
SUMMARY

Sasan is a designer who appreciates multidisciplinary design approach and the process of creative solutions. In 2007 he was accepted for Visual Communication program at the University of Applied Science and Technology in Tehran. In 2018 he graduated from NSCAD University with a major in Interdisciplinary Design. Sasan worked as a full-time graphic designer in diverse design firms since 2004. In 2017 he won an award for designing a trophy for Halifax 2018 Urban Design Award.

As an interdisciplinary designer, he is keen on learning and advancing his skills. Sasan is interested in following his carrier in areas like wayfinding, environmental branding, visual identity, and website design projects that help communities to have a better experience in their daily life. Sasan enjoys photography and likes to explore and examine the space that he lives in through his lens.

SKILLS

- › Proficiency in Adobe CC (Illustrator, InDesign, Photoshop, Adobe XD, Lightroom, Dreamweaver), Trimble: Google SketchUp + V-Ray
Autodesk: Fusion 360, AutoCAD (Basic)
- › Experience in using Adobe Animate, Adobe After Effect, Adobe Premiere Pro
- › WordPress, HTML, CSS
- › Proficiency in product, interior, and architectural photography
- › Proficiency in Microsoft Office (Word, Excel, PowerPoint)

EDUCATION

Nova Scotia College of Art and Design
Halifax, NS, Canada 2016–2018
Bachelor's Degree, Interdisciplinary Design

University of Applied Science and Technology
Tehran, Iran 2007–2010
Associate Degree, Visual Communication Design

WORK EXPERIENCE

UPLAND Planning + Design
Halifax, NS, Canada 2018–Nov 2019
Environmental Graphic Designer

- › Layout design, logo and identity design
- › Website design
- › Wayfinding, mapping and signage design

Project Experience:

› **Musquodoboit Trailways Association**
Halifax, Nova Scotia 2019
Logo, identity and mapping design

› **Active Atlantic Network**
Halifax, Nova Scotia 2019
Logo, identity and website design

› **2019 Nova Scotia Planning Conference Identity Design**
Halifax, Nova Scotia 2019
Conference identity design

› **HRM Bicycle Wayfinding Signs and Guide**
Halifax, Nova Scotia 2019
Signage design and scheduling

› **Nova Scotia Bicycle Wayfinding Guideline**
Halifax, Nova Scotia 2019
Wayfinding guideline design

› **Celtic Shore Coastal Trail Brochure**
Inverness County, Nova Scotia 2018
Mapping and brochure design

› **Lunenburg Comprehensive Plan**
Lunenburg, Nova Scotia 2018
Project logo and identity design

› **Active Argyle**
Argyle, Nova Scotia 2018
Cycling brochure design

› **Fogo Island Trail**
Fogo Island, Newfoundland 2018
Mapping and signage design, scheduling

Parks Canada
Alma, NB, Canada Jun–Sep 2017
Intern Graphic Designer

› My mission was to design a coffee table book to honour the members of Fundy Salmon Recovery and those who passionately helped in the conservation of Atlantic salmon.

IDEA Bootcamp workshop
Halifax, NS, Canada May–Jun 2017

› The IDEA Sandbox is built around new product development. In this program, we learned about design thinking, benchmarking, storytelling and fundamentals of engineering design and communication.
During the last three weeks, we designed a product and developed a prototype for the final presentation.

INSIGHT Group
Erbil, Iraq 2013–2015
Production manager and graphic designer

› Some clients include: Michelin, Castrol, Samsung, LG, Bossini, Timberland, Geox, LC Waikiki, Quiznos
› Client management, discussing production and technical details
› Organizing information and materials from clients
› Supervising and providing art direction to graphic design team
› Designing and developing graphics and visuals for production
› Identity and logo design, environmental branding, signage and website design
› Managing production process
› Cost estimating and preparing price quote
› Liaising with the financial department

ARC Graphic Publicity Group
Tehran, Iran 2010–2011
Graphic designer
› Packaging, web, catalogue and brochures, poster, logo and identity
› Taking advertising photographs when required
› Supervising the offset printing process and working with production team

GRANTS AND AWARDS

Arthur Lismer Award for Academic Excellence
Halifax, NS, Canada 2018
NSCAD University, Hight GPA

Halifax Urban Design Award 2018, Trophy Design
Halifax, NS, Canada 2018
Winner of trophy design competition, Halifax Municipality Urban Design Award

Certificate of Appreciation
Tehran, Iran 2009
Design for 'Message of 20' monthly newspaper

First Place
Tehran, Iran 2008
Photography competition, Museum of Doctor Soduzy

MEMBERSHIPS + AFFILIATIONS

Graphic Designers of Canada (GDC)
CGD™ Certified Designer 2019

Association of Registered Graphic Designers (RGD)
Member 2019–Present

Graphic Designers of Canada (GDC)
Member 2016–Present

The Society for Experiential Graphic Design (SEGD)
Member 2019–Present

REFERENCE

References available upon request.