

Mohsen MohseniNezhad

| CONTACT INFORMATION | | |
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| www.mohseninezhad.com | | |
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| EDUCATION | | |
| 2020 - 2021 | BA, Graphic, Poster and sign , The University of Applied Sciences and Technology, Tehran. (Top student) | GPA: 19.96 out of 20 |
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| 2008 - 2011 | College, Graphic , The University of Applied Sciences and Technology, Tehran. | GPA: 17.62 out of 20 |
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| 2004 | High School, Graphic , Zakaria Razi, Tehran. | GPA: 16.65 out of 20 |
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| Honors and Awards | | |
| <ul style="list-style-type: none"> • Ranked 1st in Cumulative GPA among all students in the Graphic Design, The University of Applied and Science and Technology, throughout all semesters of the academic year 2020 - 2021 | | |
| <ul style="list-style-type: none"> • Due to my high work experience, I helped teachers in some professional courses: <ul style="list-style-type: none"> ○ Writing poster design course: helping students in their problem solving and their idea formation. ○ Pictorial poster design course: helping students in their problem solving and their idea formation. ○ Logotype design course: helping students to create their idea and sketches. ○ Machine printing process: data producing for some sessions of the course. ○ Workplace Tour: for students in a print house as a tour guide. | | |
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| PUBLICATIONS | | |
| book | MohseniNezhad, M. Creative Packaging , Tehran: Dot Publication, 2022. | |
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| TEACHING EXPERIENCE | |
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| 2020 | <p>Trainer, Print Management Course, Idea School, Tehran. (four Courses)</p> <p>Main topics of these 20-hours project-oriented courses:</p> <ul style="list-style-type: none"> • How to prepare artwork file to offset print (DPI, PPI, LPI, CMYK, RGB, overprint, bleed, margin, etc.). • Designing die-cut lines. • Planning for custom effects such as: embossing and debossing, die cutting, foil stamping, etc. • Common errors in preparing artwork files. • Choosing a right paper for different purposes. • Exporting a PDF file for printing. |
| 2021 | <p>Trainer, Packaging design, Idea school, Tehran. (four Courses)</p> <p>I was inspired by analyzing more than 1000 packages for these courses.</p> <p>Main topics of these 30-hours project-oriented courses:</p> <ul style="list-style-type: none"> • Teaching more than 20 packaging design techniques and teaching how to combine them to create new designs. • How to receive orders from customers • Introducing symbols on packages and their meanings • Understanding and developing creative and functional solutions. • How to produce a prototype |
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| WORK EXPERIENCE | |
| 2012 onward | <p>Freelancer</p> <p>consultancy, design, and print management for product packages to different brands and companies such as:</p> <ul style="list-style-type: none"> • Alfa monte (Perfume Producer Company): designing their packages, consulting and print management • Hiro (Perfume Producer Company): designing their packages, consulting and print management • Wishka (manufacturer of health care products): printing and print management • La Farrerr (Manufacturer of health care products): consulting and print management • Dot (advertising agency): consulting and print management • Doobina (Hair Care Producer Company): designing their packages, consulting and print management |

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| <p>2009 – 2012 part time</p> | <p>Aftab Graphic (advertising agency): <i>graphic designer and print manager</i></p> <ul style="list-style-type: none"> • packaging design • publication graphic design (books / brochures / catalogs / annual reports). • preparing artwork files to print and control the projects in print process. |
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| <p>2008 – 2009 part time</p> | <p>Naghsh Negar (advertising agency – focuses on health care and cosmetics brands): <i>design project manager</i></p> <ul style="list-style-type: none"> • packaging design • visual identity graphic design: logo, typography, color, and imagery • marketing and advertising graphic design: postcards and flyers / magazine and newspaper ads. / posters, banners and billboards / brochures (print and digital) / vehicle wraps / signage and trade show displays / social media ads. / images for websites and blogs • web application design • publication graphic design: books / magazines / catalogs. |
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| <p>2006 – 2008 full time</p> | <p>Parmis (advertising agency – focuses on kitchen and industrial faucets): <i>graphic designer</i></p> <ul style="list-style-type: none"> • packaging graphic design • visual identity graphic design (logo, typography, color, and imagery), • marketing and advertising graphic design (postcards and flyers / magazine and newspaper ads. / posters, banners and billboards / brochures / vehicle wraps / signage and trade show displays / menus / social media ads. / banners and graphics / images for websites and blogs). |
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| <p>2005 – 2006 full time</p> | <p>Papyrus (advertising agency): <i>Graphic Designer</i></p> <ul style="list-style-type: none"> • marketing and advertising graphic design (postcards and flyers / magazine and newspaper ads / brochures / signage and trade show displays / menus). • publication graphic design (books / magazines / catalogs). |
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| <p>2004 – 2005 part time</p> | <p>Farzad (Print House): <i>trainee of Graphic design and printing process</i> During the school years in Graphics field, I was learning and experiencing printing process as a trainee (Pre-press, Press, post-press)</p> |
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| LANGUAGE COMPETENCIES | |
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| | Persian (Native) |
| | English (updating) |
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| MEMBERSHIPS | |
| 2018 - present | Iranian Graphic Designers Society (IGDS) To be a member of this association, it is necessary to submit at least 20 examples of your professional work, and the experts of the committee of the association will assess them. |