



## CONTACT

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## CORE SKILLS

- Art Direction
- Creative Direction
- Concept Development
- Visual Communication
- Brand Identity & Visual Systems
- Campaign Design
- Motion Design
- Social Media Design
- Packaging & Print Design
- Design Team Leadership
- Creative Strategy
- AI-Assisted Creative Workflow

## TOOLS

- |                       |              |
|-----------------------|--------------|
| • Adobe Photoshop     | Expert       |
| • Adobe Illustrator   | Expert       |
| • Adobe InDesign      | Advanced     |
| • Adobe After Effects | Advanced     |
| • Adobe Premiere Pro  | Advanced     |
| • Figma               | Advanced     |
| • Adobe XD            | Advanced     |
| • Adobe Animate       | Intermediate |
| • Cinema 4D           | Intermediate |
| • Blender             | Intermediate |

## PORTFOLIO CV

# MONA MORADIAN

Art Director / Graphic Design Team Lead

## PROFILE / SUMMARY

Art Director and Graphic Design Team Lead with 10+ years of experience in visual design, brand communication, and creative campaigns. Experienced in leading design teams, developing concepts from initial ideas to final execution, and creating visual solutions that align creative direction with business and brand goals. Skilled across digital campaigns, branding, motion design, social media, and print, with a strong understanding of both creative strategy and hands-on design execution.

## EXPERIENCE

- |                                                    |                               |
|----------------------------------------------------|-------------------------------|
| • <b>Tapsifood</b>                                 | On-site   Full-time           |
| Design Team Lead                                   | May 2025 - Present            |
| • <b>Digikala</b>                                  | On-site   Full-time           |
| Design Team Supervisor                             | May 2024 - May 2025           |
| Senior Graphic Designer                            | June 2022 - May 2024          |
| • <b>Mootanroo</b>                                 | On-site   Full-time           |
| Senior Graphic Designer                            | June 2021 - June 2022         |
| Graphic Designer                                   | December 2020 - June 2021     |
| • <b>Modnegar</b>                                  | On-site   Full-time           |
| Graphic Designer and Social Media Strategist       | February 2017 - November 2020 |
| • <b>Sabalan Printing and Packaging Industries</b> | On-site   Full-time           |
| Graphic Designer                                   | April 2016 - December 2016    |
| Content Writer                                     | October 2013 - April 2016     |

## EDUCATION & COURSES

- **Bachelor's Degree in Computer Software Engineering**  
Payame Noor University
- **2D Motion Basics Course**  
Inverse School
- **Illustration and Character Design Course**  
Casco School
- **Illustrator and InDesign Course**  
iGraphical School
- **Template Design and Printing & Packaging Basics Course**  
iGraphical School
- **Specialized CMS Course**  
Laitec, Sharif University