



Y A S A M A N
K H A B A Z A I A N

BRANDING & VISUAL SYSTEMS | PHOTOGRAPHY & VISUAL STORYTELLING

SENIOR GRAPHIC DESIGNER, BRANDING DESIGNER & PHOTOGRAPHER

13+ YEARS EXPERIENCE

Yasaman Khabbazian

"I don't just design logos. I build the visual language a brand speaks for years."

13+

YEARS OF PRACTICE

4

BRANDING · ART DIRECTION
SPATIAL · PHOTOGRAPHY

50+

BRAND PROJECTS

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Senior Brand Designer and Creative Director with 13+ years of practice across identity, photography, and spatial design. I build complete visual systems, from the mark on a business card to the image on a billboard, ensuring every touchpoint speaks the same language with the same authority.

My practice spans branding, packaging, environmental design, and editorial photography, across industries including real estate, luxury, architecture, and manufacturing. As Brand Director for SHOA Lighting, one of Iran's largest industrial brands, and co-founder of Misreh Studio, I have led design at both the strategic and executional level, delivering work that functions in the real world, not just on screens.

Photography is not a separate skill. It is part of how I think. I use image-making to sharpen a brand's visual intelligence, to test whether its identity translates into the physical world, and to capture the atmosphere that no logo alone can communicate.

Based in Dubai, I bring this integrated approach to brands operating in one of the world's most design-literate and competitive markets.



What you will find *inside*.

01	BRAND IDENTITY FULL IDENTITY SYSTEMS SHOA LIGHTING · ELITE MERIT · MOFID DESIGN GROUP,...	01
02	LOGO DESIGN MARKS, MONOGRAMS & WORDMARKS SHOA · KIMIYA MOTOR · ZIMA WOOD · PARANG GOLD,...	09
03	SOCIAL MEDIA SYSTEMS CONTENT DESIGN & CAMPAIGN VISUALS ELITE MERIT · LILY JEWELRY · MOFID DESIGN GROUP,...	11
04	PACKAGING & PRINT BOXES, LABELS & COLLATERAL SHOA	18

05	CATALOGUE & BROCHURE EDITORIAL & BRAND PUBLICATIONS SHOA LIGHTING · LIV · ELITE MERIT	21
06	EXHIBITIONS & STORES SPATIAL BRANDING & ENVIRONMENTAL DESIGN NIKE · SHOA LIGHTING	26
07	PHOTOGRAPHY PRODUCT · ARCHITECTURAL · PRODUCT · FOOD, ... SHOA LIGHTING · MOGHADAM · MOFID DESIGN GROUP, ...	31



Brand Identity

A brand identity is more than a logo. It is the complete visual language that defines how a company presents itself, consistently at every scale, across every surface.

Each project in this chapter represents a selected excerpt from a full identity engagement. In most cases, the scope included brand strategy, visual system development, brand guidelines and cross-platform application, from print collateral to digital environments.

PROJECTS IN THIS CHAPTER

SHOA LIGHTING FULL IDENTITY SYSTEM & PHOTOGRAPHY	02
ELITE MERIT FULL IDENTITY SYSTEM	04
MOFID DESIGN GROUP FULL IDENTITY SYSTEM & PHOTOGRAPHY	06
PARANG GOLD GALLERY LOGO & DIGITAL IDENTITY	07
LILLO PASTRY FULL IDENTITY SYSTEM	08



BRAND IDENTITY & GUIDELINE
 PACKAGING DESIGN
 PRODUCT PHOTOGRAPHY
 ARCHITECTURAL PHOTOGRAPHY
 CATALOGUE & EDITORIAL DESIGN
 EXHIBITION & STORE DESIGN
 SOCIAL MEDIA CONTENT SYSTEMS
 BRAND COLLATERAL & PRINT

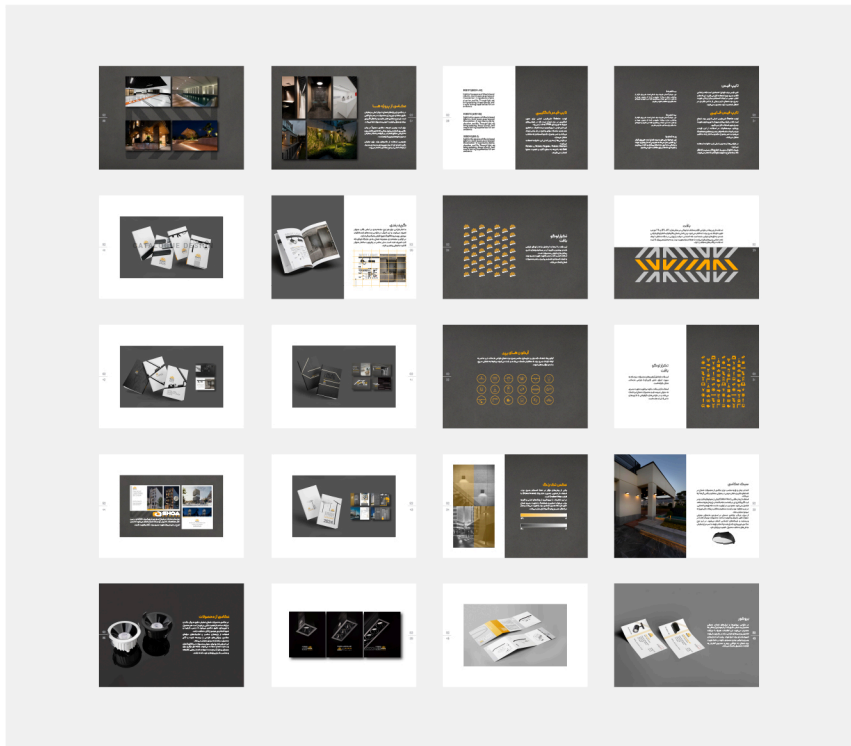
SHOA LIGHTING

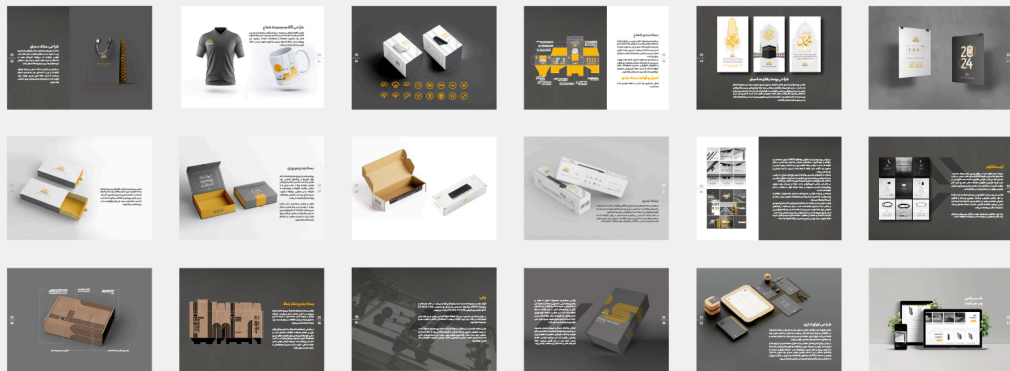
LONG-TERM BRAND PARTNERSHIP · 11+ YEARS

SHOA Lighting is one of Iran's oldest and largest industrial lighting manufacturers, with **over 80 years** of history and **30+ branches** nationwide.

This is not a single project. Over 11 years of continuous collaboration, the scope of work grew to encompass every visual dimension of the brand: identity refinement, packaging systems, product and architectural photography, catalogue and editorial design, exhibition stand design, retail environments, social media content, and brand guidelines.

The work required not just design execution, but a deep understanding of how an industrial brand communicates authority, trust, and innovation simultaneously across trade shows, retail shelves, digital platforms, and physical spaces.





LOGO REFINEMENT
BRAND BOOK & GUIDELINES
SOCIAL MEDIA CONTENT SYSTEM
DOCUMENT & PRESENTATION TEMPLATES
WEBSITE ART DIRECTION
META ADS DESIGN

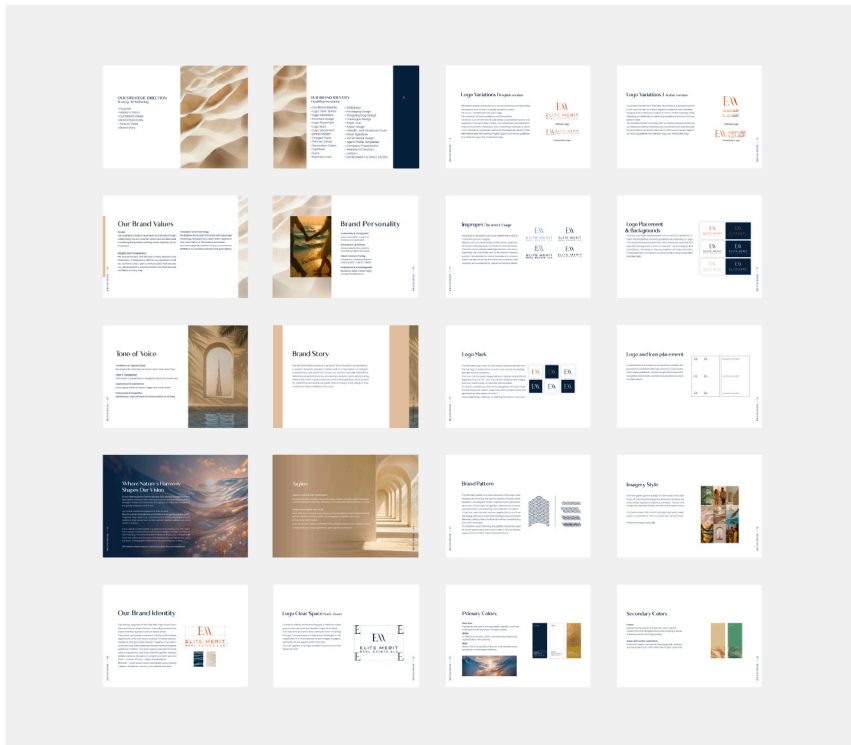
ELITE MERIT REAL ESTATE

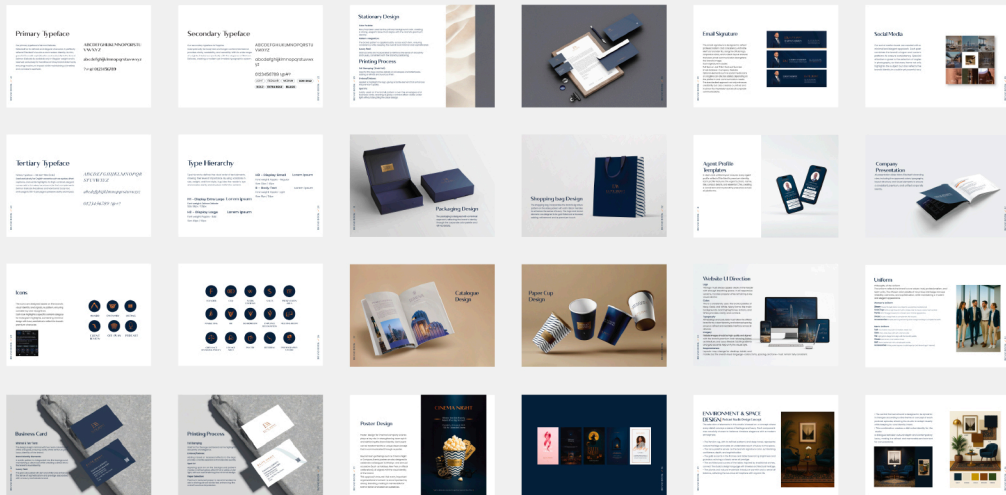
BRAND BOOK, DIGITAL SYSTEM & ADVERTISING

Elite Merit is a Dubai-based real estate agency operating in one of the world's most competitive property markets. This was my first formal real estate branding engagement in the UAE, and it set the foundation for how I approach brand-building in this industry.

The collaboration began with a logo refinement, bringing more precision and market-fit to an existing mark, followed by the development of a comprehensive brand book that gave the team clear guidelines to maintain visual consistency across all communications.

From there, the scope expanded to cover the full brand ecosystem: social media content systems, document and presentation templates, agent profile design, website art direction, and Meta advertising visuals. Every touchpoint was designed to position Elite Merit as a premium, trustworthy agency in the eyes of both local and international buyers.





LOGO & BRAND IDENTITY
 CUSTOM ARCHITECTURAL ICON SET
 FACADE & CONSTRUCTION SIGNAGE
 ADVERTISING BILLBOARDS
 BROCHURE & CATALOGUE DESIGN
 SOCIAL MEDIA CONTENT SYSTEM
 ARCHITECTURAL PHOTOGRAPHY

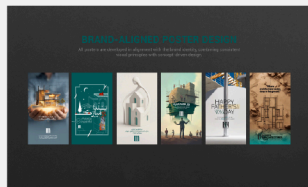
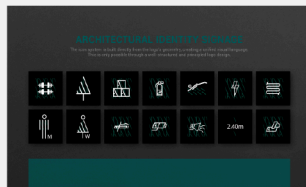
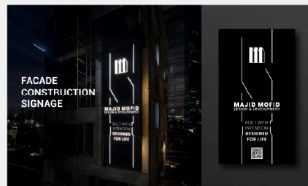
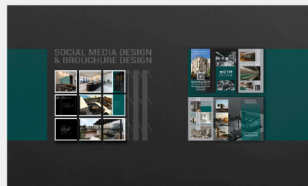
MOFID DESIGN GROUP

LONG-TERM BRAND PARTNERSHIP · 4+ YEARS

Mofid Design Group is an architecture and construction company with a portfolio of large-scale residential and commercial projects. Over five years of continuous collaboration, the work evolved from initial brand identity development into a comprehensive visual system tailored to the language of architecture and construction.

The logo was designed to reflect structural precision, with geometric forms drawn directly from architectural drafting. A custom icon set was developed to communicate the company's services and building typologies with clarity and consistency across all print and digital materials.

The scope extended beyond brand identity to include facade construction signage, advertising billboards, brochure and catalogue design, and architectural photography of completed projects. Every visual element was built to perform at scale, from a business card to a building facade.



LOGO & BRAND IDENTITY
 BRAND GUIDELINES
 PACKAGING DESIGN
 SOCIAL MEDIA STRUCTURE
 CATALOGUE DESIGN

PARANG GOLD GALLERY

BRAND IDENTITY, PACKAGING & SOCIAL SYSTEM

Parang Gold is a jewelry brand rooted in Kurdish cultural heritage. The name draws from the Kurdish word "Pahrang", and the identity was built around the symbolism of three sisters, unity, and the intricate geometry of traditional Kurdish jewelry.

The logo mark combines a teardrop form with floral detailing, referencing both the delicacy of fine jewelry and the ornamental language of the brand's cultural origin. A bilingual identity system was developed to ensure the mark reads with equal elegance in both English and Persian.

The brand guidelines established a clear visual system covering color palette, typeface selection, pattern usage, and social media structure.

Packaging design was developed as a premium unboxing experience, with a rigid gift box finished in deep emerald and rose gold foiling, reflecting the brand's positioning in the luxury jewelry market.



LOGO & BRAND IDENTITY
 BRAND GUIDELINES
 IN-STORE SIGNAGE & ENVIRONMENTAL GRAPHICS
 SOCIAL MEDIA CONTENT SYSTEM
 PACKAGING DESIGN
 MENU DESIGN
 BRAND CHARACTER & ILLUSTRATION SYSTEM

LILO ITALIAN RESTAURANT

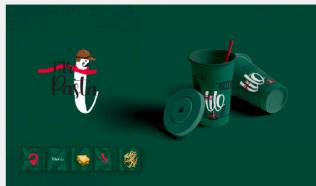
FULL BRAND EXPERIENCE · IDENTITY TO ENVIRONMENT

Lilo is an Italian restaurant concept designed for the Iranian market, built around the idea that pasta is not just food. It is an invitation to gather, explore, and enjoy.

The brand slogan, "Pasta for Friends, Adventure for All," shaped every visual decision from the logo to the last page of the menu.

The identity centers on a hand-crafted logo mark with playful brings warmth and personality to the brand. The deep emerald green, white, and red palette references Italian culture while remaining fresh and contemporary in a restaurant context.

The scope covered the complete customer experience: in-store signage and environmental graphics, social media content system, packaging design, and menu design. Every touchpoint was considered as part of a single, consistent brand world that a guest encounters from the moment they see the storefront to the moment they open their takeaway box.



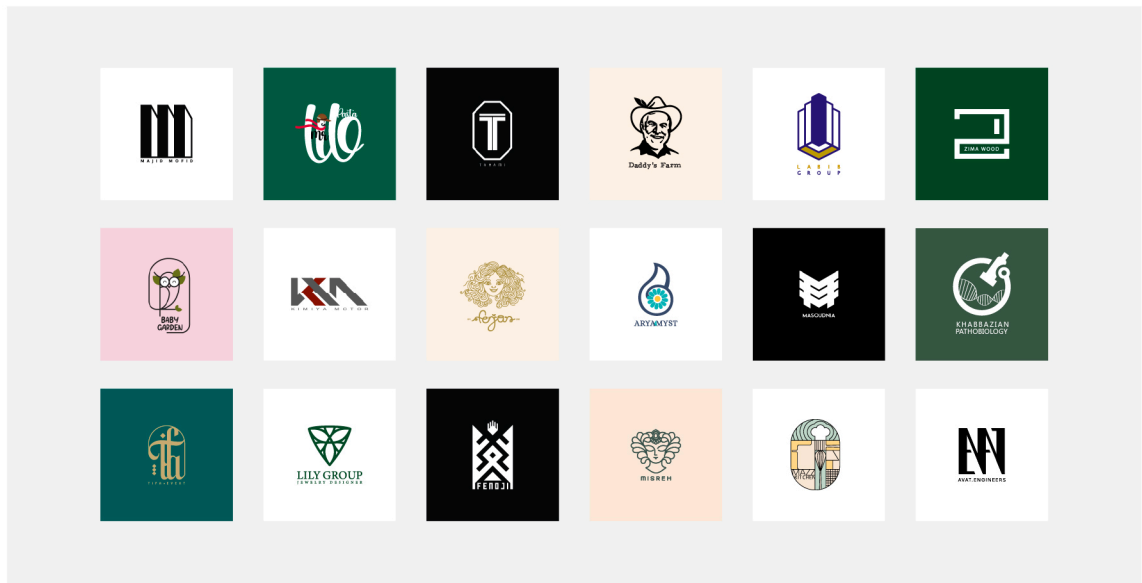


Logo Design

A logo is the most concentrated expression of a brand. In a single mark, it must communicate who a company is, what it stands for, and how it wants to be perceived.

Each logo in this chapter was developed from a distinct brand story, cultural reference, or character concept. The mark is not decoration. It is the starting point from which a full visual language grows.





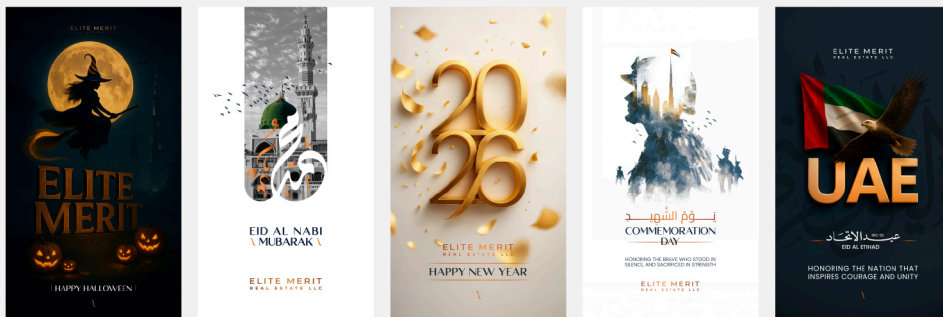


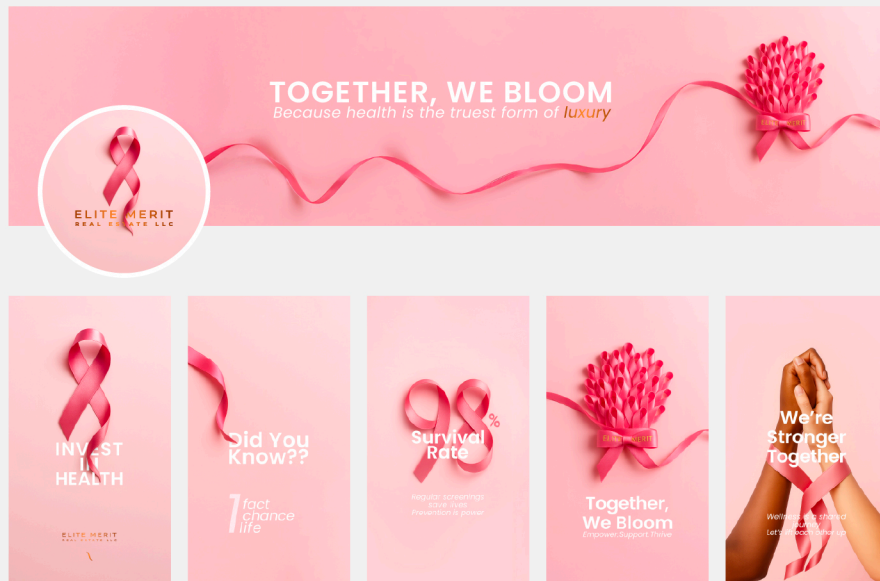
Social Media *Systems*

Social media is where a brand's visual identity is tested daily. Every post must carry the brand's language while remaining fresh, relevant, and scroll-stopping. Over 13 years of practice across diverse industries, this work has spanned seasonal campaigns, cultural and religious occasion content, product launches, awareness campaigns, and paid advertising visuals. Each project required a different visual register, from the editorial precision of real estate advertising to the warmth and storytelling of jewelry content. A selection of campaign work and occasion posts is presented here, alongside Meta advertising design developed for the Dubai real estate market.

ELITE MERIT · LILY JEWELRY · MOFID DESIGN GROUP · SHOA LIGHTING · NOWRUZ SHIRIN







LAGOON LIVING
Redefined
AED 680K
STUDIOS STARTING FROM
DAMAC
ISLANDS
ST

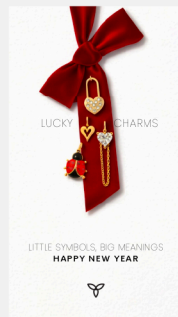
EM
Run
IN DUBAI'S MOST
CONVENIENT DISTRICT WITH
BURJ KHALIFA VIEW
2.3M AED
STARTING FROM
BOOK WITH 20%
ARTISTRY | SELECT
RESIDENCES

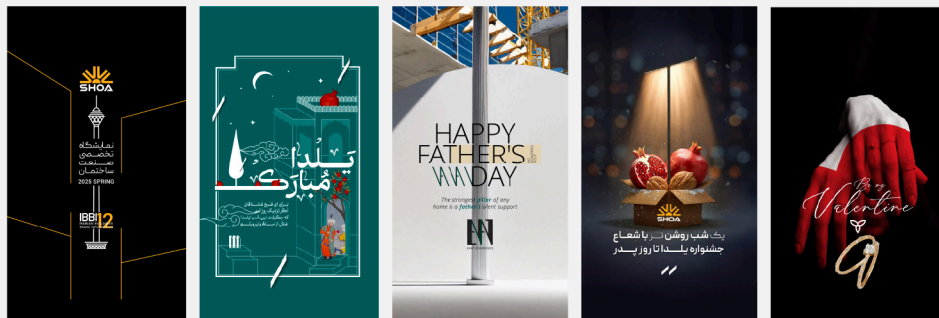
EM
Creek Bay
BURJ AL ARAB JARDINE
AED 1.80 M STARTING
PRICE
HANDOVER Q3/2020 1-3 BR
EMAAR

Creek Bay
AED 1.86 M
HANDOVER Q3/2020 1-3 BR
EMAAR
ELITE MERIT
STARTING FROM

Secure ELTIERA
YOUR UNIT TODAY
EOI AUD 18K-52K
FOR 1-3 BR (20% OFF) 10% OFF
ELLINGTON
PROPERTIES

EM
THE
HEIGHTS
INVEST IN DUBAI'S FIRST
COUNTRY CLUB COMMUNITY BY EMAAR
Luxurious Villas 3, 4 & 5 Beds
AED 6M
BOOK WITH 10%
PROCEED TO YOUR FIRST HOME
EMAAR









Packaging & *Print*

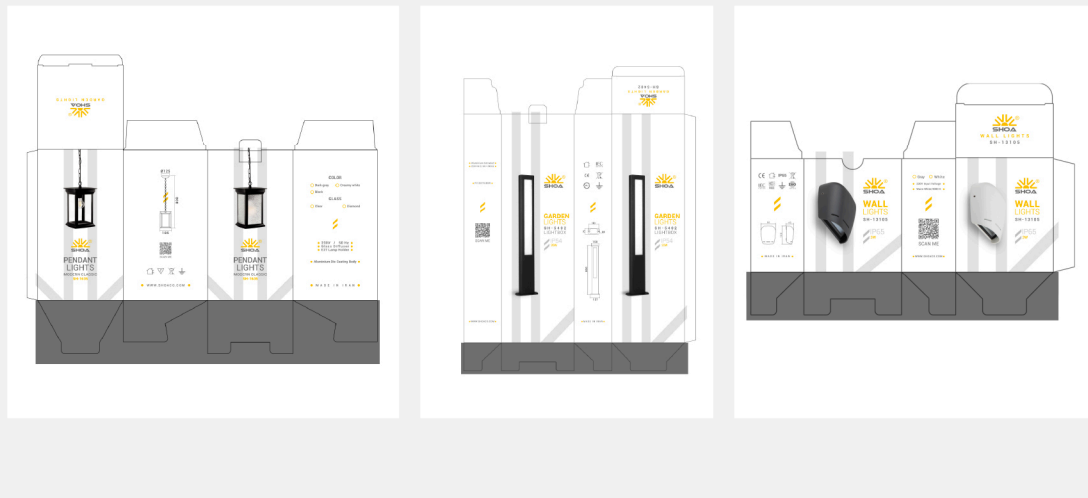
Packaging is the moment a brand becomes physical. It is the first thing a customer touches, and often the last impression they remember. Over 13 years, packaging has been designed across industrial, lifestyle, food, and luxury sectors, for brands including SHOA Lighting, Lily Jewelry, Nooran, and Lilo Pasta. Each project demanded a different visual language: industrial packaging requires clarity, durability, and shelf authority, while food and lifestyle packaging calls for warmth, character, and an experience worth sharing.

In every case, the work did not stop at design. Full offset print production was managed end to end, from pre-press and colour separation to final press approval, ensuring that what was designed was exactly what was delivered.

SHOA LIGHTING









Catalogue & *Brochure*

A catalogue is not a product list. It is a brand argument, made page by page. Over 13 years, more than 60 catalogue and brochure projects have been completed across technical, commercial, and real estate sectors.

For SHOA Lighting, more than 40 catalogues were designed and produced, including flagship publications exceeding 100 pages, where creative direction, editorial layout, and full offset print management were handled end to end. Each edition had to make complex lighting technology feel precise, desirable, and shelf-ready.

For Elite Merit Real Estate, a series of digital investment catalogues were designed to position Dubai property as a premium, data-informed opportunity, merging aerial photography, market intelligence, and editorial structure into a single authoritative reading experience.

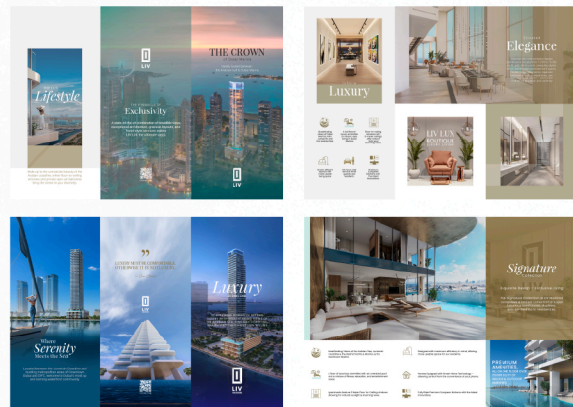
The standard was always the same: every page earns its place.

SHOA LIGHTING · LIV · ELITE MERIT













Exhibitions & Stores

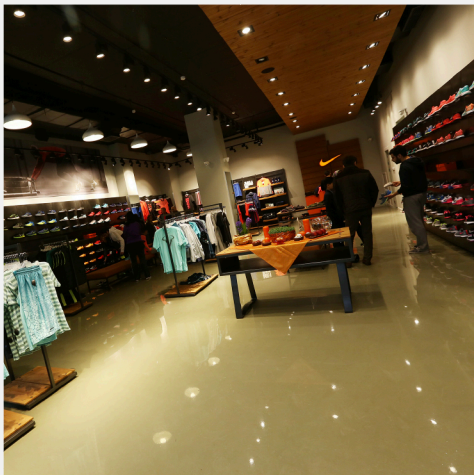
A brand does not stop at the screen or the page. It continues into the space a customer walks through. Spatial branding requires a different discipline, understanding scale, movement, seasonal rhythm, and how a brand feels when it surrounds you rather than faces you.

For a Nike-authorized retailer, seasonal in-store graphics were designed and executed across 12 locations, covering window displays, interior signage, and promotional sticker systems for every major campaign and occasion throughout the year.

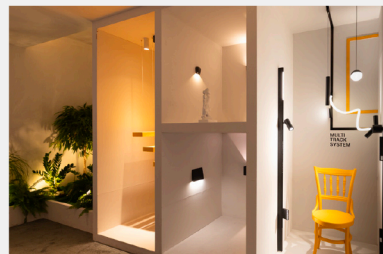
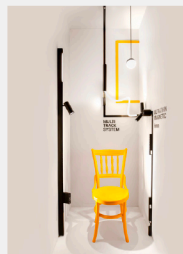
For SHOA Lighting, the same integrated approach was applied across their retail network and exhibition stands, ensuring that the brand identity translated consistently into the physical environments where clients and partners experience the product firsthand.

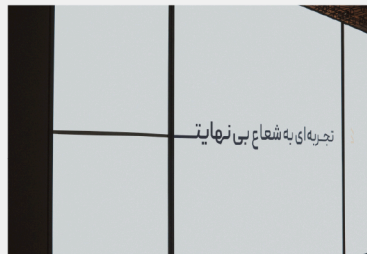
NIKE . SHOA LIGHTING











Photography

Photography is not a service added to a project. It is a discipline built over years of looking, deciding, and understanding what makes an image work.

Over 13 years of practice, a personal studio was established to cover the full spectrum of commercial photography, product, architectural, jewelry, food, portrait, children, and sport. Each category demands its own visual logic, its own relationship with light, and its own understanding of what the client needs to communicate.

What connects every frame is the same thinking that drives the design work: clarity of intent, control of atmosphere, and the belief that a strong image does not decorate a brand, it defines it.

The projects in this chapter span some of the most technically demanding categories in commercial photography, from capturing the precision of lighting products and the delicacy of fine jewelry, to the energy of sport and the warmth of food. Each shoot was approached not as a standalone assignment, but as part of a larger brand story.



PROJECTS IN THIS CHAPTER

PRODUCT PHOTOGRAPHY SHOA LIGHTING, SHOA PARS, NOORAN, MOGHADAM	32
ARCHITECTURAL PHOTOGRAPHY SHOA LIGHTING, MOFID DESIGN GROUP, FAD LIGHTING	33
JEWELRY PHOTOGRAPHY LILY GOLD GALLERY, CARMELLA, HASHEMI GOLD	34
FOOD PHOTOGRAPHY LOTUS, DATE SQUARE	35
SPORT PHOTOGRAPHY NIKE	36



PRODUCT PHOTOGRAPHY

SHOA LIGHTING, SHOA PARS, NOORAN, MOGHADAM

Over 11 years of specialized experience in lighting product photography, delivering high-quality visual assets across diverse product categories for brands including Shoa Lighting, Shoa Pars, Moghadam, and Noran.

For Shoa Lighting and Pars Lighting alone, more than 200 individual products were photographed, covering the full range of their catalogues, from architectural spotlights and track systems to decorative and industrial fixtures.

Each product required precise light control, consistent framing, and a clean technical presentation capable of performing across print catalogues, digital platforms, and advertising materials. The result was a visual library that gave both brands the consistency and depth needed to compete at scale, across showrooms, exhibitions, and export markets..



ARCHITECTURAL PHOTOGRAPHY

SHOA LIGHTING, MOFID DESIGN GROUP, FAD LIGHTING

Architectural photography began over 12 years ago through an early collaboration with FAD Lighting, where the relationship between light, space, and the camera first became clear. That foundation shaped everything that followed.

Working alongside SHOA Lighting and Mofid Design Group deepened that practice further, moving from lighting-focused documentation into full architectural and interior photography across residential, commercial, and hospitality projects.

Every space has a moment when the light is right and the geometry makes sense. Architectural photography is the discipline of finding that moment and holding it.



JEWELRY PHOTOGRAPHY

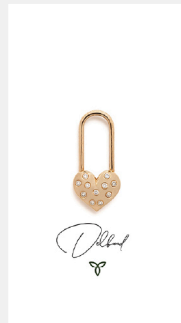
LILY GOLD GALLERY, CAREMLLA, HASHEMI GOLD

Jewelry photography is one of the most technically demanding disciplines in commercial photography.

Every reflection, every surface, every stone requires precise control of light and an understanding of how metal and gemstone behave differently under the same conditions.

This practice began over 10 years ago and grew through long-term collaborations with three distinct jewelry brands, Lily Gold Gallery, Caremla, and Hashemi Gold, each with its own aesthetic, market position, and visual expectations.

Working across collections over multiple years meant developing not just technical consistency, but a visual language for each brand that made their pieces recognizable before any logo was visible.



FOOD PHOTOGRAPHY

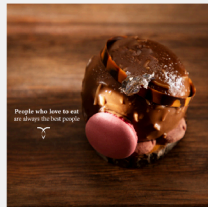
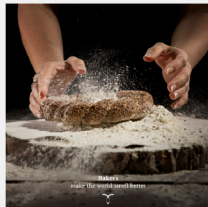
LOTUS, DATE SQUARE

Food photography sits at the intersection of craft and appetite. It is not enough to make food look beautiful, it must make the viewer feel something before they take a single bite.

This practice was built through specialized food photography training and deepened through direct commercial work with two distinct food brands, Lotus and Date Square, each requiring a different visual mood and storytelling approach.

For Lotus, the work demanded warmth, indulgence, and a sense of occasion. For Date Square, it required communicating authenticity, heritage, and natural quality, the kind of images that carry cultural weight alongside commercial intent.

Every frame was styled, lit, and composed to serve the brand first, and the product second.



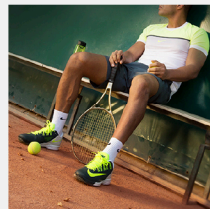
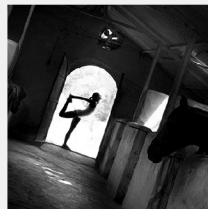
SPORT PHOTOGRAPHY

NIKE

Sport photography is about capturing energy before it disappears. It demands anticipation, speed, and an instinct for the moment that tells the whole story in a single frame.

This chapter of work grew from a three-year collaboration with Nike, one of the most visually demanding brands in the world. The scope covered the full range of sports content, from high-energy action and athlete portraits to product shoots and live event coverage, each requiring a different technical approach but the same commitment to visual intensity.

Working within Nike's visual standards meant understanding not just how to take a strong photograph, but how to take one that fits inside a global brand system without losing its energy.





THIS IS A CURATED SELECTION OF MY WORK.
OVER 13+ YEARS, I HAVE DEVELOPED PROJECTS ACROSS GRAPHIC DESIGN, BRANDING, MOTION, AND PHOTOGRAPHY
YOU CAN EXPLORE MORE ON MY WEBSITE.