

Mitra Hosseinpour

GRAPHIC DESIGNER

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Iran

SUMMARY

- Graphic Designer with over five years of experience in branding, illustration, packaging, and poster design. Passionate about motion graphics, typography, and creative coding. Known for a strong collaborative spirit and attention to detail. Outside of work, I enjoy camping and photography — pursuits that inspire my creativity and sharpen my visual storytelling skills.

TECHNICAL SKILLS

- Adobe Illustrator/ Adobe Photoshop/ CorelDRAW/ Adobe InDesign/ Figma/ Adobe XD/ Digital Assets/ Eye for Detail/ Canva / Design Solutions/ Creative Design/ Print/ Presentation

INTERPERSONAL SKILLS

- Collaboration/ Adaptability/ Problem-solving/ Time Management/ Responsibility/ Accepting Feedback/
- Brainstorming/ Direction/ Management

WORK EXPERIENCE

Graphic Designer / Peyda Studio / May 2022 - Present (3 years)

- Completed the design of the Identity Guideline Manual, including brand research, development of guidelines, and layout design to ensure visual consistency.
- Led the team and designed packaging for the Nika Coffee brand, creating cohesive and distinctive packaging for various products, which resulted in a 25% increase in brand recognition.
- Participation in the Yalda campaign for Toska Restaurant by designing entrance stickers, postcards, and implementing a themed interior decorations, which led to a 15% increase in customer visits.
- Visual identity design and copywriting for the presentation catalogue of the Désirée project, resulting in a 20% improvement in engagement with potential clients.

Graphic Designer & UI Designer / Sayman Digital / Apr 2021 - Mar 2022

- Designed consistent Instagram posts and product showcases using high-quality images, resulting in a 30% increase in user engagement and almost 100 new followers.
- Analysed user feedback from support channels and social media, improving the website purchasing process by adjusting steps and button colours—leading to a 20% reduction in the cart abandonment rate.
- Designed in-house printed materials such as stationery sets, shopping bags, and packaging labels to strengthen brand identity.
- Created practical infographics for various website steps, improving user understanding of the purchasing process by 15%.

Graphic Designer & UI Designer / Memaran Dadeh / Apr 2019 - Jan 2021

- Designed logos and visual identities for clients, focusing on creating unique graphic symbols that reflected each brand's values and mission.
- Created brochures and promotional materials to introduce the company's services, contributing to a 25% increase in client acquisition.
- Designed and produced monthly appreciation plaques for employees to recognise performance and boost workplace motivation.
- Developed engaging illustrations for app onboarding screens, leading to a 30% improvement in new user retention rates.
- Designed custom icons and favicons for apps, emphasising simplicity and consistency with the overall brand identity.

EDUCATION

Bachelor's in Visual communication / 2017 - 2022

Alzahra University

LANGUAGES

- English (B2)
- Farsi (C2)
- Turkish (C2)

HOBBIES

- Dance/ Cycling/ Origami/ Music/ Yoga / Puzzles/ Books/ Floral Design/ Photography