

Mahboobeh Esmailnejad

Senior Graphic Designer

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Freelance Senior Graphic Designer with 14+ years of experience in branding, visual identity, and motion graphics. Skilled in boosting brand visibility and engagement through innovative design strategies, collaborating with teams to deliver impactful solutions that drive business success.

Work Experience

freelance graphic designer

Present

[Freelancer](#) | Remote

I have been a freelance Graphic Designer since 2008, continuing my work in this field after completing my education.

- Engineered comprehensive branding strategies and crafted visual identities for a diverse range of clients.
- Designed 50+ marketing materials (brochures, social media graphics), contributing to a 40% increase in client engagement.
- Collaborated with 10+ businesses to enhance their online presence, resulting in a 25% boost in website traffic.

Senior Graphic Designer

Feb 2022 - Mar 2024

[Apputy Beauty Booking Platform](#) | Remote

I worked as a Graphic Designer remotely for two years at an online beauty booking platform, managing visual identity design, creating marketing materials, producing video content, and developing motion graphics for social media and offline advertising.

- Spearheaded visual identity design projects, developing motion graphics and marketing materials for both digital and print media.
- Reduced project time by half using new software.
- Introduced design strategies that enhanced user experience, reducing project turnaround time by 50%.
- Partnered with web designers to elevate audience engagement through cohesive and impactful design.

Graphic & Motion Designer

Apr 2019 - Sep 2020

[Princely Cosmetic Products](#) | Remote

As a graphic designer at Princely Hair and Cosmetics for 1.5 years, I created visual identities, product packaging, labels, billboards, and promotional content. I also supervised printing processes and developed engaging videos for Instagram, enhancing brand visibility.

- Created cohesive visual identities, increasing brand visibility by 30% across multiple channels.
- Created compelling promotional content for Instagram, boosting engagement rates by 40% through visually appealing graphics and videos.
- Supervised print production, resulting in a 15% cost reduction without sacrificing quality.
- Designed product packaging and promotional content, boosting sales by 25% during launch.

Lecturer

Sep 2014 - Jan 2017

Azad University of Lahijan

Educated second-semester Graphic Design students at Azad University on CorelDraw software, enhancing their foundational skills in vector-based design. Taught third-semester students pursuing an Associate's Degree comprehensive training in Adobe Photoshop to improve their digital imaging proficiency.

- **Enhanced Software Proficiency:** Utilized up-to-date knowledge of graphic design software to significantly improve students' skills, resulting in a 50% increase in project quality and creativity in their submissions.
- **Student Portfolio Growth:** Guided students in creating standout portfolios using advanced techniques in CorelDraw and Adobe Photoshop, which resulted in several students securing internships and freelance opportunities.
- **Mentorship and Guidance:** Provided personalized mentorship, assisting students in navigating complex design challenges, which contributed to their confidence and competence in graphic design.

Projects

Pioneer Brand Identity

Mar 2022 - May 2022

Specialized in developing branding assets including logo, color palette, and marketing materials.

Azarmi Brand Identity

Aug 2020 - Dec 2020

Led the creation of branding elements, such as logos, color schemes, patterns, stationery, exhibition materials (stand, banner, ID cards), video presentations, billboards, and promotional brochures.

RYO Sushi Visual Identity

Jul 2024 - Oct 2024

Developed branding for RYO Sushi, creating a cohesive design that included menu, packaging, and promotional materials.

Shiny Brand Identity

Jan 2023 - Jun 2023

Crafted comprehensive branding assets including logo designs, color palettes, patterns, stationery, catalogs, invitation cards, 3D models for cosmetic products, and promotional gift designs.

Body-Mind Brand Identity

Jul 2023 - Sep 2023

Revamped brand identity by redesigning logos, creating color schemes, patterns, landing pages, stationery, and Instagram video motions.

References

Available upon request or view on [LinkedIn](#).

Core Skills

Graphic Design, Logo Design, Logo Motion, Motion Graphics, Packaging Design, 3D Modeling, Web UI Design, Video Editing, Social Media Design, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere, Adobe Animate, Adobe Audition, Adobe Dimension, Adobe Indesign, Cinema 4D, Adobe XD, Corel Draw, Figma

Education

College of Art and Architecture

Jan 2011 - Dec 2013

Master of Art Research

Mazandaran University

Jan 2009 - Dec 2011

Bachelor of Graphic Design

Languages

English (*Professional working proficiency*), **Persian** (*Native Fluency*)

Certificates

Cinema 4D

INVERSE School

Feb 2020

Motion Graphics Course

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Feb 2019