

Experienced designer, web content specialist, and educator with over a decade of experience designing and maintaining websites, digital platforms, and print publications for diverse audiences. Skilled in developing brand-aligned visual identities, marketing assets, and engagement-driven content across digital and print media. Adept at delivering visually compelling, detail-oriented solutions that enhance communication, strengthen engagement, and support organizational goals.

CORE SKILLS & EXPERTISE

**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, Cinema 4D, Klaviyo, Pre-press, Digital Fabrication

**Soft Skills & Tools:** Creative Problem-Solving, Art Direction, Team Collaboration, Project Leadership, Client Communication, Workflow Management (ClickUp, Monday, Jira, Miro)

EDUCATION

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

PROFESSIONAL EXPERIENCE

- 2022 – Present  
Full-time

**Lead Designer** | PuffCuff LLC – Atlanta, GA
  - Designed and optimized 20+ high-converting landing pages with Shopify builders (Shogun, PageFly, FireFly) 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 200+ email campaigns, improving average click-through rates by 2.4% through engaging visuals and user-focused layouts.
  - Created high-impact Amazon PDP visuals that increased product visibility and directly contributed to stronger e-commerce sales performance.
  - Produced motion graphics and video content for multi-channel campaigns, boosting brand awareness and digital engagement.
- 2023  
Freelance Project

**Graphic Designer** | RICE Retail Academy (RRA) – Atlanta, GA
  - Developed a cohesive visual identity system, including logo, promotional materials, presentations, and print assets.
  - Designed the academy's landing page to effectively communicate its mission and key programs.
  - Created social media campaigns to drive awareness, engagement, and program participation.
- 2019 – 2022

**Graduate Teaching Assistant** | University of Florida, College of Art + Art History – Gainesville, Florida
  - Research on Typography & Calligraphy using print medium
  - Developing course syllabus
  - Demonstrating printmaking and digital fabrication techniques: Relief print, Screen-print, Intaglio, Laser engraving, Laser and CNC cutting, 3D scan and print, Cinema 4D modeling
  - Feedback, evaluating assignments, and grading
- 2018 – 2020  
Seasonal

**Art Director** | SeaBuzz Quarterly – Vancouver, BC – Remote
  - Led creative direction for an emerging publication, increasing circulation from 1,000 to 4,000 copies.
  - Directed content design, layout, and production for print and digital platforms.

- 2016 – 2019**  
*Contract based projects* **Senior Graphic Designer** | 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.
  - Created animation videos and digital media assets aligned with UN branding and communication goals.
  - 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.
- 2014**  
*Part-time* **Visiting Teacher** | University of Applied Science and Technology – Tehran
- Developing course content and syllabus
  - Demonstrating graphic design techniques and software
  - Assigning innovative and purposeful projects and track progress of students
  - Providing visual solutions and examples align with assignments
  - Scheduling field trips to visit industrial units related to graphic design career
  - Participating in conferences and graphic design exhibitions in order to be lineup with recent knowledge and technologies and offering lectures
- April 2014** **Guest Curator** | “The Word” Typography Exhibition – Tehran
- 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.
- 2012 – 2018**  
*Full-time* **Graphic Designer** | 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.

## RECOGNITIONS

- 2024** • SECAC 2024 Conference Session chair; Crafting Clarity in Email WayFinding – Atlanta, GA
- 2019** • Granted scholarship ( TA position ) – University of Florida – Gainesville, FL
- 2017** • Persian Garden Poster Exhibition in Kresge Art Center Galleries – Michigan State University, MI
- 2015** • Oriental Design Typography Exhibition – Oriental Design Week Sarpi Bridge – Milan, Italy
- 2012** • Finalist in Trnava Triennial TPT International poster competition – Slovak Republic
- 2012** • Silver Cypress Award (Iranian Graphic Design Biennial) in the book design section – Tehran
- 2010 - 2012** • Finalist of 8th & 9th Tehran International Poster Biennial – Tehran

## IN PUBLICATIONS

- 2021** • Flora Fiction / Volume 1 Issue 3 – USA
- 2012 to 2016** • Typography in Graphics (National high school textbook) – Tehran
- 2012 - 2014** • Herfeh-Honarmand (Art Quarterly Mag.) / Vol. 38 and Vol.46 – Tehran
- 2010** • ETAPES / No.109 – France

## MEMBERSHIP

**From July 2023** The Graphic Artist Guild – US  
Qualification acknowledgment by the Graphic Artist Guild of US

## CERTIFICATIONS & TRAINING

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

## PORTFOLIO

[www.kouroshjeddi.com](http://www.kouroshjeddi.com)