

Experienced graphic 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

Teaching & Instructional Expertise: Graphic Design, Digital Media, Printmaking

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)
Studio Arts | University of Florida
- 2012

Bachelor of Arts (BA)
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.

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 **Senior Graphic Designer** | United Nations (UNDP, UN Women, UNDAF) – Remote projects

- 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.

TEACHING EXPERIENCE

2019 – 2022 **Teaching Assistant** | University of Florida, College of Art + Art History – Gainesville, Florida
Courses: Figure Ground, Color Theory, Intro to Printmaking, Advanced Printmaking

- Printmaking and Digital Fabrication techniques: Relief print, Screen print, Intaglio, Solar Plates, Laser engraving, CNC cutting, 3D modeling Cinema 4D, 3D scan and print
- Research on Typography & Calligraphy using print medium
- Developing course syllabus

2014 – 2018
Part-time **Visiting Lecturer** | University of Applied Science and Technology – Tehran
Courses: Advance Graphic Design, Senior Seminar: Professional Practice for Industry-Level Portfolios, Advanced Typography, Time-Based Media

- Developing course content and syllabus
- 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

PROFESSIONAL SERVICE

2015 **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.

TALK & PRESENTATION

- 2025 **SECAC Annual Conference** | Co-Presenter (upcoming)
Typography as Interdisciplinary Design Practice – Cincinnati, OH
- 2025 **32nd Annual SoTL Summit** | Co-Presenter
Creative Typography from Life, Not Guidelines – Kennesaw State University (virtual) – GA
- 2024 **SECAC Conference** | Accepted as session chair
Crafting Clarity in Email WayFinding – Atlanta, GA

RECOGNITIONS

- 2019 **Granted scholarship** | TA position
University of Florida – Gainesville, FL
- 2017 **Persian Garden Poster Exhibition**
Kresge Art Center Galleries – Michigan State University, MI
- 2015 **Oriental Design Typography Exhibition**
Oriental Design Week Sarpi Bridge – Milan, Italy
- 2012 **Trnava Triennial TPT International poster competition** | Finalist
Slovak Republic
- 2011 **Silver Cypress Award (Iranian Graphic Design Biennial)** | Award Candidate
in the book design section – Tehran
- 2009 - 2011 **8th & 9th Tehran International Poster Biennial** | Finalist
Tehran

IN PUBLICATIONS

- 2024 **Vancouver Seabuzz** | Article of “TypoCalligraphy”
Volume 11 – BC, Canada
- 2021 **Flora Fiction** | Featured artwork
Volume 1 Issue 3 – USA
- 2012 to 2016 **Typography in Graphics** | Featured artwork
National high school textbook – Tehran
- 2012 - 2014 **Herfeh-Honarmand** (Art Quarterly Mag.) | Featured artwork
Typography article – Vol. 38 and Vol.46 – Tehran
- 2009 **ETAPES** (Art Quarterly Mag.) | Featured artwork
Report on 8th Tehran Intl. Poster Biennial – No.109 – France

MEMBERSHIP

- From July 2023 **The Graphic Artist Guild**
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