
SUMMARY

Sasan is a designer who practices a multidisciplinary design approach, and the process of developing creative solutions. In 2007 he was accepted into 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 has worked as a full-time graphic designer in diverse design studios since 2004.

As an interdisciplinary designer, he is interested in pursuing his career in areas such as, wayfinding, signage and environmental graphic design projects that help communities to have a better experience in their life. Sasan enjoys photography and likes to explore and examine the space that he lives in through his lens.

SKILLS

- › Adobe CC (Illustrator, InDesign, Photoshop, Adobe XD, Lightroom, Dreamweaver), SketchUp + V-Ray, Fusion 360, AutoCAD (Basic)
- › Experience using Adobe Animate, Adobe After Effects, Adobe Premiere Pro
- › WordPress, HTML, CSS
- › Interior, architectural, and product photography
- › 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

Entro Communications
Toronto, ON, Canada Feb–July 2020
Designer
Wayfinding and signage design

Selected Entro Project Experiences:

- › **SmartVMC**
Vaughan Metropolitan Centre, Toronto, ON 2020
Signage design and wayfinding program
- › **Covenant House**
New York City, NY 2020
Signage design and wayfinding program
- › **Indigenous Centre for Innovation and Entrepreneurship (ICIE)**
Toronto, ON 2020
Signage design and wayfinding program
- › **Lewis Science Library, Fine Hall section**
Princeton, NJ 2020
Signage design and wayfinding program
- › **Beaverbrook Art Gallery**
Fredericton, NB 2020
Signage design
- › **Pace University**
New York City, NY 2020
Signage and message schedule
- › **Pickering Town Centre**
Pickering, ON 2020
Exterior signage design
- › **Centennial College, Progress Campus**
Toronto, ON 2020
Wayfinding and signage design

WORK EXPERIENCE (CONTINUED)

UPLAND Planning + Design Studio

Halifax, NS, Canada 2018–Nov 2019

Environmental Graphic Designer

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

Selected Upland Project Experiences:

- › Musquodoboit Trailways Association

Halifax, Nova Scotia

Logo, identity and mapping design

- › Active Atlantic Alliance

Halifax, Nova Scotia

Logo, identity and website design

- › 2019 Nova Scotia Planning Conference

Identity Design

Halifax, Nova Scotia

Conference identity design

- › HRM Bicycle Wayfinding Signs and Guide

Halifax, Nova Scotia

Signage design and scheduling

- › Nova Scotia Bicycle Wayfinding Guide

Halifax, Nova Scotia

Wayfinding guideline design

- › Celtic Shore Coastal Trail Brochure

Inverness County, Nova Scotia

Mapping and brochure design

- › Lunenburg Comprehensive Plan

Lunenburg, Nova Scotia

Project logo and identity design

- › Active Argyle

Argyle, Nova Scotia

Cycling brochure design

- › Fogo Island Trail

Fogo Island, Newfoundland

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 work towards 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 explored design thinking, benchmarking, storytelling and fundamentals of engineering design and communication.

INSIGHT Group

Erbil, Iraq

2013–2015

2019 Production manager and graphic designer

- › Clients included: Michelin, Castrol, Samsung, LG, Bossini, Timberland, Geox, LC Waikiki, Quiznos
- › Project management, cost estimating and preparing dockets and client quotations
- › Art direction, identity and logo design, website design
- › Signage and environmental graphic design
- › Managing production process

ARC Graphic Publicity Group

Tehran, Iran

2010–2011

2018 Graphic designer

- › Packaging design, website, catalogue and brochures, posters, logos and identity development
- › Shooting photography as required

GRANTS AND AWARDS

- Arthur Lismer Award for Academic Excellence**
Halifax, NS, Canada 2018
NSCAD University, High GPA
- Halifax Urban Design Award 2018, Trophy Design**
Halifax, NS, Canada 2018
Winner of Halifax Municipality Design Competition
- Certificate of Appreciation**
Tehran, Iran 2009
Design for 'Message of 20' monthly newspaper
- First Place**
Tehran, Iran 2008
Photography competition, Museum of Doctor Sonduzu

MEMBERSHIPS + AFFILIATIONS

- Association of Registered
Graphic Designers (RGD)**
Certified RGD 2020
Member 2019–Present
- Graphic Designers of Canada (GDC)**
CGD™ Certified Designer 2019
Member 2016–Present
- The Society for Experiential
Graphic Design (SEGD)**
Member 2019–Present

REFERENCES

References available upon request.