

BEHNAM BANIASAD

Graphic Designer | Brand Strategist

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Tehran, Iran (Seeking Remote Opportunities in North America & Europe)

Summary

Highly creative and results-driven Graphic Designer with 6 years of experience across brand identity, digital media, and video editing, turning visions "from imagination to image." An energetic Gen Z professional, born to learn and passionate about creation, aiming to communicate effectively and engagingly. Seeking a challenging remote role in a North American or European company to leverage expertise in visual communication and branding for impactful results.

Skills

- Design Software: Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Figma, Lightroom, Blender, CorelDRAW
- Design Expertise: Graphic Design, Branding & Identity, Brand Strategy & Coaching, Print Design (Layout, Pre-press), Digital Asset Creation, Social Media Graphics, Illustration ("From Imagination to Image"), Video Editing & Post-Production, Basic Video Shooting & Lighting
- Marketing & Strategy: Marketing Collateral, Social Media Content, Brand Consulting
- Productivity & Technical: Microsoft Office Suite, AI Tool Proficiency, Basic IT & Network Monitoring Concepts, Translation (English to Farsi)

Work Experience

TMBA Holding | Tehran, Iran | July 2024 – Present

Brand Designer & Consultant

- Developed brand books and visual identity systems, integrating design psychology for enhanced brand impact.
- Provided strategic branding consultation on market positioning and visual communication.
- Designed and produced engaging graphics and video content for social media, boosting brand visibility.
- Edited video content for marketing, internal communications, and client projects.
- Translated company documents and communications between English and Farsi.

Sadra Advertising Agency | Tehran, Iran | Approx. July 2023 – July 2024

Graphic Designer

- Designed 200-300 monthly magazine layouts for industry-specific advertising, consistently meeting deadlines.
- Created compelling ads and page layouts for national and international tool brands (Ronix, Tosan, Arva, Hyundai).
- Mastered high-speed design workflows and advanced print techniques using Adobe InDesign, Photoshop, and Illustrator.
- Ensured final designs met rigorous print specifications and quality standards.

Independent Content Creator & Designer (YouTube) | Remote | September 2019 – December 2023

Founder & Creator

- Conceptualized, produced, edited, and managed a personal YouTube channel from age 16, demonstrating entrepreneurial drive.
- Developed skills in video production lifecycle, motion graphics, graphic design for branding, and audience engagement.
- Demonstrated self-motivation, project management, and expertise in digital content creation.

Education

University of Applied Science and Technology, Art & Culture | Tehran, Iran

Bachelor of Arts, Graphic Design (Specialization: Illustration) | September 2024 - Present

University of Applied Science and Technology | Tehran, Iran

Associate Degree, Information Technology (IT) | February 2021 - May 2024

- Served as Teaching Assistant for Linux Administration and Network Monitoring courses, conducting lectures.

Technical High School | Tehran, Iran

Diploma, Computer Science | September 2017- May 2020

- Initial training in Adobe Photoshop and Illustrator, sparking interest in graphic design.

Portfolio

A comprehensive portfolio showcasing design projects and branding work samples is available at: Baniasad.me

References

Available upon request.