

# Sohrab Rahimi

Visual Designer | AI-Powered Content Creator | Brand Identity Specialist

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## Summary

Creative visual designer with a focus on digital branding, social media graphics, and packaging design. Experienced in using AI-driven design tools like Midjourney, Canva AI, and ChatGPT to deliver high-quality visuals with speed and creativity. Adept at designing for e-commerce, Web3, and modern digital platforms. Proven ability to manage end-to-end content-from mockups to reels-and collaborate in fast-paced remote teams.

## Experience

### Freelance Visual Designer (Web3 & D2C) - 2023 - Present

- Created scroll-stopping visuals and branding kits for NFT, DeFi, and D2C projects
- Delivered short-form video content and reels using AI video tools and Canva Pro
- Worked with design systems and visual languages (color, typography, icons)
- Collaborated with marketers to align visual design with product and brand tone

### Content Designer & Motion Creator - 2022 - 2023

- Produced animated Instagram content and carousels for ecommerce & tech brands
- Repurposed brand guidelines into multi-platform visuals (Web, Email, Social)
- Used Gen-AI tools to rapidly ideate and generate content mockups

## Skills

Social Media Graphics, Short-Form Video, Packaging Design, Figma, Canva Pro, Midjourney, Adobe Illustrator, Color Theory, Typography, Brand Identity, AI Design Tools