales through audience-relevant and genre-sensitive design choices
* Worked closely with editorial and marketing teams to ensure visual alignment across channels

**Art Director – Ketab Majazi Publishing House – 2020 to 2024**

* Oversaw all creative direction and design strategy for the publishing house's visual content
* Led book cover design initiatives, contributing to a ..% increase in sales through innovative and audience-targeted visuals
* Supervised freelance designers and illustrators; ensured brand consistency across all publications
* Integrated AI tools into the creative workflow for optimized conceptualization and visual impact

**Graphic Designer & Ideation Unit Supervisor - Parchin Cultural & Publication Institute – 2006–2012**

* Led the creative direction for printed publications, including books and campaigns
* Managed brainstorming meetings, team workflows, and client presentations
* Supervised print production, packaging design, and layout quality control

### VOLUNTEER EXPERIENCE - Volunteer Designer for Art craft Group in CIWA - Calgary - Volunteer Graphic Designer, Association for the Protection of Child Labor - Iran EDUCATION / TRAINING WIT - Making changes - Soft Skills - 2025 Master of Arts in Graphic Design: 2009-2006 Bachelor of Arts in Graphic Design: 2005-2002

**MEMBERSHIP / AWARDS  
-** Official member of the Iranian Graphic Designers Society (IGDS) •  
- Selected poster of 7th "International Reggae Poster contest", Jamaica (2020) •  
- One of the 10 best posters in "Make Extremism History "poster competition, Paris - France (2016) •  
- One of the best 100 posters in "Make Extremism History "poster competition, Paris - France (2016) •  
- Shortlisted of "A Planet for tomorrow" poster competition from Poster for Tomorrow (2018) •  
- Shortlisted in "Freedom of Movement" poster competition from Poster for Tomorrow (2017) •  
- Selected poster of Kermanshah Poster exhibition, Iran- (2013) •  
- 3rd place in students competitions of technical and vocational universities Iran -(2001)