

Maryam Rahimi

Graphic Designer · Social Media & Brand Design

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SUMMARY

Graphic designer and illustrator with 4+ years of experience building brand identities, packaging systems, and social-first content for startups, importers, and international consumer brands. Combines a structured visual-identity approach with hands-on illustration to deliver work that measurably moves the business — including a 40% sales lift after a packaging redesign and 70% combined audience growth across four niche-industry Instagram pages. Fluent in the full Adobe Creative Cloud suite, Figma, and modern generative-AI design workflows.

Founder & Creative Lead

May 2026 – Present

Mediasaur Studio — Creative agency for branding, social media, and content (mediasaur.pages.dev · Instagram @mediaasaur) · Self-founded

- Founded a creative studio offering branding, graphic design, social media management, content creation, and marketing strategy; built the full brand identity, positioning, and website end to end.
- Built and run the studio's client-acquisition pipeline: researched 220+ brand accounts and ran multi-market Instagram outreach (English, Turkish, Russian), with custom post designs made on spec.
- Develop on-brand social content systems and campaign visuals for prospective clients, translating each brand's voice into consistent, scroll-stopping creative.
- Client work includes a café brand identity (Bricks & Beans) and a 29-box packaging order for WOLEX (see Selected Projects).

PROFESSIONAL EXPERIENCE

Graphic Designer & Visual Content Manager

Jun 2024 – Feb 2026

Tajhiz Gostaran Shahriar — Iran's leading importer of specialty coffee equipment (Sanremo, Fiorenzato, Markibar, Synesso) · Full-time

- Establish and own brand visual direction across commercial lines, import catalogs, and digital surfaces; build typography systems and templated content frameworks reused across teams.
- Lead creative direction for four specialty-coffee Instagram pages (Sanremo Iran, Fiorenzato Iran, Markibar Iran, Synesso Iran): grew combined audience reach and engagement by 70% over 18 months through systemized content templates and campaign sets.
- Design exhibition booths, large-format banners, printed catalogs, and pricing sheets — including full pre-press production and print specifications.
- Localize international supplier catalogs from English to Persian with bilingual layout systems, ensuring typography and brand consistency across both languages.

Graphic Designer

Sep 2022 – Apr 2023

Danyar Health — Healthcare startup · Freelance, Part-time

- Designed Instagram templates, campaign visuals, and post covers used across the startup's launch period.
- Created business cards, posters, and a series of child-friendly health illustrations for community-facing campaigns.

Graphic Designer & Visual Artist

Apr 2022 – Mar 2023

Chapo Blue Orders — Independent publishing and product brand · Freelance, Part-time

- Led full-identity redesign and developed a packaging system; the redesigned line drove a 40% sales increase within four months.

- Produced book and product covers, editorial layouts, and vintage-style collages reused across print and digital channels.

SELECTED PROJECTS

Packaging Designer — Royal Trade Nexus (WOLEX brand, Germany) 2025 – 2026

- Designed a packaging series for oil filters and cabin filters under the German WOLEX automotive sub-brand.
- Delivered print-ready Illustrator files conforming to EU packaging and pre-press production standards.
- Client retained the engagement despite having an in-house design team, citing clean execution, brand fit, and production-readiness.
- Brought back for a 29-box order in 2026: built all boxes in one production file and automated the vehicle-application panels with Illustrator scripting.

Freehand Logotype & Website — Sahar Couture Atelier

- Hand-drawn logotype for an independent couture atelier, designed to echo the delicacy of fine needlework and tulle embroidery so the mark reads as an extension of the studio's craft.
- Built the atelier's website in four languages (Persian, Arabic, English, Turkish) with an admin panel the owner updates herself.

ACADEMIC PROJECT

Bachelor Thesis — Graphic Signage System for Iranian Zoos Feb 2026

- Research-led signage and wayfinding system, including a dedicated series of 40+ animal pictograms and environmental graphics designed to optimize visitor flow.
- Graduated with full marks from Shariati Technical College.

SKILLS

Design Software: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Figma, Procreate, Adobe After Effects, Adobe Premiere

Brand & Marketing Design: Logo Design, Visual Identity Systems, Packaging Design, Editorial & Print Layout, Marketing Design, Landing-Page Design, Social Media Content Systems

Illustration: Character Design, Pictogram & Iconography Design, Collage, Vintage & Editorial Styles

Production & Process: Print Pre-press, Illustrator Scripting (variable data), Typography Systems, Design Systems, Wireframing, Photography, Video Editing, Catalog Localization (English ↔ Persian)

AI Workflow: Anthropic Claude, Google Gemini, Adobe Firefly, Midjourney, Canva AI

EDUCATION

Bachelor of Graphic Design — Shariati Technical College, Tehran 2021 – 2026

Worked as a professional designer throughout undergraduate studies.

CERTIFICATIONS

Foundations of Marketing — CodeSignal (learning path) Sep 2026

LANGUAGES

English: Professional Working Proficiency (Upper-Intermediate / B2) · **Persian:** Native