



AFFECTION MOON

Let's begin with this idea; This is my personal brand, the result of my efforts to blend the meaning of my name with a dash of my innate creativity in art.

About me

With extensive experience in graphic design and business innovation, I have effectively bridged the gap between business strategy and artistic expression. My journey through both the academic and professional realms has allowed me to seamlessly integrate art into every aspect of my work, resulting in projects that are both impactful and creatively driven.

Throughout my career, I have collaborated with a wide range of clients across various industries, which has enriched my understanding of diverse market dynamics. My strength lies in creating visually compelling designs and strategic marketing campaigns that not only captivate audiences but also drive tangible business outcomes.

I have successfully led large-scale advertising campaigns, consistently producing content that delivers measurable results. In my leadership roles, I have played a crucial part in the growth and success of the companies I've been associated with—whether it's by mentoring teams, managing complex projects, or providing expert consultation to art foundations. My dedication to innovation, quality, and results has earned me significant recognition within the industry. As I move forward in my career, I remain driven to explore new creative avenues, deepen my expertise, and continue making a positive impact through my work.

My portfolio is a reflection of my creativity, strategic insight, and unwavering commitment to excellence. I invite you to explore my work and discover how I can help bring your vision to life.

Hello, It's

ATEFEH GHAMARIPOUR

✉ atefehghamaripour@gmail.com

🌐 www.atefehghamaripour.com

🌐 [linkedin.com/in/atefeh-ghamari-pour](https://www.linkedin.com/in/atefeh-ghamari-pour)

Graphic Designer

🌐 📧 📷 Find me on social media

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Showcase Creativity



Discover the projects that define my work. Follow these chapters to see a selection of my creations, and visit my website for a complete portfolio.

This section is dedicated to the logos I have designed. Some of these were part of larger projects that included additional design and advertising elements, which are discussed in the following sections.

Logo Design

Fact Sheet

Danube Manufactures & Trading

As part of the branding for Danube Company

Primary Objective

The main assignment for this branding project was to create a logo for Danube Company that not only incorporated the letter “M” to represent “Manufactures” but also ensured that the brand identity and the company’s core business narrative were immediately clear at first glance. The objective was to design a logo that would visually communicate the essence of Danube’s focus on manufacturing and trading home appliances, making it instantly recognizable and aligned with the company’s mission.

Key Elements

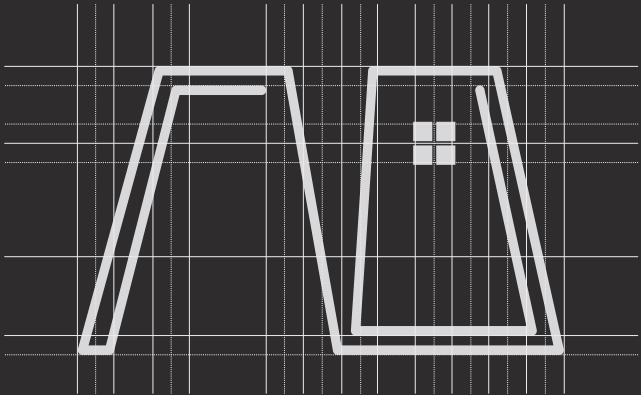
The logo incorporates a combination of symbols: a kitchen hood, a sink, the outline of an apartment or house, and the letter “M”. These elements were specifically selected to reflect the company’s focus on kitchen appliances. The letter “M” is particularly significant as it stands for “Manufactures,” emphasizing the company’s role in the production of these essential household items. The logo was meticulously crafted using several distinct elements, with the primary goal of making the company’s main activities evident at first glance.

Impact

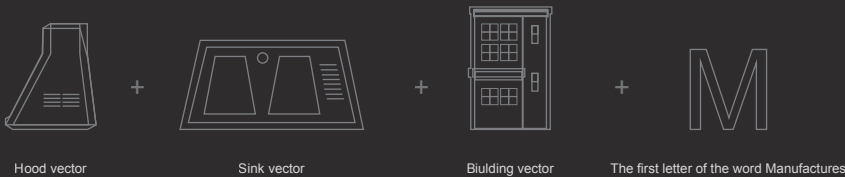
The logo is designed to leave a lasting impression on customers and viewers. While the various elements may not be immediately obvious, the prominent “M” and the the window-like element symbolize a home, which is the primary environment where the company’s products are used. This thoughtful integration ensures that the logo not only represents the products but also resonates with the company’s target market. This combination effectively communicates the brand’s mission and market focus, making it memorable and impactful for the audience.

Slogan

Crafted for your home, designed for life



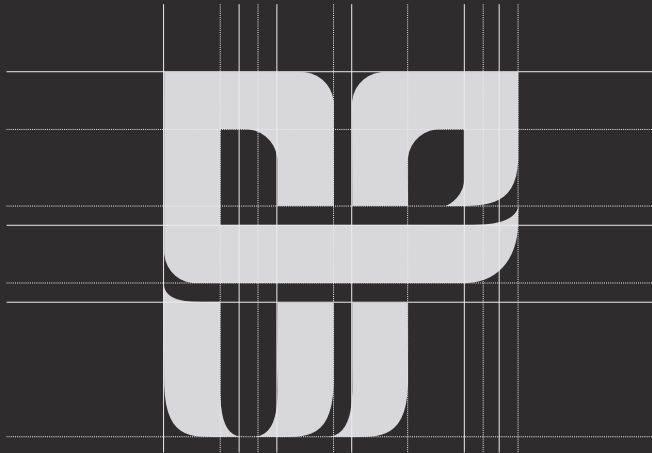
“Linear design of the logo with guidelines and the main structural lines of the logo”



“Elements of the Danube Manufactures & Trading logo, including the letter ‘M’ (abbreviation for ‘Manufactures’).”



Logo mockup



"Linear design of AF letter logo incorporating Persian letters of the word 'Aban.'"

Fact Sheet

Aban Charity Foundation

As part of the branding for Aban Charity

Primary Objective

The primary objective of this branding project was to create a comprehensive visual identity for the charitable organization Aban. This organization, based in Stockholm and dedicated to helping those in need, derives its name from the Persian word "Aban," which means "waters" and also represents the second month of autumn in the Persian calendar. The aim of the logo design was to align closely with the charity's mission of providing humanitarian aid and to effectively convey this mission through a strong and meaningful visual representation. Since this international organization operates in two countries simultaneously, they required a design that incorporates both the Persian and Latin scripts of the word "Aban" in a single cohesive design.

Key Elements

The logo was designed to clearly reflect the essence of the charity's mission. The core element of the brand design is the water drop, symbolizing the essential and life-sustaining nature of water. This design emphasizes the crucial role of water and represents how small, consistent contributions can collectively have a significant impact on humanity.

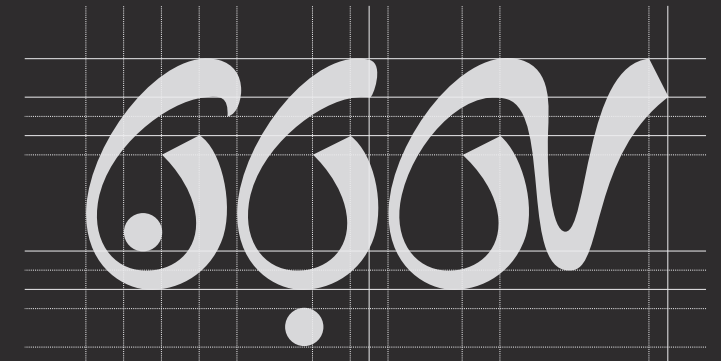
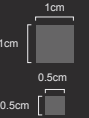
The primary logo, displayed on the right, integrates the shape of a water drop into the Persian script for "Aban," which reads from right to left. Cleverly, by omitting the dots, the design also incorporates the English word "Aban." For the application version or icon use, a variant of the logo was created, shown on the left. This version uses the initials "AF" (for Aban Foundation) while still incorporating the Persian script for "Aban," maintaining the right-to-left reading direction.

Impact

The logo effectively communicates the charity's mission to its audience. By incorporating elements that are meaningful and familiar in both Persian and English, the brand identity is made accessible and recognizable in both cultural contexts. The dual-language approach was designed to support the organization's operations in two countries, making the logo both functional and impactful. Through the use of relevant shapes and elements, the logo successfully conveys the charity's core message and establishes a deep and lasting connection with its audience.

Slogan

"Small drops, big impact"



"Linear design of Persian typography of the word 'Aban,' which also includes Latin letters."



Sign of humanitarian aid



Persian word Aban



Letters word AF

"Elements of the English logo featuring the letters 'AF' (abbreviation for 'Aban Foundation')."



water drop vector



Persian word Aban



English word Aban

"Elements of the Persian typography of the word 'Aban'"



Logo mockup



Logo mockup

Fact Sheet

Pioneering Ideas Practitioners

As part of the branding for PIP Company

Primary Objective

The primary objective of this branding project was to create a modern and impactful visual identity for “Pioneering Idea Producers (PIP)” by designing a logo that not only clearly represents the acronym PIP but also aligns with the brand’s core values. This brand was meant to be a pioneer in thinking!

Key Elements

Simple Geometric Shapes: The logo integrates basic geometric shapes, including circles and rounded squares. For instance, the dot of the “i” is depicted as a circle, and the central elements of the logo are rounded squares, emphasizing simplicity and modernity.

Rounded Corners: All corners of the logo are intentionally rounded to create a soft, approachable, and contemporary look, avoiding sharp edges. This design choice enhances the brand’s approachable and innovative image.

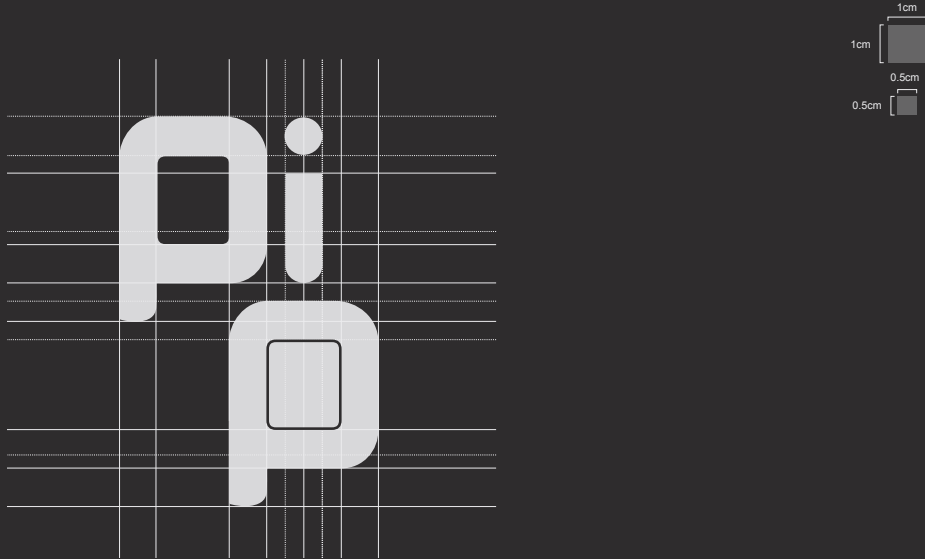
Minimalist Details: The logo avoids unnecessary embellishments to maintain a clean and uncluttered appearance, focusing on the essential geometric forms that represent the brand’s values. The goal was to utilize geometric shapes and minimalist elements to craft a logo that is both visually appealing, pioneer in thinking and conveys the innovative and professional nature of the organization.

Impact

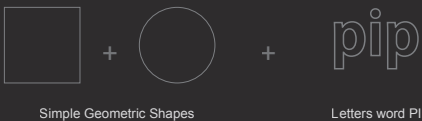
The logo’s simple and modern design leaves a strong, professional impression, making it memorable and easily recognizable. By incorporating geometric shapes and rounded corners, the design communicates innovation and precision, aligning with contemporary design principles. This approach helps the organization establish a distinct and lasting visual identity that resonates with its audience and reflects its commitment to modernity and effectiveness.

Slogan

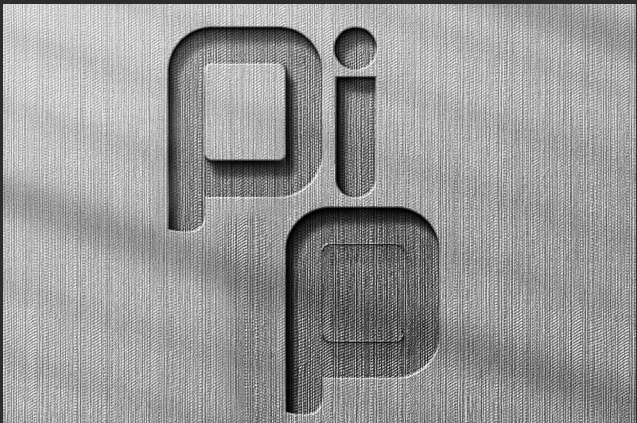
“Simple, Modern, Effective”



“Logo linear design with instructions and main structural lines of the logo”



“PIP logo design elements”



Logo mockup

Fact Sheet

Municipality Campaign

As part of the Typography for Ketabgah

Primary Objective

In this typography project, the word “کتابگاه” (Ketabgah) was crafted as part of a large-scale campaign for a regional municipality. The word is a blend of “کتاب” (Ketab, meaning “book”) and “ایستگاه” (Istgah, meaning “station”), forming a new term that signifies a place for reading books, akin to a library. The objective was to create a functional and meaningful term that could be implemented as a bus stop across the city, encouraging reading in public spaces. The typography needed to be both functional, as it represents a physical location, and evocative, as it encourages public engagement with books.

Key Elements

Blended Typography: The typography integrates elements of both words, “کتاب” and “ایستگاه,” into a cohesive design. The combination is intended to visually and conceptually represent a space dedicated to reading, making it instantly recognizable and associated with books and learning.

Linear Design: As part of a larger campaign, this design was developed alongside a series of related typographies, all featuring smaller linear designs underneath the main typography. These designs maintain visual consistency across the campaign while highlighting the primary concept.

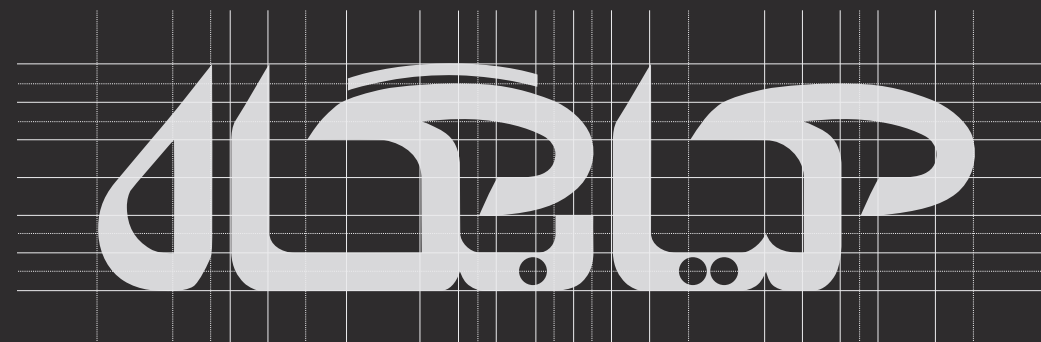
Impact

This typography project not only introduces a new term into the urban landscape but also aims to have a lasting impact on the community by promoting literacy and learning. By transforming ordinary bus stops into “کتابگاه” (Ketabgah), the project enhances the cultural and educational environment of the city, making reading a more accessible and integral part of daily life.

Slogan

“کتابگاه: ایستگاه مطالعه در قلب شهر”

“Ketabgah: A Reading Station in the Heart of the City”



“Linear design of Persian typography of the word ‘کتابگاه’ (Library), designed as a bus stop with a small integrated library.”



Linear design of Bus Station Book Card

Linear design of Comrade Library Station

Linear design of Bus Station Route

“Sequential typography leading to the bus station, creating a pathway for reading, with special cards provided to borrow books from this unique library bus station.”



“A 3D model that I have designed and implemented to better show typography”

This section is dedicated to the set of stationery that I have designed.

Corporate Identity

Fact Sheet

Pioneering Ideas Practitioners
As part of the branding for PIP Company

Primary Objective

The primary objective of this project was to design a comprehensive set of stationery for “Pioneering Idea Producers (PIP),” focusing on creating a modern and impactful visual identity that reflects the brand’s commitment to innovative thinking. The goal was to develop stationery that not only represents the acronym PIP but also aligns with the brand’s core values, using design elements that clearly communicate its pioneering spirit and professional ethos.

Key Design Elements

Organizational Color – Glossy Navy Blue: The choice of glossy navy blue for the stationery was deliberate, as this color evokes a sense of professionalism, depth, and reliability. Navy blue is often associated with sophistication and innovation, aligning with PIP’s brand mission to lead in creative and forward-thinking solutions.

Minimalist Design: The stationery design is intentionally minimalist, incorporating only subtle elements to emphasize simplicity and modernity. The use of tiny circles and clean lines ensures that the focus remains on the core values of the brand, avoiding unnecessary embellishments. This approach mirrors the brand’s commitment to clear, innovative thinking and effective communication.

Single-Color Palette: The use of a single color in the design underscores the brand’s focus on simplicity and clarity. This choice reflects PIP’s dedication to providing straightforward, effective solutions without distractions, reinforcing the brand’s image as a pioneer in the industry.

Impact on Viewers

The design aims to make a strong, memorable impression with its clean and professional appearance. The glossy navy blue color conveys trust and competence, while the minimalist elements highlight the brand’s innovative and sophisticated nature. This approach not only ensures that the brand identity is clear and recognizable but also effectively communicates PIP’s core message and values to both current and potential clients.



“Office paper mockup designed for PIP brand”

Fact Sheet

Aban Charity Foundation
As part of the branding for Aban Charity

Project Overview

The objective of this project was to design a cohesive set of stationery for “Aban,” a charitable organization based in Stockholm. “Aban” is a Persian term meaning “waters” and also denotes the second month of autumn in the Persian calendar, emphasizing the importance of water as a life-sustaining element. The goal was to create a design that embodies the charity’s mission to provide essential aid to those in need.

Key Design Elements

Water Drop Symbolism: The logo prominently features a water drop, symbolizing the essential and impactful nature of the charity’s work. Each drop represents a small but significant contribution, akin to how rain nourishes the earth.

Organizational Color – Green: A specific shade of green was chosen for its associations with life, growth, and renewal. This color evokes feelings of hope and compassion, aligning with the charity’s mission to support and nurture those in need.

Minimalistic Design: The stationery follows a minimalist approach to emphasize the core values of the charity. The design focuses on the water drop symbol and the green color to create a powerful yet simple visual impact.

Impact on Viewers

The design aims to leave a strong, positive impression, fostering trust and reliability. The combination of the water drop logo and the calming green color reinforces the charity’s brand identity and resonates with the audience, encouraging support for the cause.



"Office paper mockup designed for Aban foundation"

Fact Sheet

Danube Manufactures & Trading
As part of the branding for Danube Company

Primary Objective

The primary objective of this project was to design a comprehensive set of stationery for Danube Company, ensuring that the design aligns closely with the brand identity and operational needs of the company. The goal was to create stationery that clearly reflects the company's mission in manufacturing and trading home appliances, using color and design elements to make the brand and its core message immediately recognizable.

Key Design Elements

Organizational Color – Deep Green: The chosen deep green color for the stationery represents life, growth, and renewal. This color evokes feelings of hope and compassion, aligning well with the company's mission.

Additional Color Scheme: The logo, featuring red and yellow with a blue window, prominently displays energy and warmth. The red and yellow colors convey enthusiasm and courage, while the blue adds a sense of balance and tranquility to the design.

Extensive Design Scope: The stationery set includes various components, of which only a selection of the primary items is presented here. This comprehensive design encompasses business cards, letterheads, envelopes, and other elements, all crafted to maintain a cohesive brand identity.

Impact on Viewers

The design is intended to make a strong, positive impression on viewers. The use of deep green, combined with the vibrant colors in the logo, creates a sense of trust and dynamism. The minimalist design approach ensures that the brand identity is clear and memorable, effectively conveying the company's core message and enhancing engagement with both current and potential clients.



"Office paper mockup designed for Danube brand"

This section is dedicated to the posters that I have designed.

POSTER Design

Fact Sheet

Great Coffee Exhibition
Coffeexiran Brand Poster

Primary Objective

The primary objective of this project was to design a unique and captivating poster for the “Great Coffee Exhibition,” an event set to take place at the Milad Tower, the tallest tower in the country. The client wanted a conceptual, artistic, and distinctive poster that would immediately convey the essence of the event—coffee—while also clearly indicating its prestigious location at Milad Tower. The challenge was to create a design that stood out, grabbed attention, and communicated the event’s key details within the first few seconds.

Key Design Elements

Illustrative Concept: Instead of using direct imagery of the Milad Tower or typical exhibition elements, I opted for a more artistic approach. I integrated coffee beans, a linear representation of one of the oldest coffee grinders, and a line-drawn depiction of Milad Tower. These elements combined to create a visually striking image that not only relates to coffee but also subtly references the event’s iconic location. This approach aligns with the key principles of poster design—capturing the viewer’s attention and delivering the message clearly within the first few seconds.

Color Scheme and Texture: The choice of a coffee-toned color palette, along with a background texture resembling coffee stains on paper, was deliberately selected to evoke the sensory experience of coffee. The warm, rich browns invite the viewer into the world of coffee, almost making the aroma tangible.

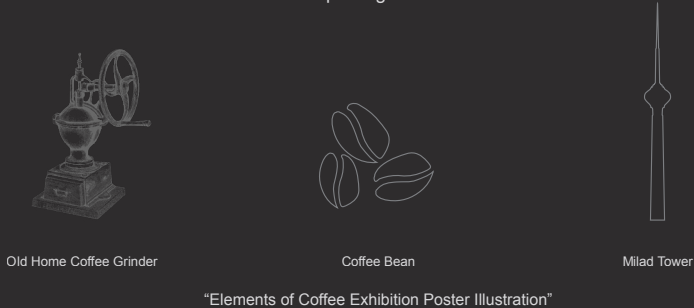
Layout and Balance: The primary visual elements, which are concentrated in the bottom right quarter of the poster, are balanced by placing the event details in the top left quarter. This layout ensures that the viewer’s eye moves naturally across the poster, exploring all areas without feeling overwhelmed. The strategic placement of text in this area maintains visual harmony and ensures that the design remains engaging and easy to navigate.

Impact on Viewers

The poster is designed to make an immediate and lasting impression. The illustrative approach, combined with the evocative color scheme, captures the viewer’s attention and conveys the essence of the event at a glance. The clear and balanced layout enhances readability and ensures that the viewer quickly understands that this is a coffee-related event taking place at Milad Tower. This design effectively fulfills the key goals of poster creation—attracting the viewer, communicating the core message within seconds, and encouraging further engagement with the event details.



“Poster mockup designed for Coffeexiran”



“Elements of Coffee Exhibition Poster Illustration”

Fact Sheet

Asootak pistachio export

Asootak Brand Poster

Primary Objective

The primary objective of this project was to design a poster for the brand “Asootak,” which specializes in exporting pistachios to international markets. The key message the client wanted to convey through this poster was the unique and distinctive taste of Asotek pistachios, along with their freshness and superior quality. The challenge was to create an image that would immediately evoke the sense of taste and the exceptional flavor experience of these pistachios, making their premium quality the central focus of the design.

Key Design Elements

Visual and Sensory Appeal: Given the emphasis on taste, high-quality photography played a crucial role in the design of this poster. A professional photoshoot was conducted with careful attention to lighting and color precision, capturing the richness and allure of the product. The sharp red color, covering more than half of the image, is a well-known appetite stimulant, while the soft silk texture conveys a sense of freshness and delicacy. The pistachios are strategically placed in the lower third of the image, with a subtle white line design, naturally drawing the viewer’s attention directly to the product and highlighting its importance. Subtle Background Elements: To reinforce the connection to the product, a soft pistachio green tint was subtly added to the background. This green hue indirectly references the natural color of pistachios while adding depth to the overall design. Strategic Text Placement: The main title of the poster is centered slightly above the midline, written in a white font. This placement ensures that viewers quickly recognize that the poster focuses on taste and quality.

Impact on Viewers

The combination of vibrant red tones with the soft texture of silk and carefully positioned pistachios evokes a strong sense of taste and freshness, appealing directly to the senses. The subtle use of green in the background hints at the pistachios without overwhelming the primary image. The strategic placement of the poster’s title guarantees that the viewer immediately grasps the key message—emphasizing the distinctive taste and superior quality of Asotek pistachios. This design approach effectively captures the viewer’s attention, quickly conveys the core message, and leaves a lasting impression.



“Poster mockup designed for Asootak”



Pistachio linear design

“Elements of Pistachio Poster Illustration”

In this season, you can see some of the magazine and catalog work I've done.

Editorial Excellence

Fact Sheet

Kachar Furniture

Kachar Brand Catalog

Primary Objective

The primary objective of this project was to design a catalog for the furniture brand “Kachar.” The client’s main goal was to showcase their furniture products in a way that highlights their quality, elegance, and modern design. The key challenge was to create 3D visualizations of the furniture placed in both home and office settings, ensuring that the surrounding environments were simple enough to keep the focus on the products while effectively conveying their sophistication and contemporary style.

Key Design Elements

3D Visualization: Each piece of furniture was meticulously visualized in realistic settings, whether in a home or office, to provide potential customers with a clear and appealing view of how the products could fit into their own spaces. The focus on quality and detail in the models was essential in conveying the craftsmanship and modern aesthetics of the furniture.

Minimalist Surroundings: To ensure that the furniture remained the focal point of each page, the surrounding environments were designed to be minimalist and uncluttered. This approach allowed the products to stand out clearly, emphasizing their elegance and the attention to detail in their design.

Product Specifications: Tthe catalog included concise product descriptions and specifications. This information was presented in a clean and straightforward manner, making it easy for potential customers to understand the features and benefits of each piece of furniture without distracting from the visual impact.

Impact on Viewers

The combination of high-quality visualizations with minimalist settings successfully draws attention to the furniture, allowing viewers to appreciate the modern design and fine craftsmanship of each piece. The strategic presentation of product specifications alongside the images ensures that the catalog is both visually appealing and informative, helping potential customers to envision the furniture in their own spaces and making a strong impression of Kachar’s brand identity. This design approach effectively showcases the brand’s commitment to quality and modernity, leaving a lasting impact on the audience.



“Catalog mockup designed for Kachar”

Danube Manufactures & Trading

Danube Brand catalog

Primary Objective

The primary objective of this project was to design a catalog for Danube Company’s home appliances. The goal was to present the products in a way that highlights both their visual appeal and technical specifications, catering to both individual buyers and bulk purchasers. The challenge was to create a clean and focused design that allowed the products to stand out while providing clear and organized information.

Key Design Elements

White Background: A white background was used throughout the catalog to ensure that the focus remains on the product images and their details. This choice of background helps in presenting the products in a clean, unobtrusive manner, avoiding distractions from additional elements or designs.

Brand Colors and Logo: The catalog prominently features Danube’s brand colors—blue, yellow, and red—along with the company logo. These elements were integrated in a way that reinforces brand identity without overwhelming the product visuals. The use of brand colors helps maintain a cohesive and recognizable look throughout the catalog.

Product Information Layout: The catalog was designed to present product information in a highly organized and structured format, similar to a user manual. Each product entry includes detailed specifications and features, arranged in a way that is easy for viewers to navigate. This approach ensures that potential buyers can quickly access and understand the essential details of each product.

Impact on Viewers

The catalog’s use of a white background, combined with brand colors and a clear layout, ensures that the focus remains on the products and their specifications. The structured presentation of information allows both individual and bulk buyers to easily find and comprehend the details they need. This design effectively showcases Danube’s commitment to quality and clarity, making a strong impression on the audience and reinforcing the company’s brand identity.



“Danube M & Trading Catalog Mockup”

Fact Sheet

University Organization

About the magazine

Primary Objective

The primary goal of this project was to design a magazine for a prestigious university that showcases events and ceremonies involving exceptional students. The magazine aimed to provide monthly updates about university life, including exhibitions, ceremonies, and other significant happenings from the past month, while also informing about upcoming events. It served as both an informative tool and a means to create memorable experiences for students, faculty, and associated parties.

Design Approach

The magazine was designed with a focus on the university's brand colors, predominantly red, to ensure alignment with the institution's identity. High-quality images from various events were used for layout purposes, enhancing the visual appeal and engagement of the content. As the Art Director, my role was crucial in ensuring the magazine's design was executed with professionalism and coherence, maintaining the quality and impact of the publication.

The design not only reflected the dynamic and vibrant nature of the university's activities but also provided a polished and engaging presentation of the information. This approach underscored the importance of creating a publication that was both visually compelling and effective in communication.



"Magazine mockup designed for University Organization"

In this section, you can view several digital project examples, such as website and application designs.

Digital Product

Fact Sheet

Danube Manufactures & Trading

Digital pages for the Danube brand

Primary Objective

The primary goal of this project was to design digital pages for the Danube brand, including their website, social media pages such as Instagram, and a mobile application. This suite of designs was developed to simplify the purchasing process and provide easy access to home appliance products for customers. The aim was to create user-friendly, simple, and accessible pages while integrating the brand's colors effectively.

Design Approach

The digital pages were designed with a focus on Danube's brand colors to ensure effective visual identity. The design emphasizes user-friendliness and simplicity, with high interactivity and the capability for online product sales. Additionally, the design allows users to stay informed about new product releases and easily navigate the selection and purchase process.

The design ensures that the digital platforms are visually appealing and functional, providing a seamless and reliable experience for customers in their online shopping journey.



"Mockup Designed for Danube's Digital Pages "

Fact Sheet

Danube Manufactures & Trading

Digital pages for the Danube brand

Primary Objective

The primary goal of designing the Danube app was to create a versatile platform that accommodates various user needs, including individual and bulk buyers, as well as sellers. The app was designed to allow users to register, access a well-organized catalog of products, make purchases either as individuals or in bulk, and even list products for sale.

Design Approach

The app was developed with a focus on providing a seamless and intuitive user experience. Key features include:

User Registration and Access: Users can create accounts to manage their profiles, whether they are buyers or sellers.

Product Catalog: Products are categorized for easy navigation, with clear and detailed specifications and images to facilitate informed purchasing decisions.

Purchasing and Selling: The app supports direct purchases from the manufacturer for both individual and bulk buyers. Additionally, sellers can list their products directly on the platform, making it easier to reach consumers.

Additional Features: The app includes a customer loyalty program, a shopping cart, and the ability to share product links, enhancing the overall user experience.

The design emphasizes clarity and functionality, ensuring that users can effortlessly browse, purchase, and sell products while benefiting from a range of convenient features.



"Mockup Designed for Danube's Mobile Application "

This section is related to motion graphics projects. However, to view the animated files, please visit my website.

Motion Design

Fact Sheet

WeProDev Company

Motion graphic for Leademy

Primary Objective

The primary goal of this motion graphic was to showcase and introduce the logo of the "Leademy" brand. The Leademy logo features an iconic profile of a person with several cards above their head, symbolizing the core objectives of Leademy's business—personal growth and self-leadership.

Design Approach

The motion graphic begins with the white face of the logo appearing in the center of the screen. The face looks around, and then several colorful balls emerge from the top of its head. These colorful balls gradually transform into flashcards, representing the diverse learning methods and self-leadership that Leademy offers to its audience.

The background of the motion graphic is designed in a navy blue color, aligning with Leademy's brand colors. The combination of the white face and colorful cards creates a striking contrast, effectively conveying the brand's message while capturing the viewer's attention.

The overall aim of this motion graphic was to create a visually impactful and engaging presentation that clearly communicates Leademy's brand identity and introduces viewers to the concept of growth and self-leadership promoted by the brand.

To view this motion graphic, please visit my website.



[" Click Here To See This Motion Graphic or watch on my website"](#)

Fact Sheet

Pioneering Ideas Practitioners

Motion graphic for PIP

Primary Objective

The primary goal of this motion graphic was to showcase and introduce the logo of the "Pioneering Idea Producers (PIP)" brand. The logo is designed to reflect the brand's core values and its mission to be a pioneer in innovative thinking. The challenge was to create a visual identity that not only clearly represents the acronym PIP but also captures the essence of the brand's forward-thinking approach.

Design Approach

The motion graphic begins with the PIP logo appearing in darkness, creating a sense of anticipation. Suddenly, the dot above the "i" in PIP lights up, illuminating the entire scene and bringing the logo into full view. This symbolizes the brand's role in bringing new ideas to light and leading the way in innovation.

The contrast between the initial darkness and the sudden illumination is meant to visually represent PIP's mission as a pioneer in thinking—turning ideas into reality and leading the way with creative solutions. The overall aim was to create a modern and impactful visual that effectively communicates the brand's identity and mission.

To view this motion graphic, please visit my website.



[" Click Here To See This Motion Graphic or watch on my website"](#)

Fact Sheet

SILK ROAD PATHWAY

Motion graphic for SICUP festival

Primary Objective

This motion graphic was designed and produced for the innovative Silk Road Pathways group to promote the inaugural SICUP Festival across various digital platforms. The primary audience for this motion graphic was children and their parents, who are the key participants in this festival.

The motion graphic focuses on showcasing the SICUP Festival and the participating brands. The design challenge was to effectively highlight all the involved brands within the festival's context.

Design Approach

The motion graphic begins with a spinning wheel of fortune, featuring images of all the brands participating in the festival. As the wheel spins and eventually comes to a stop, it reveals the SICUP brand prominently. The graphic then provides additional information about the festival, complemented by engaging visual elements to captivate the audience.

The overall aim was to create a visually compelling piece that not only introduces the festival and its associated brands but also engages and excites the target audience through dynamic and attractive design elements.

To view this motion graphic, please visit my website.



" Click Here To See This Motion Graphic or watch on my website"

In this section, you can view the packaging designs.

Packaging Design

Fact Sheet

Asootek pistachio export
Asutek Brand Packaging

Primary Objective

The primary goal of this project was to design packaging for the export products of the Asootak pistachio brand. The packaging needed to be developed to ensure the freshness and quality of the pistachios over time, particularly during international shipping. Additionally, the packaging was required to be designed in two sizes: the smaller packages should have a modern look, while the larger ones should evoke a sense of nostalgia.

Design Approach

The packaging was divided into two main categories: Small Packages for Quick Consumption: These packages were designed for immediate consumption, serving as convenient snacks or side dishes. The small packages are presented in sleek black boxes with a modern design aimed at attracting younger customers who consider pistachios a trendy snack. These boxes are tightly sealed to prevent air from entering, ensuring the pistachios remain fresh for an extended period. Large Packages for Bulk Purchases: For customers interested in buying larger quantities, packaging made from old-fashioned kraft paper was created. This design is intended to evoke a nostalgic and traditional feeling, emphasizing the brand’s heritage and history. The material was specifically chosen to maintain the quality and freshness of the pistachios in various climates.

The design of these packages aimed to create a blend of modern convenience and appeal in the small packages, while the larger packages focused on conveying a sense of nostalgia and authenticity. This approach ensures that Asutek pistachios are presented in a way that appeals to all customer preferences, from the modern young consumer to those who appreciate tradition and nostalgia.



“Mockup Designed for Asootak packaging”

Azalea | 2018
Brand | Pack | Can



"Mockup Designed for Azalea packaging"

Fact Sheet

Azalea Herbal Blends

Azalea Brand Packaging

Primary Objective

The primary objective of this project was to design packaging for the herbal distillates of the Azalea brand. The focus was on creating bottles and pouches for a collection of herbal blends. Since these distillates were produced from a combination of several herbs, the goal was to highlight certain key aspects in the design. These included the use of vibrant and distinct colors for each package, prominently displaying the number of combined herbs, and ensuring that the packaging clearly communicated the medicinal and herbal nature of the product.

Design Approach

The packaging design was approached with the following considerations:

Color Palette: Each package was assigned a specific color, resulting in a cohesive and eye-catching palette that stood out on shelves. The bold colors not only differentiated the products but also created visual appeal, making them easily recognizable for customers.

Numerical Display: The number representing the combined herbs was prominently featured on the front of the packaging. This bold

design choice helped customers quickly identify the product and understand its composition, while also adding a dynamic and engaging element to the design.

Herbal Texture: To further emphasize the natural and medicinal qualities of the products, each package incorporated a texture inspired by herbs, such as leaf patterns. These subtle details strengthened the connection between the product and its botanical origins.

Bottle Design: The bottles were designed with labels that matched the packaging colors, creating a unified visual identity across the product line. Additionally, the bottles featured easy-open caps, enhancing user convenience.

This design approach successfully created packaging that was both functional and visually striking, effectively conveying the essence of Azalea's herbal distillates to consumers.

Fact Sheet

MehrDarou Company

Citalopram Packaging

Primary Objective

The primary objective of this project was to design packaging for a type of psychiatric medication, Citalopram, produced by the MehrDarou company. Given the nature of the medication, which is used to treat mental health conditions, MehrDarou emphasized that the packaging design should reflect the purpose of the medication. Additionally, the company wanted the color scheme to be both relevant to the medication's purpose and soothing for the patients.

Design Approach

The design of the packaging focused on the following elements:

Brain Motif: The packaging features a linear illustration of a brain, with an emphasis on neural connections. This design choice was intended to visually represent the medication's role in supporting mental health and improving neurological function.

Color Scheme: A combination of turquoise green and white was used on different sides of the packaging. These colors were chosen for their calming and soothing properties, aligning with the purpose of the medication.

Labeling: The logo, medication name, and other relevant information were clearly printed on the packaging, ensuring that the purpose and identity of the medication were immediately recognizable to both patients and healthcare providers.

This design approach aimed to create a packaging solution that not only conveyed the function of Citalopram effectively but also provided a calming visual experience for the patients using it.



“Mockup Designed for Citalopram packaging”

Fact Sheet

Danube Manufactures & Trading

Danube Brand Packaging

Primary Objective

The primary objective of this project was to design cartons for packaging the products of Danube, a home appliance manufacturer. The goal was to create packaging that not only facilitates easy categorization and storage in the warehouse but also ensures convenience and ease during shipping to customers.

Design Approach

The carton design focused on the following key elements:

Standardized Formats: The cartons were designed in standard sizes to accommodate different types of home appliances, ensuring that each product has a designated package. This standardization helps in efficient storage and organization within the warehouse.

Color Coding and Identification: To simplify inventory management, the cartons feature color-coded labels that indicate the type of product inside. Each carton also displays a product code prominently, aiding in quick identification and retrieval.

Brand Aesthetics: The design incorporates Danube's brand identity through large, prominently displayed logos and the use of brand colors. While the primary brand color is used extensively, it is applied in smaller amounts to maintain the visual appeal of the packaging.

The overall aim was to create packaging that balances functionality with brand identity, ensuring that the cartons are not only practical for storage and shipping but also reflect the visual branding of Danube effectively.



"Mockup Designed for Danube packaging"

This section showcases exhibition works and projects, which feature a wide variety of designs.

Exhibition Products

Fact Sheet

Exhibition Counter of L'ANTICO CAFFE'

UX Design for the Exhibition Counter

Primary Objective

The primary goal of this UX design project was to create an engaging and immersive coffee counter experience for L'ANTICO CAFFE'. The aim was to enhance the sensory journey of customers, encouraging mindfulness and reflection while enjoying their coffee. This design seeks to make each coffee moment memorable, allowing the unique flavors and aromas of L'ANTICO CAFFE' to resonate long after the experience.

Key Elements and Design Approach

Interactive Blackboard Backdrop: A tall blackboard backdrop invites customers to write or draw their feelings, fostering a personal and interactive connection with their coffee experience. This element allows customers to leave a part of themselves at the café, making each visit unique and memorable.

Cup-Shaped Counter: The central piece of the design is a cup-shaped counter, which serves as the focal point of the sensory journey. This creative design not only enhances the aesthetic appeal but also reinforces the thematic connection to coffee.

Impact

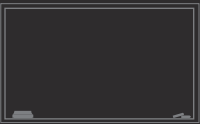
This innovative design project highlights the effectiveness of UX design in creating memorable customer experiences. By incorporating elements that engage multiple senses, it allows customers to connect more deeply with their coffee and the ambiance of L'ANTICO CAFFE'. The design encourages customers to savor each moment, making the flavors and aromas of L'ANTICO CAFFE' linger in their memories.

Slogan

Come, taste, and express at L'ANTICO CAFFE'. Let your senses guide you, and leave your mark on our canvas.



"Mockup Designed for L'ANTICO CAFFE'Exhibition Counter"



Black board



Cup of coffee

Elements of Exhibition Counter

"Exhibition counter with blackboard material (Consumers can write down how they feel after drinking coffee)"

Fact Sheet

Danube Manufactures & Trading

The Exhibition Booth of Danube

Primary Objective

The primary goal of this project was to create an exhibition booth for Danube Home Appliances that emphasizes simplicity and minimalism. The design aimed to make the booth easily recognizable through the use of brand colors, facilitate customer interaction, and provide designated areas for both product presentations and private negotiations. The overall objective was to ensure the booth stood out in the exhibition while offering an effective and engaging space for client interactions.

Key Elements and Design Approach

Minimalist Design: The booth was designed with a focus on simplicity and minimalism, predominantly featuring white as the main color. This approach aimed to create a clean and uncluttered look, enhancing the overall visual appeal and ensuring the booth remained elegant and inviting.

Brand Colors: Danube’s corporate colors were strategically incorporated into the design to make the booth easily identifiable throughout the exhibition. The use of the distinctive blue color in bands and accents helped reinforce the brand’s identity and make the booth stand out.

Interactive Counter: A central counter was designed to facilitate direct interactions with passersby, enabling staff to present products and engage with potential clients effectively. This area was equipped for product presentations and informal discussions.

Negotiation Area: A separate section was designated for clients interested in more detailed discussions or contract negotiations. This private space provided a comfortable and professional environment for in-depth conversations.

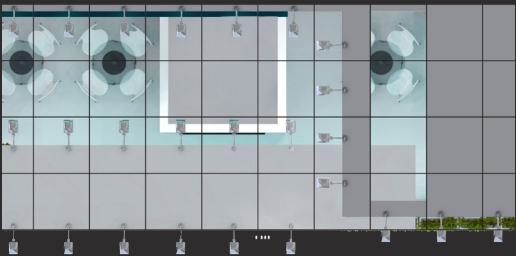
Additional Features: The booth included a large display monitor for showcasing product information, alongside printed catalogs and brochures designed specifically for the exhibition. These materials were made available to visitors to provide comprehensive information about Danube’s offerings.

Design Presentation

The design was developed in a 3D model, ensuring that all elements were well-represented and ready for implementation. It was prepared in four views to guarantee that the final execution would match the envisioned design perfectly.



"Mockup Designed for Danube Exhibition booth"



Fact Sheet

SILK ROAD PATHWAY
Exhibition Products for SICUP Festival

Primary Objective

The primary goal of this project was to design a range of materials for the SICUP Festival, which included exhibition posters, brochures, catalogs, event cards, certificates, participant uniforms, and awards. Additionally, the project aimed to create engaging and visually appealing digital pages for event announcements. The objective was to ensure a cohesive and captivating visual identity that would enhance the festival's presentation and facilitate effective communication with attendees.

Key Elements and Design Approach

Exhibition Materials: Designed visually striking posters and brochures to capture the festival's essence and attract visitors. These materials were created to reflect the festival's theme and provide essential information in an engaging format.

Catalogs: Developed detailed catalogs that showcased the festival's participants and their offerings. The catalogs were designed to be informative and visually appealing, offering a comprehensive guide to the event.

Event Cards and Certificates: Created elegant event cards and certificates to acknowledge participants and award winners. These items were designed to convey a sense of importance and achievement, adding a professional touch to the festival.

Uniforms and Awards: Designed uniforms for participants that matched the festival's branding and provided a cohesive look for the event staff. The awards were also designed to be both attractive and representative of the festival's spirit.

Digital Pages: Designed and developed digital pages for online promotion and information dissemination. These pages were crafted to be user-friendly and visually aligned with the festival's branding, ensuring effective communication with the audience.

Design Presentation

All design elements were presented in a cohesive manner, ensuring that each component complemented the others and maintained a unified visual identity. The designs were prepared with careful attention to detail to ensure they effectively represented the SICUP Festival and contributed to a successful event experience.



"Mockup Designed for SICUP Exhibition products"

In this section, you can explore works related to urban spaces and environmental art.

Environmental

Fact Sheet

Municipality Campaign
As part of the Ketabgah Project

Primary Objective

The primary objective of this project was to design a 3D model for a new type of bus stop called "Ketabgah." This innovative concept combines the words "کتاب" (book) and "ایستگاه" (station) to create a new term representing a station dedicated to reading in the city. The goal was to design a bus stop that is both functional and visually appealing, transforming everyday transportation hubs into spaces that encourage reading and integrate educational opportunities into public areas.

Key Elements and Design Approach

Integrated Design: The 3D model of the bus stop seamlessly combines elements from "book" and "station," creating a cohesive design that visually represents a space dedicated to reading. This design aims to make the bus stop easily recognizable and associated with public reading and learning.

Electronic Glass Membership Cards: For membership to the Ketabgah, specially designed electronic glass cards were created. These modern and transparent cards offer users an exclusive and unique experience, allowing easy access to reading resources within the Ketabgah.

Impact

The "Ketabgah" project transforms traditional bus stops into dynamic reading stations, aiming to promote literacy and education. By incorporating reading spaces into everyday transportation environments, this initiative enhances the city's cultural and educational fabric, making books more accessible and fostering public engagement with reading.

Slogan

"کتابگاه: ایستگاه مطالعه در قلب شهر"
"Ketabgah: A Reading Station in the Heart of the City"



"Mockup Designed for Bookstation-Ketabgah"



"Mockup Designed for Bookcard-Ketabkart"

Fact Sheet

Municipality Campaign

As part of the Ketabgah Project

Primary Objective

The Ketabgah Project aimed to enhance urban spaces by promoting reading through innovative design. In addition to designing a 3D model of the unique bus stop, we expanded the campaign to address other aspects of integrating reading into everyday city life.

Library Van: A traveling library van was created to traverse the city, providing a space where residents can enjoy both reading and refreshments. Similar to mobile cafés, “کتابکده” (Ketabkadeh), this van offers a unique experience where people can sip their coffee while browsing through a selection of books, seamlessly blending leisure with literacy.

Pedestrian Pathway Integration: To further utilize urban spaces, we reimagined pedestrian crossings leading to the Ketabgah bus stops. Instead of conventional crosswalk markings, the design incorporated the word “کتابراه” (Ketabraah), meaning “Path to Books,” onto the ground. This not only guides people to the Ketabgah bus stops but also reinforces the campaign’s goal of making reading a prominent and accessible part of daily life.

These elements collectively contribute to a more engaging and literacy-focused urban environment, ensuring that the Ketabgah Project leaves a lasting impact on the community.

Slogan

“کتابگاه: ایستگاه مطالعه در قلب شهر”

“Ketabgah: A Reading Station in the Heart of the City”



“Mockup Designed for traveling library van-Ketabkadeh”



“Mockup Designed for Bookway-Ketabrah”

Fact Sheet

Danube Manufactures & Trading

Danube various campaigns

Primary Objective

various campaigns and festivals as well as new product launches. This project involved designing billboards, bus station ads, street banners, and other advertising tools aimed at capturing customer attention and enhancing the Danube brand's image in public spaces across cities.

Explanation of the Billboard for a Festival

For this summer festival billboard design, a prominent image of a shopping trolley was used, showcasing a selection of home appliances and other essential products. The purpose of this design was to convey the concept of "easy shopping" to customers. The trolley, filled with discounted products, clearly represents the ease and convenience of shopping at Danube, reminding the audience that the brand offers a hassle-free and enjoyable shopping experience.

The billboard's vibrant design and lively colors effectively capture attention and communicate the message of Danube's summer festival. This design helps customers feel excited and comfortable about their shopping experience, highlighting the special summer discounts and making them eager to take advantage of the offers.



"Mockup Designed for Danube festival billboard"

The End

Thank you for taking the time to review my work. For more examples, please visit my website.