



MAHBOOBEH  
ESMAILNEJAD

GRAPHIC & MOTION DESIGNER

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Dubai, U Arab Emirates

## ABOUT ME

I am a freelance Graphic Designer with over 19 years of experience in various fields of graphic design. I continually strive to enhance and expand my expertise, as I find great enjoyment in the learning process.

You can learn more about me on my [LINKEDIN profile](#). [Click Here](#)

Also You can view my [outstanding PORTFOLIO](#) on my [website](#). [Click Here](#)

## EXPERIENCE

Feb 2022 – Mar 2024

### Senior Graphic Designer

Apputy Beauty Booking Platform

It is an "online Beauty booking platform" that is the newest in Iran, helping people easily reserve beauty services. I worked there as a graphic designer for 2 years.

- Managed various tasks assigned to me, including visual identity design, which encompasses logo creation, office set design, logo motion, brand book, and more.
- Designed catalogs and brochures for campaigns.
- Created designs for offline advertising, such as billboards, posters, and more.
- Produced video content and promotional posts for Instagram.
- Developed motion graphics videos for social media and campaigns.
- Designed and supervised the printing of products.

Apr 2019 - Sep 2020

### Graphic & Motion Designer

Princely Cosmetic Products

I worked as a graphic designer for one and a half years at the princely hair and cosmetics company. During this time, I successfully undertook various tasks, including:

- Visual identity design, involving the creation of logos and office sets for new products.
- Designing labels for cosmetic products.
- Packaging design for a range of products, such as perfume, hair dye, skin and hair care products, and electrical personal care items.
- Designing billboards, posters, and advertising stickers.
- Supervising the printing process of products.
- Creating engaging video content and promotional posts for Instagram.
- Developing motion logo designs for various product brands.

Sep 2014 - Jan 2017

### Lecturer

Islamic Azad University of Lahijan

- Educated second-semester Graphic Design students at Azad university on the intricacies of **CoralDraw software**, contributing to their foundational skills in vector-based graphic design.
- Taught third-semester Graphic Design students pursuing an Associate's Degree at Azad university, providing comprehensive training in **Adobe Photoshop software** to enhance their proficiency in digital imaging and graphic manipulation.

Sep 2013 - Jan 2017

### Lecturer

Dr. Moein university

- Instructed third-semester Graphic Design students at Dr. Moein university in the practical applications of **Adobe Photoshop software**, enhancing their proficiency in digital imaging and graphic manipulation.
- Educated second-semester Graphic Design students at Dr. Moein university on the intricacies of **CoralDraw software**, contributing to their foundational skills in vector-based graphic design.
- Instructed fourth-semester Graphic Design students pursuing an Associate's Degree at Dr. Moein university, specializing in the principles and techniques of **Packaging design**.
- Taught third-semester Graphic Design students pursuing an Associate's Degree at Azad University, providing comprehensive training in **Adobe Photoshop software** to enhance their proficiency in digital imaging and graphic manipulation.

### Oct 2014 - Des 2016

#### Graphic Designer

Rahnamaye tose'e

- I worked as a graphic designer for 2 years in a Rahnanaye Tose'e company. During this time, I made two yearbooks to guide the careers.
- These books included job advertising posters which I made with software such as Illustrator, Photoshop, and InDesign.
- In addition, I put orders for logo design and visual identity for customers.

### Jun 2015 - Aug 2015

#### Lecturer

Mehrastan University

- Instructed foundational principles of graphic design to freshman students pursuing a Bachelor's degree in Architecture.

### Apr 2008 - Present

#### Freelance Graphic Designer

I have been working as a freelancer from 2008 and after finishing school and university, this path continued till this day.

## EDUCATION

### 2011 - 2013

Islamic Azad University Central Tehran Branch

#### Master's degree

In 2013, I graduated with a **Master's degree in Art Research**. During this period, I became acquainted with the philosophies of Western and Eastern art, schools and artistic movements, mythology, international art, and literature, among other topics, gaining valuable experiences.

### 2006 - 2008

Dr. Moein University

#### Associate's Degree

In 2008, I graduated with an **Associate's Degree in Graphic Design**.

During this period, most of the work was done without software to enhance handicraft skills. Visual identity design was entirely performed by hand. I learned various illustration techniques and became acquainted with environmental graphics. In the final semester, I received basic training in Photoshop and CorelDraw software.

### 2009 - 2011

Mazandaran University

#### Bachelor's Degree

In 2011, I graduated with a **Bachelor's degree in Graphic Design**.

During this period, I became familiar with the process of printing on various media. We were introduced to the field of branding and practiced logo design and visual identity in the classrooms. At this level, all tasks were performed using computer software such as -Photoshop -Illustrator -InDesign -CorelDraw.

### 2003 - 2005

Sheikh Fazlollah Noory Graphic Conservatory

#### High School Diploma

I became familiar with the basic principles of graphic design, fundamentals of visual arts, art history, illustration, and calligraphy during my high school education in graphic design.

## LICENSES & CERTIFICATIONS

• **Cinema 4D - INVERSE School**  
Issued Feb 2020

• **Motion Graphics Course - pouyaandish**  
Issued Feb 2019

• **New administrative approaches in the media of the printing industry - Hiflex**  
Issued Dec 2009

## SKILLS

- Graphic Design
- Logo Motion
- Packaging Design
- Logo Design
- Motion Graphics
- 3D Modeling
- Social Media Design
- Video Editing
- Web UI Design

## TOOLS

- PHOTOSHOP
- AUDITION
- ILLUSTRATOR
- INDESIGN
- AFTER EFFECTS
- DIMENSION
- PREMIER PRO
- CINEMA 4D
- Adobe ANIMATE
- ADOBE XD
- COREL DRAW
- FIGMA

## LANGUAGES

- English
- Persian