

IMAN MIRJAHANI

Creative Designer

[Portfolio website](#) [LinkedIn](#) [Behance](#)

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Professional Summary

Creative Designer with 8+ years of experience in illustration, motion graphics, branding, and UI/UX design. Skilled in hand-drawn and digital illustration, AI-generated imagery, and post-production techniques, delivering engaging static and motion visuals for global brands, fintech platforms, and NFT projects. Co-founder of a creative start-up, leading branding, digital content, and storytelling strategies. Passionate about transforming ideas into compelling visuals and enhancing brand identity and user engagement across international campaigns, exhibitions, and platforms.

Skills

Design & Motion Graphics

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere)
- Motion Graphics & 2D Animation
- AI Image Generation & Post-Production

Branding & Creative Direction

- Brand Identity Development (Logos, Guidelines, Marketing Assets)
- Concept Development (Storytelling, Campaign Planning, Idea Execution)
- Typography & Layout Design (Print & Digital Media)

UI/UX & Web Design

- Figma, WordPress, Interface Design
- User Experience Optimization & Digital Branding

Illustration & Digital Art

- Hand-drawn & Digital Illustration (Character Design, Concept Art)
- Visual Storytelling

Work experience

Tosan Techno- Electronic payment and digital banking

Brand specialist (Full-time)

Jun 2023 - Dec 2024

- Developed brand identities for subsidiaries, ensuring visual consistency & differentiation.
- Designed website graphics & digital banners, increasing user engagement & brand presence.
- Produced motion graphics & video edits, boosting social media engagement & message retention.
- Created motion explainers & presentations, simplifying complex ideas and enhancing brand storytelling.
- Managed multiple design projects, delivering high-quality visuals under tight deadlines.
- Designed user-friendly dashboards, improving UX/UI efficiency and contributing to an industry award (Dr. Nourbakhsh Festival).
- Created static & motion visuals for major exhibitions (Dubai Seamless 2024, Modern Banking Conference), increasing booth engagement by 40%.

Mogu Mogu- Food & beverage

Art director (Remote)

Mar 2024 - Nov 2024

- Led brand storytelling & visual content strategy for Mogu Mogu's Middle East & Iran markets, ensuring alignment with global brand guidelines.
- Managed a creative team of photographers, illustrators, and visual designers, overseeing 30+ projects from concept to final execution.
- Developed static & motion-based content for digital campaigns, delivering:
 - 60+ photomontages for Instagram reel covers
 - 20+ promotional images for product marketing
 - 20+ motion graphics for advertising campaigns
 - 200+ daily Instagram stories ensuring brand consistency
 - 30+ storyboards and sketches for campaign planning
- Directed an offline marketing campaign with 10 photomontages & 10 motion graphics, successfully launched across Dubai Metro stations & Carrefour markets, increasing brand visibility & audience engagement.
- Utilized AI-generated imagery & advanced post-production techniques to enhance design efficiency & elevate visual quality across marketing assets.

Alpari- Multinational foreign exchange

Graphic designer (Remote)

Jan 2023 - Jun 2023

- Designed event banners, posters, and graphic elements, ensuring brand consistency and visual appeal.
- Created engaging social media content, enhancing Instagram visuals & brand interaction.
- Developed illustrations & executed photo editing, maintaining high-quality, cohesive visuals.
- Utilized AI-powered design tools, optimizing workflows and generating innovative, eye-catching layouts.

Hippo Wallet- Decentralized wallet

Graphic designer (Remote)

Oct 2022 - Jan 2023

- Designed multimedia content for social media, including posters and infographics, increasing brand visibility.
- Created motion graphics for street digital banners and giant screens at JBR Beach, Dubai, enhancing audience engagement.
- Developed website landing pages, designing banners, icons, and UI assets to improve user experience.
- Produced concept art and storyboards, supporting brand storytelling and visual strategy.
- Collaborated with cross-functional teams, ensuring products met design standards and user expectations.
- Conducted benchmarking, analyzing market trends to optimize design strategies.

Education

- **Associate degree in animation**

Soroush University of Applied Science
2016-2019

Language

- English (Intermediate)
- Farsi (Native)