Kourosh Jeddi

Creative Director | Graphic & Web Designer | Educator | Researcher
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CV

Graphic design educator, researcher, and creative practitioner with an MFA in Studio Arts, a BA in Graphic Design, and 10+ years of experience spanning higher education and professional design practice. Experienced in teaching typography, graphic design, motion design, interactive design, and printmaking, with expertise in UI/UX, visual communication, and emerging design technologies. Combines hands-on studio instruction, interdisciplinary research, and industry experience to develop thoughtful, innovative, and socially engaged design practices.

Education

2022 **Master of Fine Arts (MFA)**
Studio Arts | University of Florida

2012 **Bachelor of Arts (BA)**
Graphic Design | Tehran University of Arts

Teaching Experience

2019 – 2022
Part-time
Teaching Assistant
University of Florida, College of Art + Art History – Gainesville, Florida

Courses: *Figure Ground, Color Theory, Intro to Printmaking, Advanced Printmaking*
- Developed course syllabi and materials, including project revisions, exercise variations, lectures, and group activities
- Printmaking and Digital Fabrication techniques: Relief print, Screen print, Intaglio, Solar Plates, Laser engraving, CNC cutting, 3D modeling in C4D, 3D scanning and printing
- Research and workshop on Typography and Calligraphy using print media

2016 – 2018
Part-time
Visiting Lecturer
University of Applied Science and Technology – Tehran Central Branch

Courses: *Advanced Graphic Design, Senior Seminar: Professional Practice for Industry-Level Portfolios, Interactive Design*
- Developed course content, syllabi, projects, exercises, and lectures
- Organizing field trips to design-related companies and studios
- Evaluating incoming undergraduate student portfolios for acceptance into the program
- Reviewing graduating seniors' portfolios for program completion
- Participating in conferences and exhibitions to stay current with design trends and deliver lectures

2014 – 2016
Part-time
Adjunct Instructor
University of Applied Science and Technology – Tehran West Branch

Courses: *Introduction to Graphic Design, Typography I, Typography II, Motion Design & Time-Based Media*
- Developed course content and syllabi
- Assigned purposeful design projects and tracked student progress
- Provided visual examples and solutions aligned with assignments
- Organizing workshops and curated exhibitions

Courses Prepared to Teach

Graphic Design Foundations and 2D Design | Introduction to Graphic Design | Typography I, II, and Advanced Typography | UI/UX and Interactive Design | Motion Graphics and Time-Based Media | Print and Publication Design | Professional Practice and Portfolio Development | Color Theory and Figure/Ground

Professional Experience

2022 – Present
Full-time

Lead Designer
PuffCuff LLC – Atlanta, GA

- Built and optimized 40+ Shopify landing pages with page builders, custom HTML/CSS, and UX practices for clear, conversion-focused shopping.
- Integrated AI tools into e-commerce and creative workflows for product imagery, campaign concepts, and faster digital asset production.
- Improved Shopify, Rebuy, and Klaviyo experiences through responsive UI, cart optimization, and customer-centered promotional flows.
- Designed and executed 300+ email campaigns using accessible layouts, audience segmentation, and performance-informed creative.
- Designed the CurlyFam mobile app UI in Figma and created Amazon PDP visuals, motion graphics, and video for multichannel marketing.

2024
Freelance Project

Digital Graphic Designer
RICE Retail Readiness Academy (RRA) – Atlanta, GA

- Developed a cohesive visual identity, including a logo, promotional materials, presentations, and print assets.
- Designed the academy's landing page to communicate its mission and programs.
- Created social media campaigns to increase awareness and engagement.

2018 – 2020
Seasonal

Art Director
SeaBuzz Magazine – 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.

2012 – 2018
Full-time

Lead 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.

Research Areas

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

2025 – 2026 ***AI-Enhanced Design Research & Practice***
Human–AI collaboration, AI-assisted workflows, and UX evaluation.

2021 – 2022 ***Approaches to Bilingual Typography in Design Practice and Pedagogy***
Principal Investigator – Creative Research Project, Independent

Publications

2023 **SeaBuzz Magazine**
Article on "TypoCalligraphy," SeaBuzz Quarterly, no. 11, Vancouver, Canada; published after open-call selection.

2022 **Jeddi, Kourosh. *Typo-Calligraphy,* University of Florida**
Published in the University of Florida Institutional Repository (IR@UF).

2020 **Flora Fiction Competition**
Flora Fiction Magazine. *"Selected Artwork."* Flora Fiction, Vol. 1, no. 3

2020 **Ramos Jasmine, Maryam Farahani, Sonia Consuelo Vera Leon, Franklin Ratliff, Angela DeCarlis, Vincent Granela, Parisa Nabiyouni, Kourosh Jeddi** *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.

2012- 2014 **Herfeh: Honarmand (Art Quarterly Magazine)**
Featured artwork in "Typography" article, *Herfeh: Honarmand*, Vol. 38 and Vol. 46. Tehran, Iran.

2006 **Étapes (Art Quarterly Magazine)**
Featured artwork in the 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
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.

2024 ***SECAC 80th Annual Conference* – Reviewer**
Reviewed and selected paper and session abstracts for the annual conference.

2018 ***UAST,* Tehran – Mentor & Workshop Facilitator**
Mentored students and facilitated workshops promoting inclusive design practices for underrepresented communities at University of Applied Science and Technology.

2015 ***The Word, Typography Exhibition,* Guest Curator**
Invited by the 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 in Tehran, Iran.

Talks & Presentations

2026 **SECAC Annual Conference** | Co-Session Chair
Shaping Tomorrow's Designers: AI's Role in Design Education — Winston-Salem, NC

2026 **AIGA DEC Throughlines 2026** | Poster Co-Presenter
Growing Letters Through Biophilic Typography — Dayton, OH

2025 **SECAC Annual Conference** | Co-Presenter
Typography as Interdisciplinary Design Practice – Cincinnati, OH

2024 **32nd Annual SoTL Summit** | Co-Presenter
Creative Typography from Life, Not Guidelines – KSU – GA (virtual)

2024 **SECAC Conference** | Session Chair
Crafting Clarity in Email Wayfinding – Atlanta, GA

Awards & Recognitions

2021 **Graduate Research & Travel Award** I US
University of Florida.

2019 **Graduate Scholarship & Teaching Assistantship** I US
University of Florida
Awarded for academic excellence and teaching during MFA studies.

2012 **Trnava Triennial International Poster Competition** I Slovak Republic
Finalist
Finalist in the international poster competition.

2010 **Silver Cypress Award (Iranian Graphic Design Biennial)** I Tehran, Iran
Award candidate, Book Design category

2005 - 2007 **8th & 9th Tehran International Poster Biennial** I Tehran, Iran
Finalist
Finalist in two consecutive international poster biennials.

Exhibitions

2026 ***Fight for Kindness — Selected Poster***
Kindness Continues Through Each Other | OP34.Gallery, Plovdiv, Bulgaria
November 13–28 | Organized by TypeCampus

2022 ***Hear 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 ***Independently***
Theater Poster Exhibition | Tehran Independent Gallery | Tehran, Iran

Professional Membership

2023 to Present

AIGA (AMERICAN INSTITUTE OF GRAPHIC ARTS)

CAA (COLLEGE ART ASSOCIATION)

SECAC (SOUTHEASTERN COLLEGE ART CONFERENCE)

UCDA (UNIVERSITY & COLLEGE DESIGNERS ASSOCIATION)

The Graphic Artists Guild
Qualification acknowledged by the Graphic Artists Guild (US)

Certifications & Training

Adobe Creative Suite Advanced Training

Shopify & E-Commerce Optimization

UX/UI Design Fundamentals (Figma, Prototyping)

Area of Work

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

Teaching & Instructional Expertise
Graphic Design | Digital Media | Design Marketing | Printmaking

Skills

Technical Proficiency
Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, XD) | Figma | HTML | CSS | WordPress | Premiere Pro | Maya | Cinema 4D | Klaviyo | Prepress | Digital Fabrication | Shopify | Ai assisting tools

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

Portfolio

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