

# Mehdi Robati Shirzad

**Art Director &  
Photographer**

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**Mehdi Robati Shirzad**

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## Skills

### Photography

Large/ medium/ small format SLR photography, Studio lighting

### Animation

Stop-Motion animation photography & edit, DragonFrame software

### Design & Art Direction

Brand design & creative project management, UI design

### Design & Edit Softwares

Adobe Photoshop, Adobe Premiere, Adobe Aftereffects, InVision Studio, Autodesk Maya 3D, Arnold 3D Renderer

### Visual Analysis

Visual data collection & Analysis based on representation & content analysis methods in research projects

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## Experience

### Utopia / Art Director

2020 - PRESENT, TEHRAN

I manage brand design & art direction & UI design projects for Utopia innovative agriculture services company. [Web](#)

### ZistBoom Environmental News Service / Photographer

2013 - 2019, TEHRAN

I served as a senior photographer & Director of photography in ZistBoom environmental new service. [Web](#)

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## **Education**

**Soore University, Art Dept / MFA in Photography**

Sep 2018 - Sep 2021, TEHRAN

**College of Environment / B.Sc. Mining Engineering**

Sep 2013 - Jan 2018, KARAJ

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## **Awards**

Appreciated by the dean of COE for four years of cultural activities in the Environmental Expo in Tehran.

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## **Teaching Experience**

**Photoshop Workshop / AmirKabir University of Technology**

Summer 2019, TEHRAN

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## **Research Experience**

**Representation of Cultural Diffusion Among Iran's Areas in Instagram Photographs / MFA Thesis**, under the supervision of Dr. Mohammad Moridi

2021, Soore University

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## **Research Interests**

Iranian Contemporary Visual Culture

Iranian Photography History

Persian & Middle Eastern Popular Culture

Visual Anthropology

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## **Language**

**Persian / Native**

**English / Upper-Intermediate - 100 Duolingo English Exam**

**French / B1+ TCF French Test**

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## **Students Unions Membership**

**Photographers Society in Soore / Member**

2018 - 2021, TEHRAN

## **Art & Cultural Center for Students in COE / President & Member**

2014 - 2018, KARAJ

I was four years a member of a Students union in COE for Artistic & cultural activities. Last year I was elected as president.

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## **Artworks**

### **Photography Works:**

#### **Finding Visual Identity in South of Iran**

Jan 2021, TEHRAN

A multimedia photo series collection with software interaction that tries to represent the identity of the south of Iran.

#### **IranCrémieux**

2018, IRAN

A Photo collection from Iranian Architecture in pastel color aesthetics.

#### **Boho in Qeshm**

Fall 2015, Qeshm

A documentary photo series that illustrates Boho culture in Qeshm Island, Iran.

#### **Advertising Photography**

2013 - Present, TEHRAN

Producing several advertising photos for some companies ( like [IranTermeh](#), [RasaRavesh](#), [NikooKala](#), ... ) in Tehran as a freelance photographer.

### **Art Direction Works:**

#### **Rhino Arc. Rebranding**

2021, ZAHEDAN

As a freelance art director, I managed the design team in a rebranding project for an Architecture Group

#### **Saramad Brand Design**

2021, TEHRAN

As a freelance art director, I ordered the design team in a brand & website design project for a civil engineering company

#### **Danil Patisserie Brand Design**

2020, TEHRAN

As a freelance art director I managed the design team in a brand & package design project for a pastry. [Page](#)

#### **SangPoloy Boutique Hotel Brand Design**

2019, KASHAN

As a freelance art director, I managed the design team in a brand design project for a traditional boutique hotel. [Page](#)

#### **Documentation of Practical Courses For DOE Foresters**

2016, TEHRAN / KARAJ

in Iran's Departement of Environment called Practical Courses For DOE Foresters; I worked as an art director.

### **Animation Production:**

#### **Persian Synthwave**

2020 - Preparing, TEHRAN

A 3D animation & Pixel Art series, and video arts that try to find Persian synthwave visual aesthetic. Some pieces are available as NFT.

[Andy&Kuros3D, Arya, Arya2.0,](#)

#### **Advertising Animation Works**

2018 - Present, TEHRAN

As a freelancer, I'm producing advertising animation content for several companies; in some of these projects that include stop-motion animation works, I also work as director of photography & editor. [Biscuit Madar, Kelid, Jesm,](#)

#### **Khialbafan Animation Series**

2018, TEHRAN

I produced a satirical animation series published on youtube. [Link](#)

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### **StartUp**

#### **Samundar**

2021, TEHRAN

I am co-founder in Samundar. 2021 Samundar is an art & cultural media center. Including context about Indian Subcontinent culture, art, handicrafts, etc. Samundar also has its NFT collection. [Page, NFTs](#)