

# SHABNAM SHANYABI

GRAPHIC DESIGNER |  
VISUAL IDENTITY & BRANDING  
SPECIALIST

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Tehran

## PROFILE

Creative and detail-oriented Graphic Designer with over 9 years of experience in visual identity, branding, and digital design. Skilled in Adobe Photoshop, Illustrator, InDesign, and Krita, with a strong background in typography, layout design, and motion graphics. Passionate about crafting compelling visuals that enhance brand recognition and engagement. Experienced in collaborating with marketing teams, businesses, and product teams to create impactful designs for print and digital media.

## EDUCATION

**2010 - 2014**  
**TEHRAN ALZAHRA UNIVERSITY**

- Bachelor's Degree in Graphic Design

## WORK EXPERIENCE

### 2022 - PRESENT

Senior Graphic Designer | Parham Co.

- Designed and implemented brand identity for multiple clients, enhancing brand recognition.
- Created marketing materials, social media graphics, and digital ads that increased engagement by 35%.
- Developed motion graphics and promotional videos for advertising campaigns.
- Collaborated with marketing and product teams to align visuals with business objectives.

### 2020 - 2022

Graphic Designer | Modiage Co.

- Designed branding assets, promotional materials, and UI elements for websites and applications.
- Developed high-quality packaging designs for beauty and skincare products.
- Created social media graphics and ad creatives, improving click-through rates by 30%.
- Worked closely with the product team to maintain brand consistency across all platforms.

### 2014 - 2022

Freelance Graphic Designer | Remote

- Designed logos and branding assets for startups and established businesses.
- Created brochures, business cards, and advertising visuals for digital and print media.
- Developed custom illustrations and motion graphics for promotional campaigns.

## SKILLS

- Branding & Visual Identity
- Graphic Design & Illustration
- Adobe Photoshop, Illustrator, InDesign, Krita
- Typography & Layout Design
- Social Media & Digital Marketing Design
- Print Design (Brochures, Posters, Business Cards)
- Motion Graphics & Video Editing (After Effects, Premiere Pro)
- Packaging & Product Design

## LANGUAGES

- English
- French (basic)

## PORTFOLIO & REFERENCES

- [Behance](#)
- [Linkedin](#)