







Niloofer K. Afshar

Graphic Designer & Artist



 @the_designer_lady
 My LinkedIn
 Thedesinerlady.com
 Nilili84@Gmail.com
 +61 416 19 29 29
 Sydney, Australia

Languages & Interests

Languages:
English (Fluent),
Persian (Native)

Creative Interests

Persian Pattern Design
Gouache Painting
Motion Design
Anime Illustration

PROFESSIONAL SUMMARY

Artist and visual designer with four years' experience creating contemporary Persian pattern artworks and five years' professional graphic-design practice. Exhibited at The Other Art Fair Sydney (8–11 May 2025), independently managing artwork installation, print collateral, and visitor engagement. Skilled in exhibition preparation, design communication, lighting concepts and 3D spatial visualisation. Adept at welcoming diverse audiences in both English and Persian, I now seek an junior/entry-level Gallery or Museum Assistant role where my creative, technical, and people-centred strengths can enhance visitor experience and curatorial operations.

CORE COMPETENCIES

- Visitor engagement & bilingual customer service (English • Persian)
- Exhibition installation, basic art handling & object care
- Design communication & visual storytelling (Adobe Creative Suite)
- Lighting concepts & 3D spatial visualisation (3ds Max, Cinema 4D)
- Collateral design (brochures, postcards, signage)
- Organisation, scheduling & cross-team coordination

WORK EXPERIENCE

Independent Artist & Pattern Designer

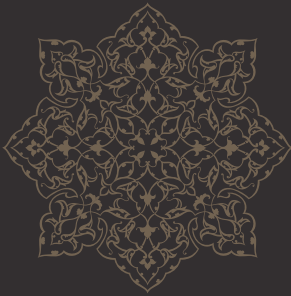
The Designer Lady – Sydney, Australia | **May 2021 – Current**

- Produce original Persian-inspired artworks in gouache with gold & silver pigment on handcrafted paper mounted to pressed board.
- Curated and installed a solo booth at The Other Art Fair Sydney (8 - 11 May 2025): hung all works, planned lighting, designed and printed brochures, business cards and postcards; engaged directly with over 300 visitors and collectors.
- Manage social media, online sales, and shipping with archival packaging.

Graphic Designer (Marketing & Visual Assets)

Dennis Family Homes – Melbourne, Australia | **Feb 2022 – Nov 2024**

- Created and managed imagery for digital showrooms and product launches.
- Refreshed brochures, brand elements, and visual assets.
- Collaborated with marketing to support seasonal campaigns.
- Learned to adapt design to large-scale environments and brand guidelines.



Core Skills

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe After Effects
- Motion Graphics
- Pattern Design
- 3D Design
- Cinema 4D
- 3ds Max
- Branding & Visual Identity
- Digital Content
- Typography
- Layout Design
- Product Visualization
- Strong communication & Cross-team Communication



Junior Designer (3D & Print Visuals)

HUNZA Lighting – New Zealand | Jun 2020 – May 2021

- Helped create 3D product visuals using Cinema 4D.
- Supported engineers with simple prototypes and motion-based product videos.
- Assisted in branding and marketing content as needed.

Design Assistant (Brand & Marketing Support)

Lighting Revolution – New Zealand | Jul 2019 – May 2021

- Designed flyers, brochures, product labels, and catalogues.
- Provided branding support, including logo development and layout templates.
- Assisted photography and lighting visuals for internal/external use.

EDUCATION

Art Gallery Exhibition Curating – Udemy, Certificate of Completion, AU | 2025

Diploma of Graphic Design – Swinburne University of Technology, AU | 2021

Bachelor of Creative Enterprise – Unitec Institute of Technology, NZ | 2019

Diploma of Interior Design – SInterior Design Institution, AU | 2014

BSc in Computer Science – Middlesex University, UK | 2012

CERTIFICATIONS

Persian Illumination course – Shidnegar Art institution, Certification, Iran | 2022

Mechanical Design – BS SolidWorks Associate, Certification, NZ | 2019

IES – The Lighting Society, NZ | 2019

Microsoft MCSE / MCTS – University of Pennsylvania, US | 2009

Artefacts in Society – University of Pennsylvania, US | 2009

REFERENCES

Available upon request
(Reference from Dennis Family Homes manager available)