

# PORTFOLIO

2024

Branding . ILLUSTRATION . SOCIAL MEDIA CONTENT



Hello, I'm  
**Simin Mohtadi**  
Graphic Designer & Frontend Developer

Graphic Designer with 10+ years of experience and new frontend skills. Strong communicator and team player, passionate about digital solutions.

### Work experience

Freelancer Graphic Designer	2013-2021
Established a Creative Content Agency	2013-2021

### Education

Bachelor of Science in Software Engineering	2007-2012
Graphic Design principles and tools	2016-2017

### Certificates

CS50X (Harvard University)	2023
Computer Science and the Art of Programming.	
CS50W (Harvard University)	2024
Web Programming with Python and JavaScript.	

### Softwares



### Skills

#### Graphic Design:

Branding (Logo, Color, Pattern, Layout,  
Advertising (printed media, content)  
Typography  
Video Content

#### Web Development:

Wordpress  
HTML / CSS  
JavaScript  
Git / Github  
Python  
Django

### Contact

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Fayetteville / NC / USA



—• LOGO + PATTERN + PACKAGING

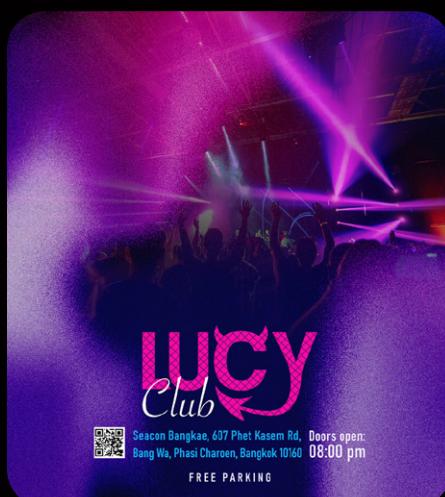
## WE CAFE

WE CAFE crafts premium coffee blends for night owls like students and night-shift workers. They wanted a logo symbolizing wisdom, vigilance, and nighttime productivity.



—• LOGO + SOCIAL MEDIA

Lucy Club is a chic nightclub designed specifically for girls who love to dance, socialize, and have a great time. So we agreed upon a playful logo which evokes devil and mystical sense.



# Torjeh

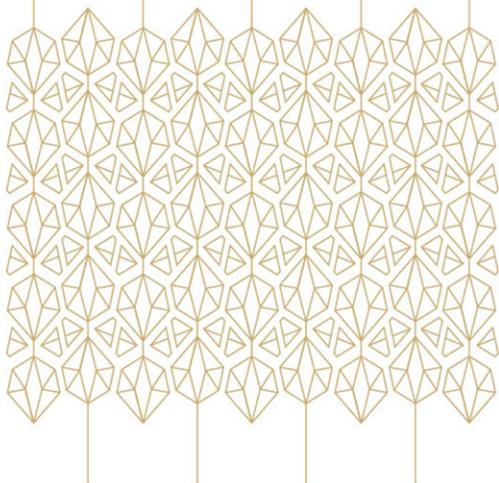
Torjeh is a luxury skincare brand using natural ingredients. We created a modern logotype and a peacock logo, with a matching pattern.



LOGOTYPE



BRAND MARK



PATTERN

## COLOR PALLETE

### Primary colors

Referring to the ingredients of the products, we choose green as the first color



COLOR PALLETE IN USE

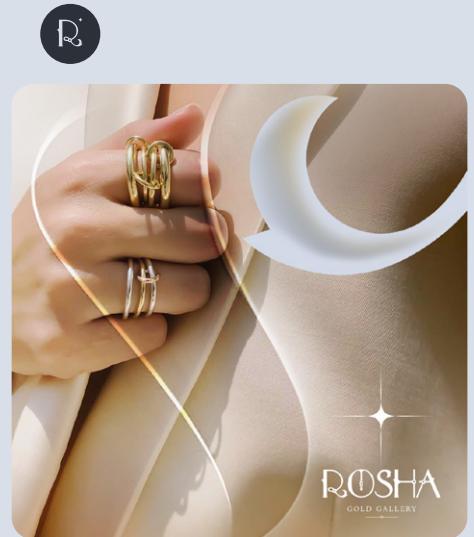
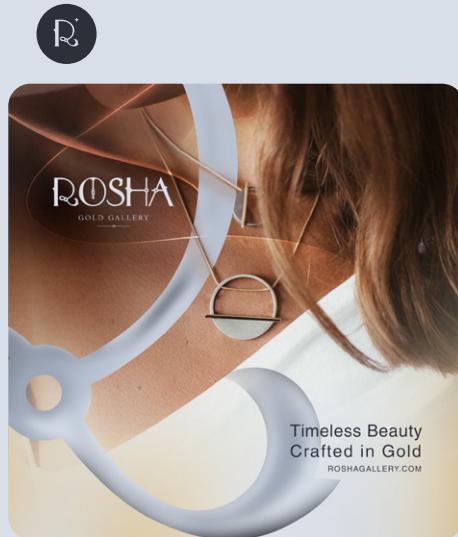
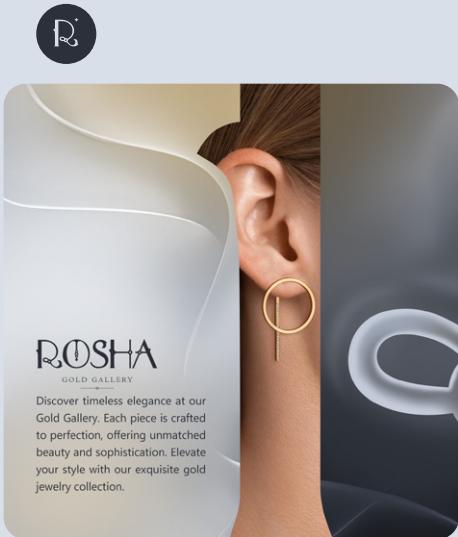
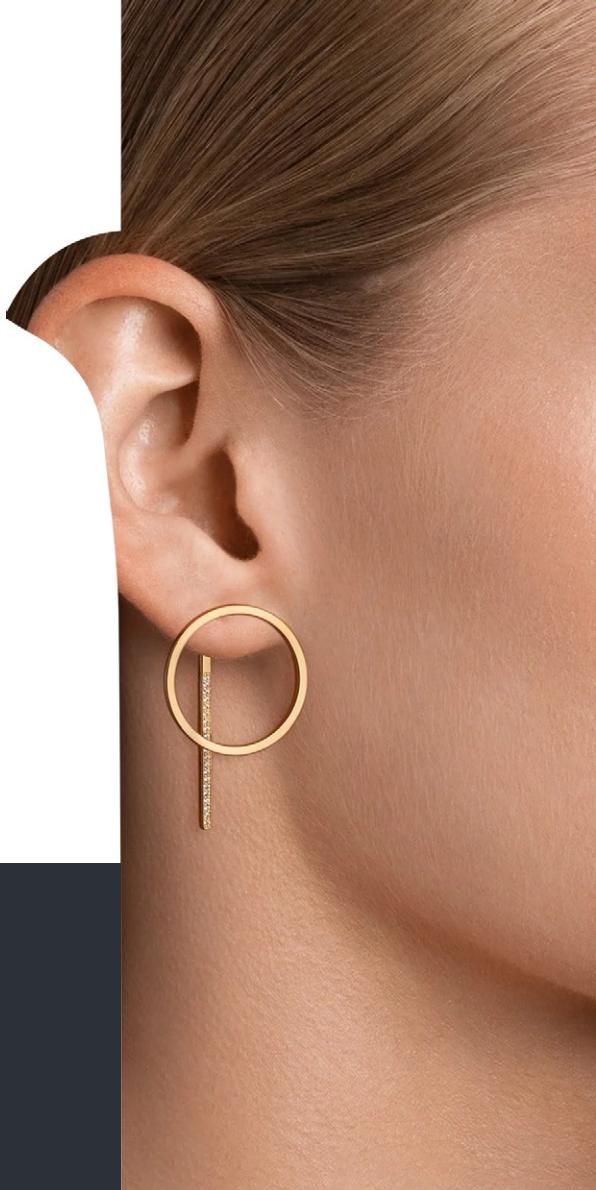


LAYOUT

# ROSHA

GOLD GALLERY

Rosha Gold Gallery offers unique, detailed gold jewelry. They wanted a delicate logo with jewelry elements to reflect their elegance and sophistication.

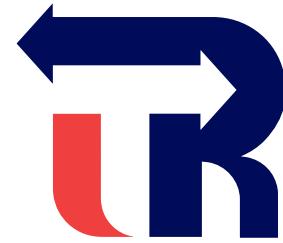


• LOGO + SOCIAL MEDIA

## RadinTejarat

We are an import and export companies that provides global Trade Solutions specializes in importing and exporting goods. We wanted to have a logo with R, T and 2 arrows which represent logistic.

R + T + ↛ ↛



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Your trusted partner.

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Timely logistics worldwide.  
Your trusted partner.

Get Started More Info RadinTejarat.com

Reliable logistics solutions ensuring timely delivery and seamless supply chain management for businesses worldwide.

Learn More

• LOGO + SOCIAL MEDIA

## Almas Boutique

Almas Mezon creates stunning, custom-made wedding dresses that make each bride feel special. Our logo combines a wedding dress and a diamond to reflect this elegance.

diamond + dress



**Almas**

Wedding Dresses

20 15

Almas  
almasboutique.com

Elegant designs, personalized fittings, and unforgettable bridal experiences await you.  
Find your dream wedding dress Now!

• LOGO + BUSINESS CARD



DiggAr is a unique restaurant specializing in one traditional pot pilaf, made. They wanted a logo representing a steaming pot of pilaf, evoking the warmth and comfort of a home-cooked meal.



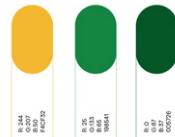
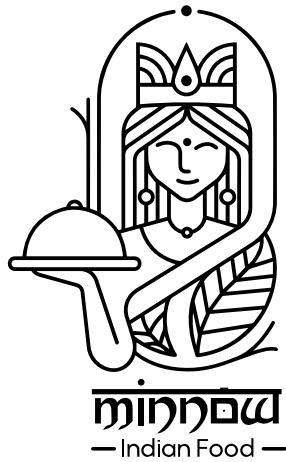
• LOGO + PATTERN + COMMERCIAL BAG

Fiore's logo is a Farsi logotype shaped like a flower, reflecting the brand's name. The pattern I designed is based on this logo, enhancing the brand's identity



• LOGO + APP + SOCIAL MEDIA

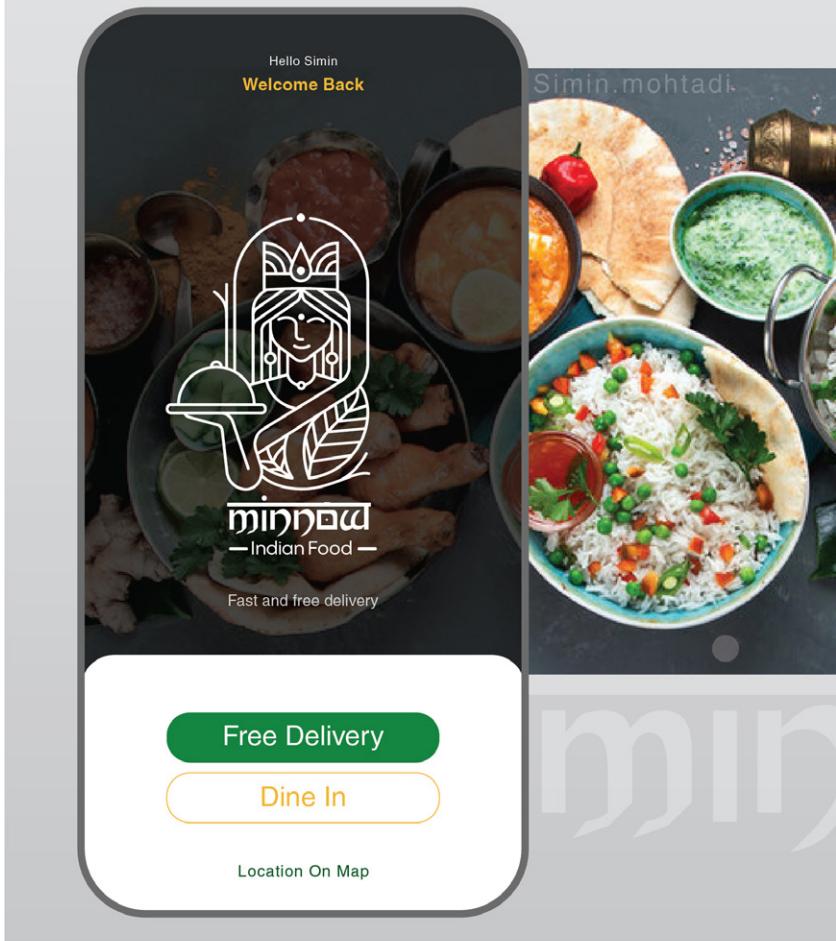
Minnow is an Indian restaurant seeking a logo that embodies the traditional essence of India. They envision a design featuring an Indian woman gracefully serving food, capturing the rich culture and identity of the country.



### Minnow Colors



Inspired by the Indian flag



• LOGO

### BabyStar

We provide essential information for pregnant women and newborn babies. Our website offers tips, advice, points and resources to support moms-to-be and new parents on their journey. We wanted our logo to be a combination of a toddler and star sign.



### BabyStar

Mommy and baby care

• LOGO + SOCIAL MEDIA



Mota fitness club is a fitness club that wanted a unique logotype featuring a dumbbell. We agreed on a design that highlights their focus on strength.



The grid displays six social media posts from the official account of Mota Fitness Club. Each post includes the club's logo, a call to action for a \$10 membership, and a link to their website. The posts feature different models and a variety of fitness-related content, such as personal training, spa services, childcare, theater room, zumba, pilates, and more. The background of each post is either yellow or black, and they all include a small 'MOTA' icon in the top right corner.

- www.MOTAFITNESS.COM  
\$10  
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ELEVATE YOUR LIFE
- www.MOTAFITNESS.COM  
THEATER ROOM  
ZUMBA, PILATES  
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MEMBERSHIP  
JOIN US



# ILLUSTRATION

Bringing your ideas to life with illustrations

Home Menu Snacks Drinks 🔍👤🛒

**54t**  
only for limited time

صیحانه مخصوص فیوره  
نیمرو، بیکن صیحانه با پنیر گودا، کوکتل پارمزان، کوکتل گوا، پوره سبز زمینی، پنیر کیاپی، آب میوه طبیعی، پنکیک، میوه، زینتون، کوچه، نان و چای

54t | سفارش ORDER

🐦 f 📸 EN | SP | FR

Home Menu Snacks Drinks 🔍👤🛒

**Fiore**  
Cafe

Burger from 40 cake from 60  
Green Life from 50 Pizza from 70

▼

EN | SP | FR

FIORE

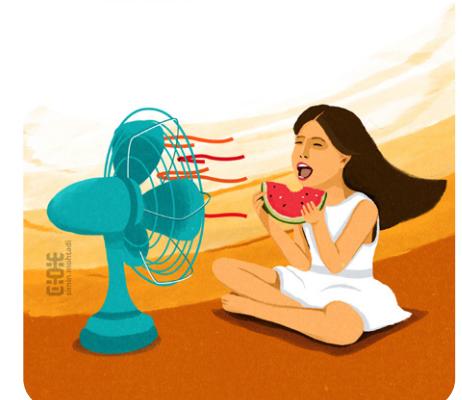
SIMIN.MOHTADI

SIMIN.MOHTADI

SIMIN.MOHTADI

SIMIN.MOHTADI

GREEN MIND,  
GREEN LIFE  
SIMIN.MOHTADI





# SOCIAL MEDIA

POST, ADVERTISING, ANY DIGITAL SOLUTION

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There is life inside every brick

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TIME IS IN YOUR HANDS  
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IN DIFFERENT STYLES AND COLORS

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YAY!

Start at **\$250** per person

VACATION

PICKUP AND DROP BOAT RIVER CRUISE

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