

HAMED HAKAMI

Creative Graphic Designer & Art Director

Tehran, Iran

PORTFOLIO

hamedhakami.com

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CONTACT

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SKILLS

Art Direction | 3D Modeling |
Photo Manipulation | Visual
Design | Prototyping | UI/UX
Design

TOOLS

Adobe Photoshop | Adobe
Illustrator | Adobe InDesign |
Adobe After Effects | Adobe XD
| Adobe Premiere Pro | Adobe
Animate | Figma | Maxon
Cinema 4D

Senior Graphic Designer

September 2024 – Present | Blu Bank, Tehran

As a Senior Graphic Designer at blu Bank, I lead the creation of brand book documents for key sub-brands, including the development of the visual identity for "blu Junior," a neo-bank targeting younger audiences. My role involves designing advertising key visuals across various media platforms, ensuring cohesive branding and effective communication of the company's values. I collaborate closely with cross-functional teams to deliver creative solutions that align with strategic marketing objectives.

Key Achievements:

Spearheaded the visual identity for "blu Junior," contributing to its brand positioning in the youth banking segment.

Developed and executed high-impact advertising visuals that increased engagement across digital and print channels.

Art Director

August 2023 – April 2024 | Ayria Group, Tehran

Producing ideas by developing art concepts and providing work direction to staff. Training, assigning, scheduling, and coaching designers and controlling standards by following production, productivity, quality, and brand standards.

Senior Graphic Designer

September 2022 – August 2023 | Ertebat Farda, Tehran

Spearheaded design initiatives, directing the creation of impactful key visuals for advertising campaigns, controlling the design workflow of junior team members, and producing visually stunning printed materials for customer packages, infographic report documents, digital banners, and captivating social media content.

Senior Graphic Designer

July 2022 – September 2022 | Taaghche, Tehran

Designing digital content for social media, advertising banners, blog content, in-app banners, UI assets, and receiving designs from juniors.

Graphic Designer

June 2020 – July 2022 | Sibche, Tehran

UI design for landing pages and app products, designing for print materials and digital content, creating design guidelines for app content, designing display ads,

EDUCATION

Master's Degree, Music Theory and Composition

September 2016 – July 2019 | University of Tehran

Bachelor's Degree, Visual Communication

February 2011 – February 2015 | EITTC

Senior Graphic Designer

September 2024 – Present | Blu Bank, Tehran

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Key Achievements:

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Art Director

August 2023 – April 2024 | Ayria Group, Tehran

As Art Director at Ayria Group, I led the design efforts for Ziverse, a brand focused on revolutionizing the financial industry through innovative solutions. Ziverse encompasses various sub-brands that provide services such as investment crowdfunding, payment solutions, credit monitoring, and debit card issuance. I was responsible for designing the entire visual identity and logo set for Ziverse and all of its sub-brands, ensuring a consistent and impactful brand image. My role also involved overseeing the design team, providing work direction, and ensuring adherence to brand and quality standards.

Key Achievements:

Designed the visual identity and logos for Ziverse and its sub-brands, enhancing brand recognition in the financial sector.

Successfully led a team of designers, improving workflow efficiency and output quality.

Senior Graphic Designer

September 2022 – August 2023 | Ertebat Farda, Tehran

At Ertebat Farda, I was involved in design projects for three major products from Ayandeh Bank: IranCard, Abank, and Ayandeh Bank's Customer Club. I spearheaded the creation of key visuals for advertising campaigns, directed the design workflow for junior team members, and produced visually stunning printed materials and digital content. My work ensured consistent branding and high engagement across customer packages, infographic reports, digital banners, and social media content.

Key Achievements:

Directed the visual design for IranCard, Abank, and Ayandeh Bank's Customer Club, improving product visibility and customer engagement.