

Kourosh Jeddi

Graphic Designer | Visual artist

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Atlanta, GA

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Resume

EDUCATION

- 2022 **Master of Fine Arts (MFA)**
Studio Arts | University of Florida
- 2012 **Bachelor of Arts (BA)**
Graphic Design | Tehran University of Arts

GRAPHIC DESIGNER @

2022 – Present
Full-time

PuffCuff LLC – Atlanta, GA

- Designed and optimized 40+ high-converting landing pages using Shopify builders and custom HTML/CSS, significantly improving engagement and conversion rates.
- Developed the CurlyFam mobile app UI in Figma, creating an intuitive shopping experience and fostering community growth.
- Designed and executed 300+ email campaigns, improving average click-through rates through engaging visuals and user-focused layouts.
- Produced motion graphics and video content for multi-channel campaigns, boosting brand awareness and digital engagement.

2018 – 2020
Seasonal

SeaBuzz Magazine – Vancouver, BC – Remote

- Directed content design, layout, and production for print and digital platforms.

2016 – 2019
Contract based
projects

United Nations (UNDP, UN Women, UNDAF) – Remote

- Designed publications, reports, and advocacy materials for global campaigns on gender equality and sustainability.
- Developed interactive e-brochures and infographics, ensuring accessibility and engagement.
- Designed exhibition materials for UN events, including a photo presentation displayed at the UN Headquarters in New York for the 30th Anniversary of UN-Kazakhstan cooperation.

2012 – 2018
Full-time

Rath Graphic – Tehran

- Designed branding and marketing projects for international clients, including United Nations (UNDP/UNIC), Japan International Cooperation Agency (JICA), and MTE Flooring (Dubai/Washington).
- Managed full-cycle graphic design, UX, and marketing initiatives, working with art directors, analysts, and developers.
- Designed high-quality print materials, promotional assets, and corporate branding packages.

RESEARCH

Human-Centered Design | Social Impact Design | Bilingual Design | Cross-cultural Design | Design Technology | Artificial Intelligence

2023 – 2025

Approaches to Bilingual Typography in Design Practice

Principal Investigator – Creative Research Project, Independent

2021 – 2022

Typo-Calligraphy

Principal Investigator – Graduate Research, MFA Thesis, University of Florida

IN PUBLICATION

2024

Seabuzz Magazine

Article of “*TypoCalligraphy*” [Seabuzz Quarterly, no. 11](#) (2023), Vancouver, Canada, following open-call selection.

2022

Jeddi, Kouros. *Typo-Calligraphy*, University of Florida, 2022.

Published in the University of Florida Institutional Repository (IR@UF).

2021

Flora Fiction Competition

Flora Fiction Magazine. “[Selected Artwork.](#)” *Flora Fiction, Vol. 1, no. 3* (Fall 2020).

2020

Group research

[Workshop for Art Research and Practice \(WARP\), ART 1803C, University of Florida, 2020.](#)

2012- 2018

Ministry of Education

“[Selected Artwork.](#)” *Featured in Script in Graphics by Masoud Najabati. Tehran: Iran* Textbook Publishing Company, Ministry of Education, 2018.

2012- 2014

Herfeh: Honarmand (Art Quarterly Magazine)

Featured artwork in “Typography” article, *Herfeh: Honarmand*, Vol. 38 and Vol. 46. Tehran, Iran.

2012

Étapes (Art Quarterly Magazine)

Featured artwork in report on the 8th Tehran International Poster Biennial, No. 109. Paris, France.

PROFESSIONAL SERVICE

2024

Georgia State University – Workshop Facilitator & Project Co-developer

Typography I, BFA/BA Program — August 15 – October 23

Co-developed and led an interdisciplinary workshop integrating printmaking, cyanotype, and typographic experimentation. Guided students in exploring the tactile and conceptual intersections between type and material processes in graphic design.

2015

The Word, Typography Exhibition, Guest Curator

Invited by Iranian Graphic Designers Society IGDS board of directors to curate IGDS members’ typography exhibition in “The Graphic Museum of Iran” during April graphic design week / Tehran, Iran. The exhibition was the sixth in a series of periodic exhibitions of the Graphic Museum, which included more than 150 posters and book covers.

AWARDS & RECOGNITIONS

- 2021 **GRADUATE RESEARCH & TRAVEL AWARD** | US
University of Florida.
- 2019 **Granted scholarship** | US
Teaching Assistantship & Graduate Scholarship Award
- 2012 **Silver Cypress Award (Iranian Graphic Design Biennial)** | Tehran, Iran
Award Candidate, Book Design Section
- 2012 **Trnava Triennial TPT International poster competition** | Slovak Republic
Selected as finalist
- 2011 **8th Tehran International Poster Biennial** | Tehran, Iran
Selected as finalist
- 2011 **UNDERGRADUATE RESEARCH AWARD** | Tehran, Iran
Tehran University of Arts

EXHIBITIONS

- 2022 **Here My Voice** Gary R. Libby University Gallery | Gainesville, FL
- 2021 **Out of The Wood** The Thomas Center | Group Exhibition | Gainesville, FL
- 2017 **Persian Garden** Poster Exhibition Kresge Art Center Galleries | Michigan, MI
- 2015 **Oriental Design** Design Week Sarpi Bridge | Milan, Italy

CERTIFICATIONS & TRAINING

Adobe Creative Suite Advanced Training
Shopify & E-Commerce Optimization
UX/UI Design Fundamentals (Figma, Prototyping)

SKILLS

Graphic & Digital Design

Branding | Web & UI/UX Design | Print & Editorial Layouts | Motion Graphics | Infographics | Package Design | Event & Marketing Collateral

Web & Content Management

WordPress Design & Maintenance | Shopify Optimization | Landing Pages | Email Campaigns & Flows | SEO-Optimized Visuals | Social Media Content

Technical Proficiency

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, XD) | Figma | HTML CSS | WordPress | After Effects | Premiere Pro | Maya | Cinema 4D | Klaviyo | Pre-press | Digital Fabrication

LANGUAGES

English Fluent | **French** Intermediate | **Turkish** Fluent | **Farsi** Fluent