

# Multimedia Designer

Graphic design & Video expert



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## SIAVASH AFSARI



REFERENCES AVAILABLE UPON  
REQUEST.

Ardalan Etemadansari:  
CEO and Founder Aretan Group

Eli Poplinger:  
CEO and COO HYGEARFIT

# 6

years of  
experience

# +25%

Viewer  
Engagement

# +20%

Social Media  
Engagement

### PROFILE

I am an experienced Graphic Designer specializing in creating visually compelling content that strengthens brand identities. Over the last year, I contributed to a 43% increase in sales as part of the marketing team and boosted social media followers by 20%.

My expertise includes dynamic motion graphics, billboard, elegant brochures, catalogs, and engaging 3D animations. I excel in designing print assets and marketing materials, blending creativity with storytelling.

I am dedicated to staying up-to-date with marketing trends and continuously aim to make a meaningful impact with my creative solutions.

### EDUCATION

**Bachelor of Fine Arts in Graphic Design (On going)**  
Cyprus international university  
2022 – Present

### CERTIFICATES:

**Visual Elements of User Interface Design**  
California Institute of the Arts  
Aug 2024

**VFX with Adobe After Effects from Novice to Expert**  
EDUCBA  
Jul 2024

**Introduction in Game Design**  
California Institute of the Arts  
Jul 2024

**Certificate in Graphic Design**  
University of Colorado Boulder  
Jan 2024

**Computer - Aided Interior Architecture Designer Assistant**  
Mojtamae Fanni Tehran  
May 2017

**Graphic design**  
Tarhestan, Tehran  
Jun 2014

## KEY SKILLS:

### Graphic Design:

Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Procreate, Figma

### Motion Graphics &

**Video Production:** After Effects, Premiere Pro, videography, video editing, VFX, CGI

**3D Modeling:** Blender

### Content Creation:

Social media content, product video ads, presentations

## PROFESSIONAL EXPERIENCE



### Multimedia Designer | Caesar Projects

Aug 2024 – Present

- Served as a multimedia designer, editing videos for social media and creating content for events and advertising.
- Developed print assets such as billboards, catalogs, and flyers, ensuring they align with the brand's identity.
- Created motion graphics and 3D animations for advertisements and in-resort television displays.
- Focused on making all content simple and relatable, contributing to an increase in viewer engagement by over 25%



### Digital Creator | HYGEARFIT

Sep 2022 – Aug 2024

- Developed product video ads that increased viewer engagement by 50%.
- Designed motion graphics and visual effects, enhancing brand visibility and promotional content.
- Created graphic designs for social media and presentations, enhancing online presence.
- Edited and enhanced video footage to improve overall content quality.
- Led 3D modeling projects to visualize fitness equipment, contributing to product presentation.



### Graphic Designer | Aretan Group

Mar 2022 - Sep 2022

- Designed sophisticated brochures showcasing diverse properties, aiding in attracting 16 potential investors, contributing to a 10% growth in inquiries.
- Created detailed catalogs that facilitated informed decision-making through effective visual communication.

## CONTACT

[www.siaawsh.co](http://www.siaawsh.co)



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