

# Mohsen MohseniNezhad

Tyghusvägen 8, 415 27 Göteborg  
 (+46) 76-930 93 48      mohsen.mohseni55@gmail.com  
[www.mohseninezhad.com](http://www.mohseninezhad.com)

| HIGHLIGHTS               |  |  |
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|                          | <ul style="list-style-type: none"> <li>• Collaborated successfully with numerous leading brands, leveraging extensive experience to deliver innovative, best-selling designs.</li> <li>• Hold a Bachelor's degree in Graphic Design, the first rank student admitted in the academic year 2020 - 2021.</li> <li>• Authored and compiled a book on creative packaging design, reflecting insights and experiences from my 20-year professional career.</li> <li>• Pioneered the design, preparation, and production of 3D gold-foil stamping technique in Iran.</li> </ul>  |  |
| WORK EXPERIENCE          |  |  |
| 2012 onward              | <p><b>Freelancer</b><br/>           Collaborating with different brands and companies such as:</p> <ul style="list-style-type: none"> <li>• <b>Hiro</b> (Perfume products)</li> <li>• <b>Claima</b> (Health care products)</li> <li>• <b>Splendor</b> (Perfume products)</li> <li>• <b>Alfa Monte</b> (Perfume Producer Company)</li> <li>• <b>Wishka</b> (Manufacturer of health care products)</li> <li>• <b>La Farrerr</b> (Manufacturer of health care products)</li> <li>• <b>NGK</b> (Hair and skin care products)</li> <li>• <b>Doobina</b> (Hair care products)</li> <li>• <b>Medad Art</b> (Advertising agency)</li> </ul>  | <ul style="list-style-type: none"> <li>○ Art Director</li> <li>○ Print Production Manager</li> </ul> |
| 2009 – 2012<br>Part-time | <p><b>Dot</b> (advertising agency): This company operates in the fields of advertising design, offset printing, and digital printing, handling various orders from a wide range of manufacturing companies and brands. Some of my activities in this organization included:</p> <ul style="list-style-type: none"> <li>• packaging design</li> <li>• Visual Identity design (logo, Typography, color scheme, Corporate stationery)</li> <li>• marketing and advertising graphic design (poster, catalog, brochure, flyer, menu, magazine and newspaper ads, billboard, signage, Car wrap design, trade show displays, social media ads.)</li> <li>• publication design (book, magazine and annual report)</li> </ul> | Senior Graphic Designer  |
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| <p>2008 – 2009<br/>Part-time</p> | <p><b>Naghsh Negar</b> (advertising agency): This organization includes an advertising agency and a fully-equipped offset printing house, focusing on the cosmetics and personal care industry. My experience in packaging design for this sector has significantly contributed to my professional growth.</p> <ul style="list-style-type: none"> <li>• packaging design</li> <li>• Visual Identity design (logo, typography, color scheme, corporate stationery)</li> <li>• marketing and advertising graphic design (poster, catalog, brochure, flyer, menu, magazine and newspaper ads, billboard, signage, car wrap design, trade show displays, social media ads.)</li> <li>• user interface design: website, mobile application</li> <li>• publication design (book, magazine and annual report)</li> </ul> | <p>Senior Graphic Designer</p>   |
| <p>2007 – 2008<br/>Full-time</p> | <p><b>Parmis</b> (advertising agency): The focus of this company was on advertising for plumbing brands. Besides designing catalogs, brochures, and posters, I gained my first experience in packaging design, which made me even more interested in the printing and packaging process.</p> <ul style="list-style-type: none"> <li>• packaging design</li> <li>• Visual Identity design (logo, pictogram, typography, color scheme, corporate stationery)</li> <li>• marketing and advertising graphic design (poster, brochure, flyer, magazine and newspaper ads, billboard, signage)</li> </ul>   | <ul style="list-style-type: none"> <li>○ Graphic Designer</li> <li>○ Packaging Designer</li> </ul> |
| <p>2006 – 2007<br/>Full-time</p> | <p><b>Papyrus</b> (advertising agency): The main activity of this company was outdoor advertising and large format printing. Therefore, I was responsible for designing billboards and shop signs. In addition, I received a lot of practical training in large format printing within the organization.</p> <ul style="list-style-type: none"> <li>• Visual Identity design (logo, pictogram, Typography, color scheme, Corporate stationery, business card)</li> <li>• marketing and advertising graphic design (poster, brochure, flyer, menu, magazine and newspaper ads, billboard, signage, Car wrap design, trade show displays)</li> <li>• publication design (book, magazine and annual report)</li> </ul>   | <p>Graphic Designer</p>  |

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| 2005 – 2006<br>Full-time   | <b>Farzad</b> (Print House): I worked as a Graphic Designer at this company, where I also received training in offset printing.   | Graphic Designer |
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| <b>TEACHING EXPERIENCE</b> |   |                  |
| 2020                       | <p>Print Management Course, Idea School, Tehran. (four Courses)</p> <p>Key Topics Covered in the 20-Hour Project-Oriented Courses:</p> <ul style="list-style-type: none"> <li>• Preparing artwork files for offset printing, including essential concepts such as DPI, PPI, LPI, CMYK, RGB, overprint, bleed, and margins.</li> <li>• Designing die-cut lines for effective packaging.</li> <li>• Planning for custom effects, including embossing, debossing, die cutting, and foil stamping.</li> <li>• Identifying common errors in artwork file preparation to ensure quality.</li> <li>• Selecting the appropriate paper for various applications.</li> <li>• Exporting PDF files optimized for printing.</li> </ul>                   | Trainer          |
| 2021                       | <p>Packaging design, Idea school, Tehran. (four Courses)</p> <p><b>I was inspired by analyzing more than 1000 packages for these courses.</b></p> <p>Key Topics Covered in the 30-Hour Project-Oriented Courses:</p> <ul style="list-style-type: none"> <li>• Instruction on over 20 packaging design techniques, along with guidance on how to effectively combine them to create innovative designs.</li> <li>• Strategies for receiving and processing customer orders.</li> <li>• An introduction to symbols used in packaging and their significance.</li> <li>• Techniques for understanding and developing both creative and functional design solutions.</li> <li>• Comprehensive training on how to produce prototypes.</li> </ul> | Trainer          |
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| <b>SKILLS</b>              |   |                  |
|                            | <p>Software Skills: Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Corel Draw, Microsoft Word</p> <p>Design Skills: Creativity, Attention to Details, Problem-Solving</p>  |                  |

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|                   | Soft Skills: Team Collaboration, Time Management, Customer-focused, prioritizing loyalty and satisfaction, Effective Communication  |                      |
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| <b>EDUCATION</b>  |   |                      |
| 2020 - 2021       | <b>BA, Graphic, Poster and sign</b> , The University of Applied Sciences and Technology, Tehran. (top student)  | GPA: 19.96 out of 20 |
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| 2008 - 2011       | <b>College, Graphic</b> , The University of Applied Sciences and Technology, Tehran.  | GPA: 17.62 out of 20 |
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| 2004              | <b>High School, Graphic</b> , Zakaria Razi, Tehran.   | GPA: 16.65 out of 20 |
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| <b>MEMBERSHIP</b> |   |                      |
| 2018 - present    | Iranian Graphic Designers Society (IGDS)<br>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. |                      |
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| <b>FAVORITE</b>   |   |                      |
|                   | Family, Design, Printing, Technology, Scientific Documentaries, Animals, Nature, Music  |                      |
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|                   |   |                      |
| <b>LANGUAGE</b>   |   |                      |
|                   | Persian (Native)  |                      |
|                   | English (improving)   |                      |
|                   | Swedish (Beginner)  |                      |