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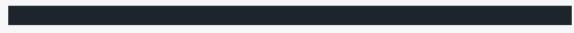
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Designer, Marketer





Narges Ataee Ahsani

Innovative visual designer seeking to use my creativity, technical skill, and marketing proficiency to generate influential content. A lifelong artist with proficiency in numerous mediums, including watercolor painting, photography, and video. Expertly utilize graphic design software and equipment to bring my ideas to life. Prefer to develop designs consumers find meaningful on multiple levels. Engage in frequent market research to accurately determine the preferences of target customers.

My base skills include visual designing, illustrating, and marketing. I also, have working experience as marketing expert, content generator, visual designer, and social media manager

EDUCATION

Creative mastermind since birth, but I did go to Soore Art University to seal the deal.

B.A in Painting

Relevant Coursework: Color Theory, Photography, Illustrating, drawing and sketching.

Also, took a six-week UI/UX Design course in Rahnema College. The goal of this course was to improve the UI/UX design skills of attendees in a team-centric manner.

Title of workshops: UX Strategy, Design Thinking, User Behavior Analytics, Information Architecture, Gamification, User Flow, User Journey Designing, and Documentation.

SOFTWARE SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe Premiere



**SOME OF
MY
FAVORITE
PROJECTS**

MIARE

Developed, rendered, and expanded all the visual requirements of the brand throughout the first year of launch.

Collaborated with tech and sales team to develop artwork for marketing initiatives. Conceived original designs and marketing concepts used in brochures, pamphlets, fliers, and even decorating the office. Contributed to customer-facing publicity campaigns, and assisting marketing manager with photo shoots, 2-D graphic design and content creation.

Designed and executed a fail proof plan for the company to communicate with its network's labor side, yielding a better labor satisfaction and a better quality of service as a result.



<https://www.miare.re/>

Visual Designer, Marketing Expert
December 2016 - April 2019

Selected Achievements

Contributed to creation of engaging and dynamic educational materials for training internal and external team members

Presented creative design strategy to various groups and fostered consensus across all stakeholders

Designed the company's primary branding materials logo, business cards, and brochures

Created the company's brand book based on branding guidelines and Color Theory which guided the creation of application, website, visual content in several mediums that led to a huge improvement of company's inner communication, and any other product of the company

Developed 100+ graphic design projects brochures, logos, infographics, advertisements that have increased client transactions by an average of 25%

Managed 10+ mediums by creating strategies, generating contents and tracking down data social media visual and textual content and which improved clients' awareness

TIKENIK

Single-handedly designed all user-facing graphic designs, and also performed in content creating team, successfully connecting various aspects of social responsibilities together to a unified layout pattern. Interpreted distant matters, translating into accessible designs and content.

Emphasized brand continuity across various media such as Flat Illustrations and graphics, informational literature, and social media posts and campaigns.



چرا از امسال تبریک فرواردی برای هم نفرستیم?
("ایلیکشن تیک. نیک رو با کمد لینک توی بیو من توونی نصب کنی")



<https://www.instagram.com/tikenik/>

Visual Designer, Marketing Expert
October 2019 - Present

Selected Achievements

Created the company's brand book, unifying brand visual patterns, and tone of voice

Successfully completed multiphase projects on the lowest budgets

Credited with delivering robust, focused design concept promoting social responsibility and gamifying repeating contents.

Created strategies and timelines, facilitating the team concordance.

MEDYAB PROJECT

Developed 50+ graphic design artifacts
brand logo, business cards, brochures, flyers, infographics,
advertisements, guidelines and illustrations

Managed mediums

Generating content (visual and textual) and tracking down data
which improved clients' awareness and gained early adaptors.

<https://medyab.me/reserves>

Visual Designer, Marketing Expert
Summer 2019

GUTENBERG PUBLICATION

Designed a logo and Title sequence for IGTV videos
which led to increasing contact audience interest and interactions by
an average of 17%

Managed mediums

Generating content (visual and textual) and tracking down data for
occasional campaigns

<https://www.instagram.com/gutenberg.publication/>

Marketing Consultant, Visual Designer and Illustrator
Autumn 2019 - Present

HAMISUN PROJECT

Redesigned Hamisun call management company's website based on latest design trends which led to notable increase of the average time spent by users on website.

<https://hamisun.com/>

Web UI Designer
Autumn 2016

AVAANE GAR MESSENGER (chaapaarak)

Created visual elements of the Chaapaarak chat client and screen decorations

Designed requirements of a multiplayer online Android game
user interface, characters, icon-set, animations, etc

Junior Visual Designer
July 2015 - April 2016

BUSINESS SKILLS

B2B/B2C Marketing
Content Marketing
Social Media Marketing
Illustration and Layout
Branding
Creative Thinking
Content Creation

HOBBIES

Drinking lots of good coffee
Playing instruments
Reading
Playing with cats
Idea development
Playing video games
Watercolor painting

MY GOAL

My goal is to provide a unique and fresh look to every project I work on. Not one of my projects look the same, which means that you will have your own style.

CONTACT ME

I would be glad to help you make the best of your ideas.

 +98 9387975157

 ataeeahsani@gmail.com