



Mostafa Moradi

Senior Graphic Designer / Art Director
15+ years of experience across brand, campaign, digital, and marketing design

Contact

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Portfolio

Website: moraadi.com

Behance: be.net/mostafamoradi

PDF: Google Drive (Most Updated Version)

Skills

- Adobe Creative Suite
- Figma
- Brand Identity
- Art Direction
- Campaign Design
- Marketing Design
- Sales Materials
- Website Visuals
- UI Design
- Print Production
- Typography
- Visual Systems
- Video Editing
- Motion / Demo Content
- Project Ownership
- Cross-functional Collaboration
- Vendor Communication
- Quality Assurance
- Design Consistency
- Time Management
- Problem Solving

Languages

- Persian **Native**
- English **C1**

Honors-Awards

- Bronze Hawks — Day Insurance Ad
- Silver Hawk — Mellat Bank Press Ad
- Best Social Media Video — My Lady

Summary

Senior Graphic Designer and Art Director with 15+ years of experience across brand identity, campaign design, marketing visuals, sales materials, UI design, and digital content. Currently at Krisp in Yerevan, working closely with marketing, product, and sales teams to keep brand and design work clear, consistent, and aligned from brief to delivery.

Experienced in both hands-on design and creative leadership, with a background in agency, freelance, and in-house environments. Comfortable taking ownership of visual systems, campaign assets, website visuals, product demos, print materials, and stakeholder-facing design work.

Work Experience (Recent Positions)

Krisp

Staff Graphic Designer July 2022 - Present | Yerevan, Armenia

- Design visual assets for marketing, sales, product, and website needs.
- Create one-pagers, PDFs, landing page visuals, social posts, emails, and event materials.
- Work with marketing, product, and sales to keep design aligned with business goals.
- Maintain brand consistency across digital and print touchpoints.
- Edit product demos, podcast videos, and screen-based content.
- Design booth and expo graphics, including vendor coordination and quality checks.
- Adapt brand colors and systems for print when digital colors do not translate well to CMYK.
- Manage multiple design requests in a fast-moving startup environment.

Freelance

Creative Art Director March 2021 - July 2022 | Tehran, Iran

- Worked directly with clients on brand, campaign, packaging, and digital projects.
- Developed design directions from brief to final delivery.
- Created visual concepts, brand guidelines, campaign assets, and production-ready files.
- Managed timelines, feedback, and delivery across multiple client needs.
- Collaborated with copywriters, designers, and other creatives when needed.

Badkoobeh

Creative Director March 2020 - March 2021 | Tehran, Iran

- Led creative work across campaign and brand communication projects.
- Guided designers, writers, and teams from concept to final execution.
- Worked with account and strategy teams to align creative with client goals.
- Reviewed creative output for brand consistency and quality.
- Presented creative directions to clients and internal teams.

Creative Team Leader June 2017 - March 2020 | Tehran, Iran

- Led designers and writers across integrated advertising campaigns.
- Developed and presented ideas across print, digital, social, and video.
- Worked with account and strategy teams on campaign direction.
- Provided art direction, feedback, and supervision throughout projects.
- Mentored team members and maintained quality across active work.
- Reported creative progress and direction to the Creative Director.

Art Director November 2015 - June 2017 | Tehran, Iran

- Developed campaign concepts and visual directions across media platforms.
- Collaborated with teams on advertising, print, digital, and social work.
- Provided art direction from concept to production.
- Supported designers and copywriters with feedback and direction.
- Maintained visual standards across client projects.

*For a complete overview of my work history, please visit my [LinkedIn profile](#).