Hello, It's

ATEFEH GHAMARIPOUR

www.atefehghamaripour.com https://

www.linkedin.com/in/atefeh-ghamari-pour/

About me

I am a Visual and Brand Designer with over 17+ years of professional experience, combining full-time roles and freelance projects across industries such as education, healthcare, pharmaceuticals, and consulting.

Since October 2025, I run my own design company as a registered freelancer (ZZP), providing branding and visual communication solutions for both Dutch and international clients. My expertise lies in bridging creativity with business strategy, crafting impactful designs that drive engagement and brand awareness.

Recognized for creativity, reliability, and organizational skills, I thrive in collaborative environments, working with cross-functional teams to develop innovative and effective visual content. Selected samples of my work are available on my website.

Member of BNO (Association of Dutch Designers)

Skills

Soft skills
- Effective communication & collaboration
- Responsible, disciplined & self-motivated
- Strategic design & design thinking
- Project planning & management
- Creativity, innovative & idea management
- Problem-solving & critical thinking
- Empathy, integrity & cultural awareness

Business & Management
- Business consulting & modern management
- Asset management & campaign management
- Digital marketing & content creation
- User-centric design & customer experience focus

Technical & Creative
- Graphic design & branding
- Digital painting & illustration
- Photography & photo editing
- Motion graphics & print preparation
- Infographics & visual storytelling

Software Proficiency
- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Lightroom, Premiere, Bridge)
- Design & management tools (Figma, Sketch, Notion, Slack, Canva)
- Microsoft Officeng, Infographic

Languages

Persian - Native

English - Fluent

Dutch - Basic

Find me on social media

Visual/Brand Designer

Experience

01 Senior Visual Designer & Art Director. Freelancer

Affection Moon . Freelance Entrepreneur . Oct. 2025 - Present

Since October 2025, I have officially established and run my own freelance design company, providing creative solutions across branding, visual communication, and digital media for both Dutch and international clients.
My work spans the entire creative process, from research, concept development, and design execution to project management and client consulting. This includes building brand identities, developing marketing strategies, producing both online and offline visual assets, and guiding clients in aligning their business goals with impactful design.
I am also actively engaged in teaching and facilitating workshops for students and young professionals.

02 Senior Visual Designer . Full-Time

LIBAXIS . Digital Studio . Oct. 2024 - Sep. 2025

At Libaxis, I was responsible for leading the entire creative process—from concept development and visual design to execution and delivery—across both digital and print media. My role combined strategic brand building with hands-on design work, ensuring that each project aligned with client objectives and delivered strong visual impact.
In addition to developing brand identities and marketing assets (including websites, social media visuals, posters, and campaign materials), I played a central role in shaping internal processes and team growth. I designed structured workflows, created standardized tools such as client questionnaires and brand guidelines, and supported the company in establishing its own cohesive visual identity.
A significant part of my contribution involved mentoring and training. I developed and delivered tailored learning programs for interns, students, and junior designers, helping them strengthen both their creative and professional skills. This blend of design expertise, project leadership, and knowledge-sharing contributed to the company's growth and to building a collaborative, high-performing design team.

03 Visual Designer & Business Innovator . Internship

WeProDev . EdTech Holding . Sep. 2022 - Aug. 2023

As the final project of my master's degree at WeProDev, I worked as a Business Innovator, designing and facilitating workshops that applied modern marketing and design thinking methods. By using innovative tools such as team game design for strategic planning, I enhanced collaboration, boosted creativity, and improved project efficiency.

04 Visual Designer . Full-Time

Gostaresh Sanaat . Creative Consultant Business Agency . Jan. 2017 - Nov. 2021

At Gostaresh Sanaat, I worked as part of the design team with a focus on creating and producing visual content that supported brand growth and audience engagement. My role combined hands-on design with strategic input, contributing to the successful launch of products and promotional campaigns.
I streamlined creative workflows by applying agile project management methods, which improved efficiency and ensured timely delivery of projects. I also introduced user-focused research and design thinking practices that elevated the quality of marketing materials and enhanced customer satisfaction.
Collaboration was a key part of my work—partnering with cross-functional teams to develop integrated marketing campaigns that strengthened brand consistency and deepened connections with diverse audiences.

05 Visual Designer . Full-Time

Ministry of Education . Educational . Sep. 2014 - Feb. 2017

I started as a graphic designer at the Ministry of Education and later advanced to art director, where I focused on introducing innovative design approaches to support the educational system. My responsibilities included developing promotional and communication materials, managing projects in line with organizational needs, and ensuring that design solutions strengthened brand visibility.
By applying Agile methods, I improved project coordination and streamlined administrative workflows, which contributed to higher productivity and enhanced overall stakeholder satisfaction.

Reference, Available

Education

MA in Imagineering (MBA) . (Sep. 2022 - Aug. 2023)
Breda University of Applied Sciences . Breda, Netherlands

MA in Visual Communication. (Feb. 2018 - Feb. 2020)
Azad University . Yazd, Iran

BA in Graphic Design . (Feb. 2011 - Feb. 2013)
Applied Science Center for Arts & Culture . Tehran, Iran

Voluntarily

Alongside my professional work, I have engaged in volunteer initiatives focused on creativity and social impact. I contributed to charities in Iran and Sweden through design and educational support, and initiated a project that integrated bus stops with mini-libraries to enhance community spaces.