



**HAMED  
HAKAMI**

## Graphic Designer & Art Director

Tehran, Iran

### ABOUT ME

As an experienced designer, I specialize in 3D modeling and photo manipulation, mainly for advertising projects, and have a strong track record in branding, yielding several successful outcomes. Since starting my career in 2016, I've developed expertise across various design areas, including layout, logo design, typography, and UI, with a solid understanding of print production. What sets me apart is my ability to work seamlessly across related fields like digital marketing and front-end development, which helps me collaborate effectively with other teams. My experience has also given me valuable insight into how IT companies operate, particularly in the fintech sector. You can explore my portfolio via the link below, where I showcase my designs and the website I built from scratch, highlighting my front-end development skills.

### PORTFOLIO

[hamedhakami.com](https://hamedhakami.com)

Pwd: HakamiPortfolio2024

## EXPERIENCE



### 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

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.

## SKILLS

Creative 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

## 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

My educational background in  
Music Theory and Composition  
from the University of Tehran  
and Visual Communication from  
EITTC has further honed my  
artistic vision and ability to  
seamlessly integrate sound and  
image.

## CONTACT

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## ... EXPERIENCE

### Key Achievements:

- Directed the visual design for IranCard, Abank, and Ayandeh Bank's Customer Club, improving product visibility and customer engagement.
- Enhanced workflow by mentoring junior designers and streamlining the design process.



### Senior Graphic Designer

July 2022 - September 2022 | Taaghche , Tehran

At Taaghche, I created digital content for various platforms, including social media, advertising banners, blog content, in-app banners, and UI assets. I also provided guidance to junior designers, ensuring that the content was cohesive and on-brand, while managing feedback loops to improve the overall quality of deliverables.

### Key Achievements:

- Delivered cohesive digital content that improved brand engagement and user interaction.
- Mentored junior designers, contributing to their skill development and performance.



### Graphic Designer

June 2020 - July 2022 | Sibche , Tehran

I was responsible for designing user interfaces for landing pages and app products at Sibche, focusing on enhancing user experience. My role included creating design guidelines for app content and producing a range of digital and print materials, such as display ads, HTML ads, and animated GIF banners.

### Key Achievements:

- Developed UI designs that enhanced user experience and increased app engagement.
- Produced a wide range of digital assets, driving higher engagement across platforms.



### Junior Graphic Designer

October 2016 - March 2019 | Shatel , Tehran

As a Junior Graphic Designer at Shatel, I contributed to the design of printed materials, social media content, and billboard advertisements. I played a key role in ensuring that visual materials were aligned with the brand's identity and effectively communicated the company's message across different platforms.

### Key Achievements:

- Designed impactful visuals for social media and billboard ads, improving brand recognition.
- Gained valuable experience in multi-platform content creation and design.