

# Parya Vahdat

Industrial Designer



A multi-disciplinary, creative and detail-oriented graphic designer, with **8 years** of experience translating client concepts into visually stunning and impactful designs. Excel in blending artistic innovation with strategic thinking to create visually engaging solutions that communicate brand messages. Thrive in collaborative environments and strive to exceed client expectations with high-quality design.



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www.paryadesign.com



Irvine, CA

## Language

English



Persian



## Software

Photoshop



Illustrator



InDesign



Canva



Figma



MS Office



Miro



Rhino



Lumion



Sketchup



## Fortes

Creativity

Critical thinking

Communication

Empathy

Collaboration

Organized

Time Management

Attention to Detail

## Education

● BDes

Industrial Design

OCAD University

● PGCertDes

Furniture Design

OCAD University

## Experience

### ● Apparel Graphic Designer / Web Designer

KQ

2022 - Present

- Crafted a cohesive brand identity: Developed logos, t-shirt tags, and graphics, that unified brand visuals across all mediums, resulting in a 20% increase in brand recognition.
- Elevated user experience: Employed strategic graphic design principles to optimize website layout and interface, leading to a boost in user engagement.
- Enhanced digital presence: Leveraged effective visual storytelling through website and user interface design, driving a 15% increase in website traffic.

### ● Apparel Graphic Designer / Packaging Designer

Snood Style

2020 - 2022

- Elevated brand visuals: Conceptualized and designed captivating logos, prints, graphics, and packaging that boosted brand aesthetics by 25%, leading to an increase in customer acquisition.
- Amplified social media engagement: Created and produced engaging social media content that garnered a 30% rise in audience interaction, driving brand awareness and a 10% increase in website traffic.

### ● Graphic Designer / Web Designer

Square Design Inc.

2019 - 2023

- Forged a memorable online presence: Designed cohesive visual elements and identities for online platforms, resulting in a 20% increase in brand recall.
- Streamlined digital journeys: Applied best-practice graphic design principles to optimize website navigation and functionality, leading to a boost in user engagement and conversion rate improvement.

### ● Graphic Designer / Video Creator

Art For Everyday

2017 - 2019

- Elevating brand storytelling: Designed compelling editorial content for print and digital publications, achieving a 20% increase in brand mentions and fostering deeper customer connections.
- Igniting social engagement: Crafted videos that captivated audiences on various platforms, boosting brand reach by 30% and driving product awareness.

### ● Graphic Designer / Branding & Marketing

Moble Studio

2015 - 2018

- Fueled brand growth: Designed captivating content and promotional materials for online platforms and design shows.
- Developed and executed marketing campaigns that build brand awareness, resonate with target audiences, and drive measurable results