



Sepideh Asadian

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ABOUT ME

I am a graphic designer with over 10 years of experience collaborating with various companies and organizations. I have also served as an art director for multiple reputable firms. My expertise lies in the fields of UI/UX design, digital painting, and illustrating children and young adult books.

WORK EXPERIENCE

04/04/2022 – 20/07/2023 Tehran, Iran
ART DIRECTOR NOVIN INSURANCE

- Developing and implementing creative concepts and visual strategies for various projects.
- Overseeing the overall visual style and aesthetic of projects, ensuring they align with the client's goals and objectives
- Reviewing and approving final artwork, designs, and concepts before they are presented to clients or published.
- Ensuring the quality and integrity of the creative output, maintaining high standards of design excellence

02/02/2019 – 10/03/2022 Tehran, Iran
CREATIVE DIRECTOR SADRA GROUP

- Developing and implementing creative concepts and visual strategies for various projects.
- Overseeing the overall visual style and aesthetic of projects, ensuring they align with the client's goals and objectives
- Reviewing and approving final artwork, designs, and concepts before they are presented to clients or published.
- Ensuring the quality and integrity of the creative output, maintaining high standards of design excellence

01/12/2017 – 21/11/2018 Tehran, Iran
GRAPHIC DESIGNER RABIN WOOD COMPANY

- Advertising services
- Poster design
- Interior space design

30/04/2019 – 03/10/2020 Abadan, Iran
GRAPHIC DESIGNER (FREELANCE) SHOKOFEHHAY BAHAR JONOB

EDUCATION AND TRAINING

20/01/2013 – 07/10/2017 Semnan, Iran
BACHELOR OF GRAPHIC DESIGN Semnan university

Website <https://semnan.ac.ir/>

LANGUAGE SKILLS

Mother tongue(s): **PERSIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	B2	B2	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

ADOBE AFTER EFFECTS | Adobe fersco | 3D max | Rhino 3d | Adobe Illustrator (Expert) | Adobe Premiere (Export) | Adobe InDesing(Expert) | Adobe Photoshop (Expert) | Adobe substance 3D Painter | Figma & Adobe XD

ADDITIONAL INFORMATION

CONFERENCES AND SEMINARS

2014 – Semnan

Workshop on Stop Motion Animation Learning the process of creating stop motion animation by the Graphics 90 Group at Semnan University, supervised by Dr. Hadi Rahmati.

2016 – Semnan

Poster Design Workshop on the Theme of a Smoke-Free World Conducted by the Graphics Group at Semnan University

2018 – Tehran

Special Session on Commercial Stop Motion Teasers at the University of Tehran

2019 – Semnan

Lecture on International Illustration Markets About International market event By Afsaneh Sanei

2020 – Tehran

Understanding Form and Color Webinar Presented by Dr. Hadi Rahmati

RECOMMENDATIONS

Toraj Darabi Manager

- I have know her for 3 years
- Sepideh is an artistic virtuoso with an impeccable eye for detail and a profound understanding of design principles
- I strongly recommend Sepideh Asadian

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PROJECTS

2021

Designing two books titled "Shirazgard Adventure (Shiraz gard majarajo)" and "Shirazgard Family Travel(Shiraz gardi khanevadegi)" for the Municipality of Shiraz. Designing a Two books for the Municipality of Shiraz

2014

Academic project:Creating a Sculpture in the Sculpting Workshop Designing a sculpture for the "Histamine" organ using materials like clay and metal.

2014

Academic project:Computer Design of Ammonite Fossils in the Basic Design class (2) Digitally recreating ammonite fossils using precise photography techniques and Photoshop brushes, accompanied by field and visual research presented in a booklet.

2015

Academic project:Creating a Norooz Album using analog photography techniques in Basic Photography workshops 1 and 2 Developing and editing photos using film printing and editing techniques taught, and creating a 10-photo album on the theme of Norooz using software like Lightroom, Photoshop, and InDesign.

2015

Academic project: Designing and Writing a Children's Story based on child psychology for age group B in the Illustration Workshop (2) Illustrating a self-authored story using a combination of manual and computer techniques with the help of Photoshop and InDesign.

2016

Academic project: Illustrating Contemporary Art Museum in Visual Communication Workshop Designing with Illustrator Software inspired by the Tehran Museum of Contemporary Art and utilizing various color palettes

2017

Brand Identity Design in Visual Communication Workshop (6) Designing a logo, letterhead, poster, application, website, stamp, etc., for an animal shelter called "Sika," delivering a complete set of all the necessary branding elements.

HONOURS AND AWARDS

2011

Winner of the second prize in the student Ashura-themed photography competition

2011

Winner of the third prize in the student poster festival

2012

Winner of the inter-club basketball competition

HOBBIES AND INTERESTS

swim Swimming coach

Reading Psychology Articles and Books For Better Understanding of Cultures and Accurate Audience Perception

Reading Myths from Various Nations For a Better Understanding of Cultural Values of Different Nations

Watching YouTube Videos and Following the Latest Advertising Techniques

Reading Articles and Art Theories

COURSES AND CERTIFICATE

16/02/2023

UI/UX Workshop

-Evaluating the needs and behaviors of users with the desired product or service, examining competitors, and analyzing the market to better understand user needs.

-User Experience Design: Identifying and creating an optimal user experience for the product or service, including designing processes, flows, and user journeys.

-User Interface Design: Designing user interfaces for the product or service, including designing pages and forms, using colors, fonts, icons, and other graphic elements.

13/06/2019 – 18/07/2019

Children's Visual Art Coaching

- Creating illustrations for children's books, including cover art, interior illustrations, and character designs

-Adapting to Different Age Groups: Tailoring illustrations to suit the age range and interests of the target audience, whether it's toddlers, young children, or pre-teens.

-Incorporating Playfulness and Imagination: Infusing illustrations with elements of playfulness, whimsy, and imagination to engage young readers.

05/11/2022

Computer Graphic Designer Using InDesign

1. Write here the description...Interface Familiarity: Getting acquainted with the InDesign workspace, including panels, tools, and menus.
2. Document Setup: Creating and setting up new documents, specifying page size, orientation, and margins.
3. Layout Design: Arranging and organizing content on pages, including text, images, and graphics.
4. Typography: Understanding and applying typographic principles, such as font selection, spacing, and formatting.
5. Styles and Formatting: Utilizing paragraph and character styles to maintain consistency and efficiency in design.
6. Image Manipulation: Importing, resizing, and positioning images within the layout, as well as applying basic image editing techniques.
7. Color Management: Managing colors, creating and using swatches, and ensuring proper color reproduction in print and digital outputs.
8. Master Pages: Utilizing master pages to create consistent elements across multiple pages, such as headers, footers, and page numbers.

9. Interactive Elements: Incorporating interactive elements like hyperlinks, buttons, and multimedia for digital publications.
10. Preparing for Output: Understanding file formats, exporting or packaging files for print or digital distribution, and considering print production requirements.

22/11/2021

Computer Graphic Designer Using Illustrator

-Advanced Vector Drawing: Developing advanced skills in creating precise and complex vector-based artwork using various drawing tools and techniques.

-Art board Management: Efficiently working with multiple art boards to create multi-page documents or design variations.

-Advanced Shape Manipulation: Mastering advanced shape creation and editing techniques, including manipulating anchor points, curves, and paths.

-Advanced Color Management: Exploring advanced color theory, color modes, and color harmonies to create visually appealing and harmonious artwork.

-Advanced Typography: Enhancing typographic designs with advanced text formatting, styles, and effects, including using variable fonts and working with type on a path.

-Advanced Effects and Filters: Leveraging advanced effects and filters to add depth, realism, and unique visual styles to artwork.

-Drawing and Painting Techniques: Developing advanced skills in digital drawing and painting, including using brushes, creating custom brushes, and working with blend modes.

-Advanced Workflow Techniques: Streamlining the design process with advanced techniques like using symbols, creating custom templates, and utilizing libraries.

-3D Artwork and Perspective: Creating three-dimensional artwork and incorporating perspective techniques to add depth and realism to designs.

18/11/2021

Computer Graphic Designer Using Photoshop

1. Interface and Tools Familiarity: Becoming proficient in navigating the Photoshop interface, understanding panels, and utilizing various tools effectively.
2. Image Editing and Retouching: Developing skills in non-destructive editing, retouching imperfections, adjusting colors, and enhancing images.
3. Selection and Masking Techniques: Mastering various selection tools and techniques, including creating precise selections, using masks, and refining edges.
4. Layers and Compositing: Understanding layer management, utilizing blending modes, and creating complex compositions by combining multiple images.
5. Advanced Image Manipulation: Exploring advanced techniques like content-aware fill, liquify, and frequency separation for more intricate image editing.
6. Photo Restoration: Learning techniques to restore and repair old or damaged photographs, including removing scratches, stains, and blemishes.
7. Digital Painting and Illustration: Developing skills in digital painting, creating illustrations, and utilizing brushes, blending modes, and texture overlays.
8. Text and Typography: Mastering text manipulation, formatting, and styling, as well as incorporating typography effectively into designs.
9. Advanced Filters and Effects: Utilizing advanced filters and effects to create unique visual styles, including creating custom filters and applying complex effects.
10. Automation and Workflow Optimization: Streamlining repetitive tasks and optimizing workflow with actions, batch processing, and using Photoshop scripts.

10/03/2021

"Rouyesh Festival" at Tehran University of Art Gallery

The acceptance of my artwork in the first stage of the ninth Rouyesh Festival (Illustration section) led to its exhibition at Negarkhaneh, Tehran University of Art.

22/12/2022 – 11/03/2023

Mythology of neighboring civilizations (Egypt, Mesopotamia, Iran, and Greece).

Getting acquainted with the mythology of neighboring civilizations, including Iran, and learning about the ancient art and culture of countries such as Egypt, Mesopotamia, Iran, and Greece, as well as understanding their religious beliefs.

22/12/2023 – CURRENT

Workshop on Manual Printing: Calligraphy and Silkscreen Printin

Learning techniques of acid etching for metal printing
learning techniques of etching and aquatint and mono print

EXHIBITIONS

08/2018

Organizing Individual Exhibition

Illustrating a storybook using mixed media and digital painting techniques at Ferdows Cultural Center.

04/05/2019 – 12/05/2019

Organizing a solo exhibition titled "Words."

Illustrating a storybook using mixed media and digital painting techniques.

12/2018

Organizing a solo exhibition

Illustrating a art works using mixed media and digital painting techniques at Ebnesina gallery .

02/12/2023 – 08/12/2023

Participation in Joint Exhibition between Iran and the Netherlands

Institute Bloom Art

04/01/2024

Group Exhibition of Silent Monologues

Gallery Entezami
