



YASAMAN KHABBAZIAN

Senior Graphic Designer



Multidisciplinary designer with over 13 years of experience in art direction, branding, photography, and motion design. Specialized in crafting powerful visual identities and narratives across industries such as lighting, architecture, jewelry, and fashion. Adept at leading creative projects from concept to execution, with a passion for meaningful design that bridges visuals and emotion.

Contact

- **Location** Dubai, UAE
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EDUCATION

Design and Advertising Management

- Tehran University, Tehran, Iran
- Sep 2024 – Present

Art University of Tehran, Iran

- M.A. in Visual Communication Design
- Sep 2015 – Feb 2019

Science and Culture University

- B.A. in Visual Communication Design
- Dec 2005 – July 2010

LANGUAGES

- Persian – Native
- English – Advanced

• Senior Graphic Designer Aug 2025 – Present

• Elite Merit Real Estate LLC – Real Estate Dubai

- Redesign and development of the Elite Merit brand book including visual language, color system, typography, and pattern definition.
- Designing strategic marketing materials such as brochures, posters, campaigns, and digital content packages.
- Creating and executing Meta Ads visual sets to align with brand tone and conversion objectives.
- Designing and refining website UI, including editing existing pages and creating new layouts aligned with the brand's visual system and user experience standards.
- Producing campaign concepts and visual executions for social platforms, events, and property launches.
- Collaborating with marketing, sales, and management teams to deliver brand-aligned outputs efficiently.

• Senior Graphic Designer & Photographer May 2020 – March 2025

• LILY GROUP DESIGN – Jewelry brand Tehran, Iran

- Co-founded the Lily jewelry brand; developed its identity, packaging, and social presence.
- Designed multi-layered jewelry display inspired by architectural forms and Hermes installations.
- Designed social media content and managed photo shoots for campaigns and product promotions.

• Co-Founder Tehran, Iran / Dubai, UAE/ Canada

• MISREH STUDIO – Ads studio Feb 2020 – Present

- Directed over 50 branding projects for startups, personal brands, & companies.
- Expanded client base to Dubai, offering branding and visual consultancy.

• Senior Graphic Designer & Photographer March 2022 – Jan 2025

• MOFID DESIGN GROUP – Architectural Studio Tehran, Iran

- Established and maintained the company's brand identity across all visual materials, and project photography for internal use.
- Designed brochures, catalogs, posters, and motion graphics to communicate architectural concepts.

SKILLS

Computer Skill

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Lightroom)
- CorelDraw
- Figma

Soft Skill

- Effective Communication
- Creative Thinking
- Problem Solving
- Time Management
- Teamwork
- Adaptability
- Resilience

Hard Skill

- Branding & Visual Identity Development
- Typography & Layout Design
- Social Media Content Design
- Knowledge of Color Theory
- Storyboarding & Concept Sketching
- Print Production Knowledge
- Photography & Studio Lighting
- Motion Design & Video Editing
- Packaging Design
- UI Design Principles



- **Packaging Designer & Photographer** Oct 2021 – May 2024
- **NOORAN – Lighting Design Company** Tehran, Iran

- Created packaging design and conducted product photography for consumer goods.

- **Senior Graphic Designer** Dec 2020 – Feb 2021
- **TALACHI – Jewelry brand** Tehran, Iran

- Designed social media content and managed photo shoots for a luxury jewelry brand.

- **Senior Graphic Designer & Photographer** Jan 2016 – Jun 2025
- **KIMIYA MOTOR – Automotive Parts Manufacturer** Tehran, Iran

- Designed branding and marketing materials for an automotive parts manufacturer.
- Captured product and industrial photography for ads and documentation.

- **Art Director & Commercial Photographer** Aug 2014 – Jun 2025
- **SHOA LIGHTING – Lighting Design Company** Tehran, Iran

- Led the creative direction for branding, advertising campaigns, and visual communication across all marketing channels.
- Managed a team of two designers and supervised the quality of all creative and print production deliverables.
- Directed the visual identity and graphic design of major exhibitions, ensuring consistency with brand guidelines.
- Created the brand identity for Shoa Studio, the company's architectural lighting division.
- Developed visual merchandising concepts and showroom branding for the flagship store and multiple branches.
- Directed and produced commercial, product, architectural, and interior photography for catalogs, websites, and marketing materials.

- **Art Director & Commercial Photographer** Aug 2014 – Jun 2025
- **NIKEKISH – Retail Company (Nike)** Tehran, Iran

- Designed marketing materials and in-store visuals across Nike retail locations.
- Produced product, fashion, and sports photography for campaigns and events.
- Led advertising content creation for social media, print, and digital channels.
- Managed creative direction and photography for brand activations and events.

- **Co-Founder & Photographer** July 2012 – May 2025
- **MOMENT STUDIO – Photography studio** Tehran, Iran

- Specialized in portrait, architectural, and product photography.
- Served various clients with custom photography solutions for campaigns & portfolios.

- **Photographer** Jan 2017 – April 2021
- **SHOA PARS – Lighting Design Company** Tehran, Iran

- Captured high-quality photographs of lighting products.

- **Photographer** Jan 2015 – March 2017
- **FAD Company – Lighting Design Company** Tehran, Iran

- Captured lighting project photography for architectural documentation and portfolio use.

- **Photographer** May 2015 – Oct 2017
- **KISH BEHIN – Jewelry & Luxury Watch Retailer** Tehran, Iran

- Captured event photography for luxury brand launches and promotional gatherings, including Swarovski and other premium Swiss watch and jewelry brands.