

# Emad Haghi

## Graphic Designer



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## Personal Statement

Creative Spark and detail-oriented Graphic Designer with over fifteen years of experience in branding, digital marketing, and motion design. Proficient in Adobe Creative Suite, Figma, and UX design principles, with a track record of delivering impactful visuals across the web, email marketing, social media, and print production. Adept at designing user-centric content and crafting memorable campaigns that captivate and amplify brand identity while engaging diverse audiences. Thrives in collaborative, fast-paced environments, blending creativity and strategy to deliver high-quality, innovative design solutions.

## Skills:

### - Brand Identity and Visual Storytelling:

Proven ability to craft visually compelling designs that elevate brand identity and resonate with both internal and external audiences. Skilled in typography, layout design, and maintaining consistent brand guidelines.

### - Digital Marketing Expertise:

Extensive experience designing for email campaigns, social media platforms, and web assets, creating engaging content that drives user engagement and conversions.

### - Motion Design:

Proficient in After Effects, producing dynamic animations and motion graphics to enhance storytelling and amplify brand messaging.

### - UX and Functional Design:

Strong understanding of user-centric design principles, delivering intuitive and functional digital experiences that align with user behavior, expectations, and business technology.

### - Creative Collaboration:

Excel in working with cross-functional teams, including writers, marketers, and strategists, to refine creative concepts and deliver pragmatic solutions that meet project objectives.

### - Technical Mastery:

Expert-level proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects) and Figma. Familiar with designing responsive assets for both digital and print platforms.

### - Project Management:

Adept at managing multiple projects simultaneously, meeting tight deadlines while maintaining attention to detail and high-quality outcomes. Skilled in using management tools to enhance productivity.

### - Business Service and Internal Communication:

Effective at communicating design concepts and project updates to stakeholders, fostering collaboration, and aligning projects with marketing team objectives, ensuring governance and compliance with company strategies.

## Education

- Bachelor of Arts in Graphic Design  
University of Art, Iran | 2010

## Certifications

- Google UX Design Certificate | 2021
- Design and Make Infographics,  
Michigan State University | 2021

## Work Experience

### Midweight Graphic Designer

Farda Solutions, Manchester | July 2024 – Present

- Designed cohesive branding materials and strategies, contributing to the successful launch of 2 client campaigns within six months.
- Developed over 40 social media visuals, web banners, and email marketing templates, significantly increasing audience reach and engagement.
- Produced motion graphics and animations featured in presentations viewed by over 10,000 users, enhancing storytelling and brand perception.

### UI/UX Designer (Contract)

ITD Software, Manchester | 2023

- Designed user-centric EPOS software interfaces and web visuals that integrated business technology effectively.

### Motion Designer

Realpars, Remote (Netherlands) | May 2022 – October 2023

- Created over 60 motion graphics and animations, including a YouTube video that achieved 93,000 views, demonstrating the strategic impact of design on audience engagement.
- Applied UX principles to produce visually compelling educational content that improved user satisfaction and platform usability.
- Delivered high-quality animations aligned with branding and marketing goals, supporting the company's digital presence.

### Art Director

AloPeyk | March 2022 - July 2022

- Directed branding and promotional campaigns for the Helmet Safety Project, increasing campaign visibility by 40% while effectively managing the briefing process.
- Designed engaging digital assets, motion graphics, and web visuals that encouraged courier adoption of helmet usage, supported by positive feedback received on social media platforms.
- Led a team of creatives, mentoring junior designers to deliver innovative design under tight deadlines.

### Graphic Designer

Kara Co. | Jun 2016 – September 2021

- Designed over 100 print and digital materials, including brochures, advertisements, and social media visuals, contributing to improved client retention and acquisition.
- Developed cohesive marketing campaigns focusing on typography, layout, and brand consistency, increasing client satisfaction and loyalty.
- Collaborated closely with marketing and content teams to ensure designs aligned with project objectives and to facilitate exhibition stands and event exhibiting activities.