

Sheyda Rashidi

Graphic Designer

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Professional Summary

I am a Graphic Designer and Design Researcher with over 5 years of experience in design, turning marketing objectives into compelling visuals. I work across media (print, digital, and spatial) and design engaging narratives that connect with diverse audiences. I bring a design thinking lens to every project, ensuring that visual outputs are not only aesthetically pleasing but strategically aligned with the brand DNA and project objectives. I balance speed with quality, bringing curiosity, and attention to detail.

EXPERIENCE

AstroMunch, Vancouver

Mar 2025 - Present

Multimedia Graphic Designer

- Designed **brand-consistent visual assets** across packaging, print, and digital platforms to build a cohesive brand identity for AstroMunch.
- Created and prepared **packaging artwork** for production, ensuring compliance with print standards while emphasizing bold storytelling and shelf impact.
Developed engaging **digital media content** including social media posts, website graphics, and promotional campaigns that captured audience attention.
- Designed **motion graphics** used in promotional campaigns.
- **Designed and optimized the AstroMunch e-commerce website's UI/UX**, developing user flows, wireframes, and visual layouts that streamlined product browsing.

Health Innovation Hub, Ministry of Health, BC, Vancouver

Nov 2023 - Feb 2025

Designer, Collaboration Specialist

- Redesigned the hub's **visual identity** and presentations' visual language.
- Designed **print and digital materials** and knowledge mobilization materials, including **infographics, digital and print materials** such as **brochures, posters and collaboration tools** for use during engagement events.

July 2023 - Aug 2023

BIPOC Non-Profit Foundation, Vancouver

Community Engagement Specialist

- Developed **community engagement strategies** rooted in the BIPOC entrepreneurs' lived experience, aligning program design with systemic equity goals.
- Redesigned the **brand identity, visual and verbal tone of voice** and the website based on the foundation's mission and vision.
- Designed **communication and marketing strategies**, and reshaped the communication and outreach channels across different touch points such as LinkedIn, Instagram and newsletters.
- Designed **social media posts** and other **digital communication materials**.

ISM Arts & Culture, Vancouver

Apr 2023 - July 2023

Service Designer

- Conducted UX research and designed wireframes and UI libraries.
- Designed educational frameworks and **designed presentation materials** used to present workshops for community stakeholders.
- Designed multiple **print and digital materials** used for knowledge mobilization.
- Mentored emerging designers and **developed communication strategies**.

City of Vancouver + Emily Carr University, Vancouver

Mar 2022 - Mar 2023

Researcher, Designer

- Designed the lab's **visual identity and website**.
- Documented learning outcomes through **infographics and visual representations of complex topics, storytelling** and academic writing.

Carno Studio

Feb 2020 - Apr 2021

Graphic Designer

- Designed **social media campaigns and digital assets** for leading brands including MazMaz (top Iranian snacks manufacturer) and Farmand (top Iranian chocolate manufacturer), driving engagement through compelling visuals tailored to target audiences.
- Developed **packaging concepts and production-ready artwork** for Abidi Pharmaceutical and Danone, ensuring print accuracy, brand consistency, and consumer impact.
- Created **outdoor advertising and large-scale visuals** for MazMaz, blending creativity with clear brand messaging to enhance public visibility.
- Delivered integrated design solutions across **print, packaging, and digital media**, aligning with business objectives and marketing strategies.

Cipa & Took House

Apr 2019 - Jul 2019

Graphic Designer

- Designed and executed **social media campaigns and digital content** for Papco (top Iranian stationery producer), strengthening online brand presence and customer engagement.
- Created **packaging and notebook designs** for Papco, delivering print-ready files.
- Produced **print and digital advertisements** for Papco, aligning creative concepts with marketing objectives to boost visibility across multiple channels.
- Developed **visual brand identities** for Hoorsan Bistro and Fuel Station Gym, establishing cohesive logos, typography, and design systems for both print and digital us

Achievements

- Led the rebranding of the BIPOC Foundation, aligning tone, typography, and visual language with the organization's mission of equity and inclusion leading to an increase in social media followers.
- **Created multi-format communication tools, including infographics, brochures, and collaboration kits**, used in engagement events, enhancing clarity and alignment between stakeholders.

EDUCATION

Emily Carr University of Art + Design, Vancouver

Interdisciplinary Master of Design

Art University of Tehran, Tehran

Bachelor of Communication Design

Skills

Soft Skills

- Creative Problem-Solving
- Adaptability & Time Management
- Conceptual Thinking
- Visual Storytelling
- Active Listening, Receiving & Applying Feedback

Hard Skills

- MS Suite
- Adobe Illustrator , Photoshop, Indesign, and After Effect
- Miro and Mural
- Figma
- Canva