

Selected Works  
2016 - 2024



**Zohreh**  
Sotoudehseresht

PORTFOLIO

Graphic Design

# Zohreh Sotoudeh

## Experiences

**Graphic Designer** (Freelance)  
Parseh Game Club, Tehran, Iran  
Aug 2022 - Oct 2023

**Graphic Designer** (Full-time)  
Alochap Design and Digital Printing Co, Tehran, Iran  
May 2019 - Nov 2022

**Web Designer** (Freelance)  
Afshar electrical supply store, Tehran, Iran  
Mar 2021 - Jul 2021

**Web Designer** (Freelance)  
Papyrus Offset Printing Company, Alborz, Iran  
Mar 2020 - Apr 2020

**Graphic and Web Designer** (Full-time)  
Mehr Aein Vanda (Fastos Group), Tehran, Iran  
Nov 2016 - Apr 2019

## Education and Courses

Sapienza University of Rome, Rome, Italy  
**M.Sc. in Product and Service Design**  
Oct 2022 - Present

Pars University of Art and Architecture, Tehran, Iran  
**M.A. in Visual Communication**  
Feb 2017 - Nov 2019

**Google UX Design Professional Certificate**  
Google Career Certificates, Coursera  
Jun 2022 - Present (150 hours)

## Skillset and Interest

Graphic Design  
User Experience  
Interaction Design  
Product Design  
User Research  
Advertising  
Digital Marketing

## Languages

**Persian:** Native Proficiency  
**English:** Working Proficiency  
**Italian:** Limited Working Proficiency  
**Azeri-Turkish:** Basic Familiarity

## Technical Skills



## Graphic Designer UI/UX Designer

## Profile

Hi! My Name is Zohreh, I'm a UX and Graphic Designer based in Italy. I've had over seven years of work experience, and have placed my main focus on digital media. In addition, I am adept at branding design and design for printed material.

Currently, I'm studying MSc in product and service design. As a master's student, I focus on creating user-centered designs for a great experience.

Before pursuing my master's degree, I used to work at a digital printing company as a full-time designer and before that, I used to be a graphic designer at a bicycle company.

I've also worked as a freelance UI/UX and graphic designer since 2016. My design approach is human-centered, blending simplicity with brand identity principles for impactful solutions.

Passionate about ideation and visual design, I love understanding how people use things and turning user problems into seamless experiences at scale.

I use different design tools depending on the project but my favorite tools are Figma, Adobe Photoshop, and Illustrator.

Outside of work, you can find me reading books, watching movies, traveling, and painting.

## Contact

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+39 (379) 229 3220

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zsotude93@gmail.com

**Website:**  
zohresotoudeh.com

**LinkedIn:**  
linkedin.com/in/zohresotoudeh

# Graphic Design

- Advertising Design 04
- Brand Identity Design 20
- Special Design 31
- Illustration 44

# Indoor/Outdoor Ads

Graphic Design | Advertising Design



# INDOOR ADS

## Flyer



**Skills:**  
Marketing

**Client:**  
Alochap Printing Company

**Used Program:**  
Adobe Photoshop

**Skills:**  
Marketing

**Client:**  
Gole Gandom Restaurant

**Used Program:**  
Adobe Photoshop





# Brochure

# INDOOR DRADS



**Client:**  
Independent Tour Guide - M.Mortazavi

**Used Program:**  
Adobe Photoshop

**Description:**  
A brochure introducing the Iranian city, Shiraz. The tourists are the target users.



**Client:**  
Ophthalmology Clinic

**Used Program:**  
Adobe Illustrator

**Description:**  
A brochure that introduces the services that the clinic provides



**Client:**  
Accounting Services Provider

**Used Program:**  
Adobe Photoshop

**Description:**  
A brochure that introduces the services that the accountant provides



# INDOOR ADS

## Desk Calendar



**Client:**

Bamdad-e Danesh Institute of Art and Culture

**Used Program:**

Adobe Illustrator, Adobe Photoshop

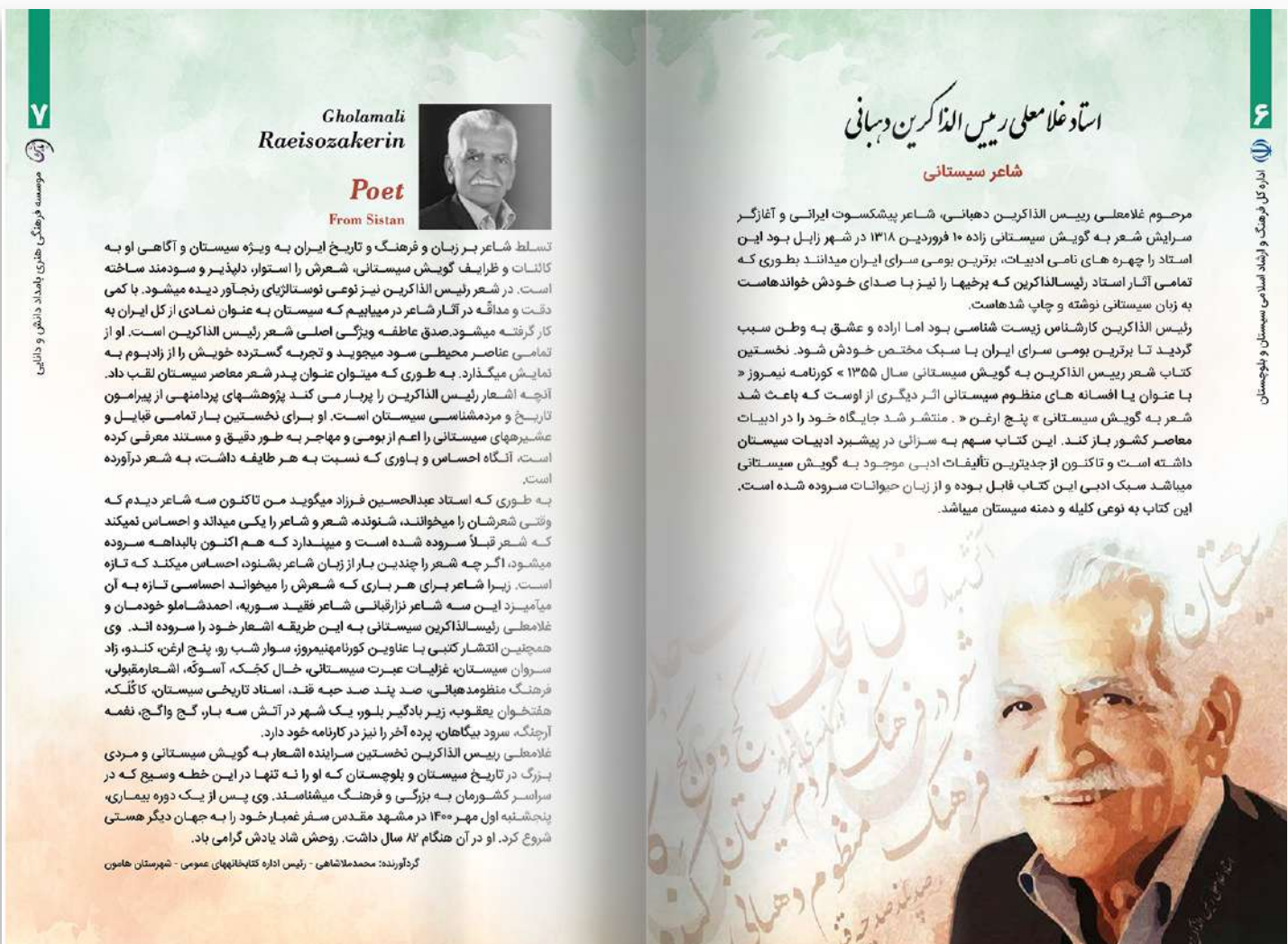
**Description:**

A commemorative calendar honoring the works of Nezami. Each page featured his poems artfully presented in beautiful calligraphy, using vibrant seasonal colors. The calendar's designed layout included ample space for personal notes and reminders.





## Notebook



### Description:

My indoor advertising design approach revolves around understanding client goals and tailoring communication to their target audience. I Created introductory pages for Bamdad-e Danesh Institute's notebook. The event, required additional content to enrich the initial section of the notebook. The pages highlight prominent figures from the province.





# OUTDOOR ADS

## Billboard

### Description:

My approach to outdoor advertising prioritizes bold visuals, concise messaging, and impactful brand recognition. I utilize captivating imagery to grab attention, craft clear text, and ensure integration of users' needs and design style.

This ensures my designs effectively communicate, resonate with the audience, and leave a lasting visual impression.





# OUTDOOR ADS

## Roll-up





# Poster



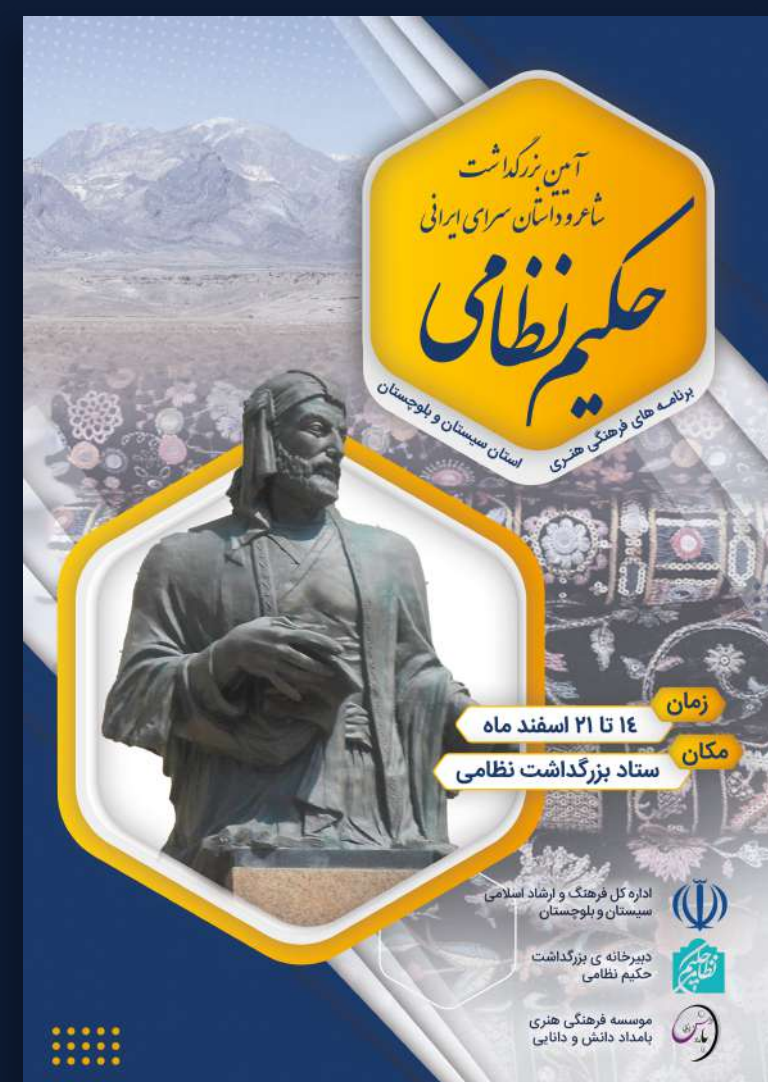
Client:  
Alochap Printing Company

Used Program:  
Adobe Photoshop



Client:  
Parseh Game Club

Used Program:  
Adobe Illustrator



Client:  
Bamdade Danesh Institute

Used Program:  
Adobe Photoshop



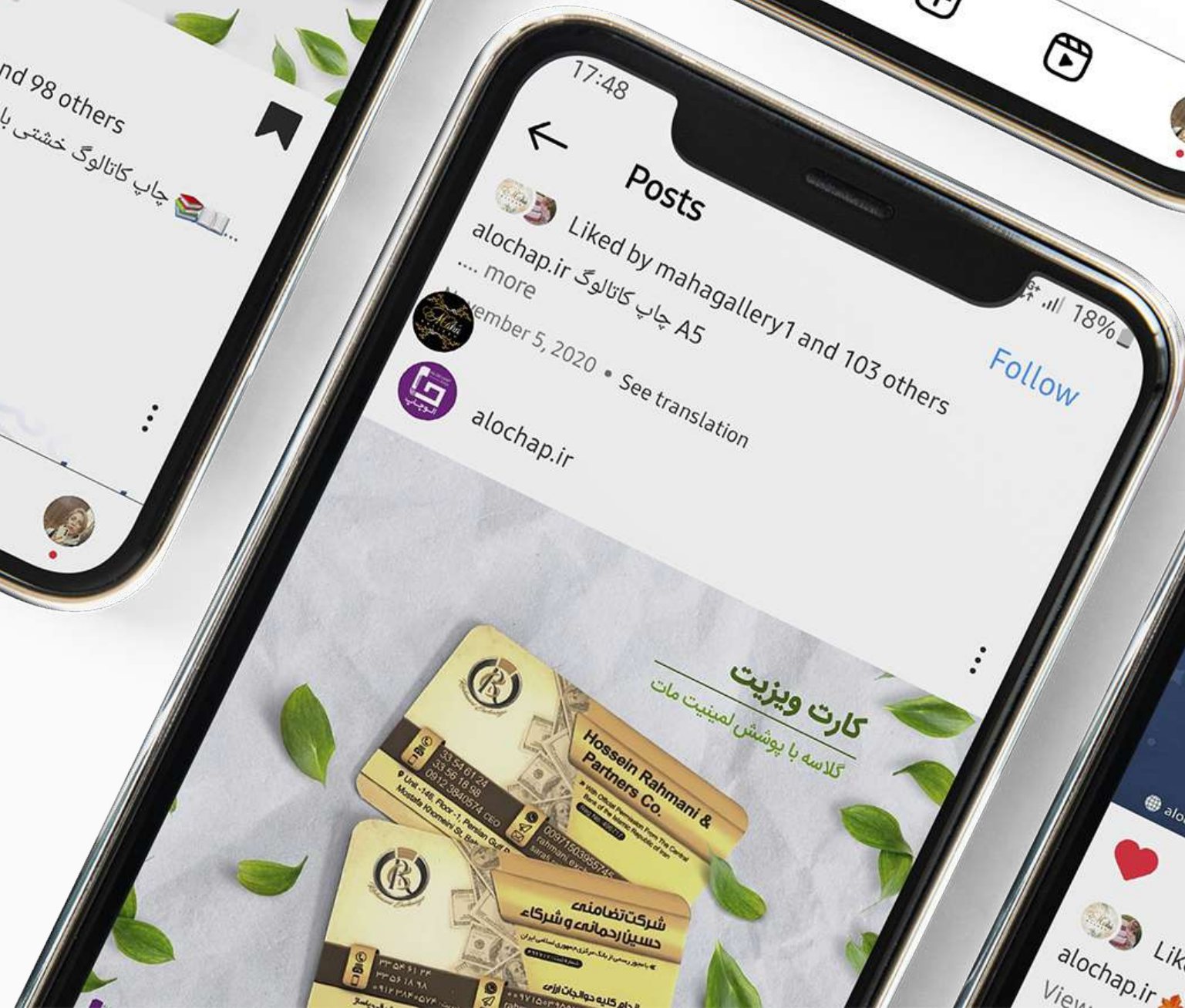
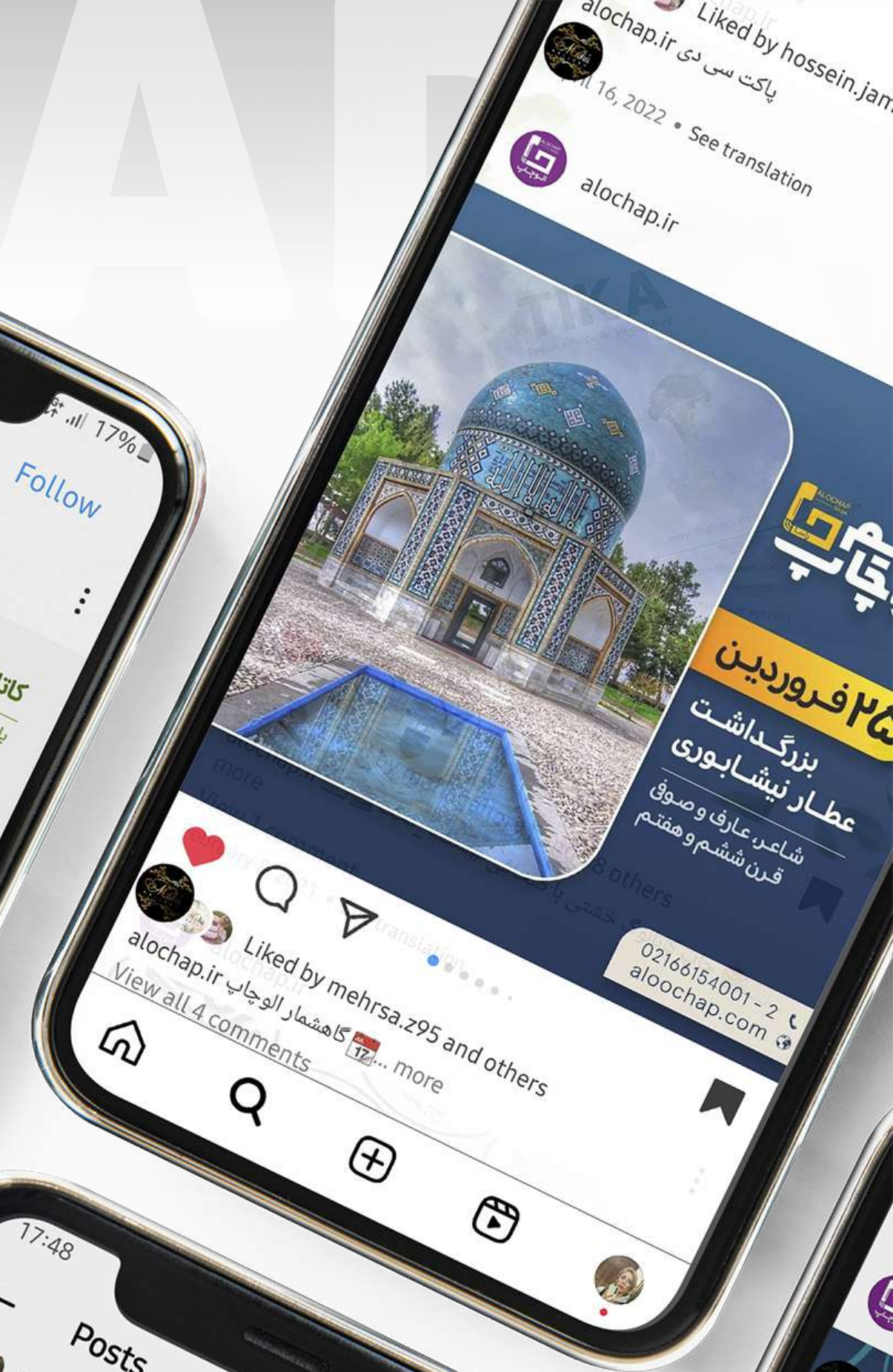


# Online Ads

Graphic Design | Advertising Design



# Instagram Post



## Description:

Designing effective online ads is a strategic and creative process. I start by understanding the target audience and crafting a clear, concise message that aligns with the audience desires. Then I use high-quality visuals consistent with the brand, create a visual hierarchy, and incorporate persuasive text. Mobile optimization and a compelling call-to-action ensure a seamless and engaging user experience. This approach allows me to create visually captivating ads that effectively convey brand messages and drive user engagement.



## Instagram Post



**Client:**  
Instagram Influencer

**Used Program:**  
Adobe Photoshop

**Description:**  
In this project, I designed a visually captivating post for an influencer who criticizes films. The design features a red curtain background and a poster of the movie adorned with some elements and data to create a cinematic atmosphere.





# Telegram Advertising Post



#### Client:

Fastos Group Co.

#### Used Program:

Adobe Photoshop

#### Description:

In the design process for Fastos Group's tricycle sale announcement, I curated a dynamic composition featuring a yellow backdrop to evoke vibrancy and positivity.

Integrating a diverse array of tricycle images, the iterative approach ensured a visually striking announcement that conveys the diverse offerings with energy and clarity.





## Telegram Advertising Post



**Client:**

Fastos Group Co.

**Used Program:**

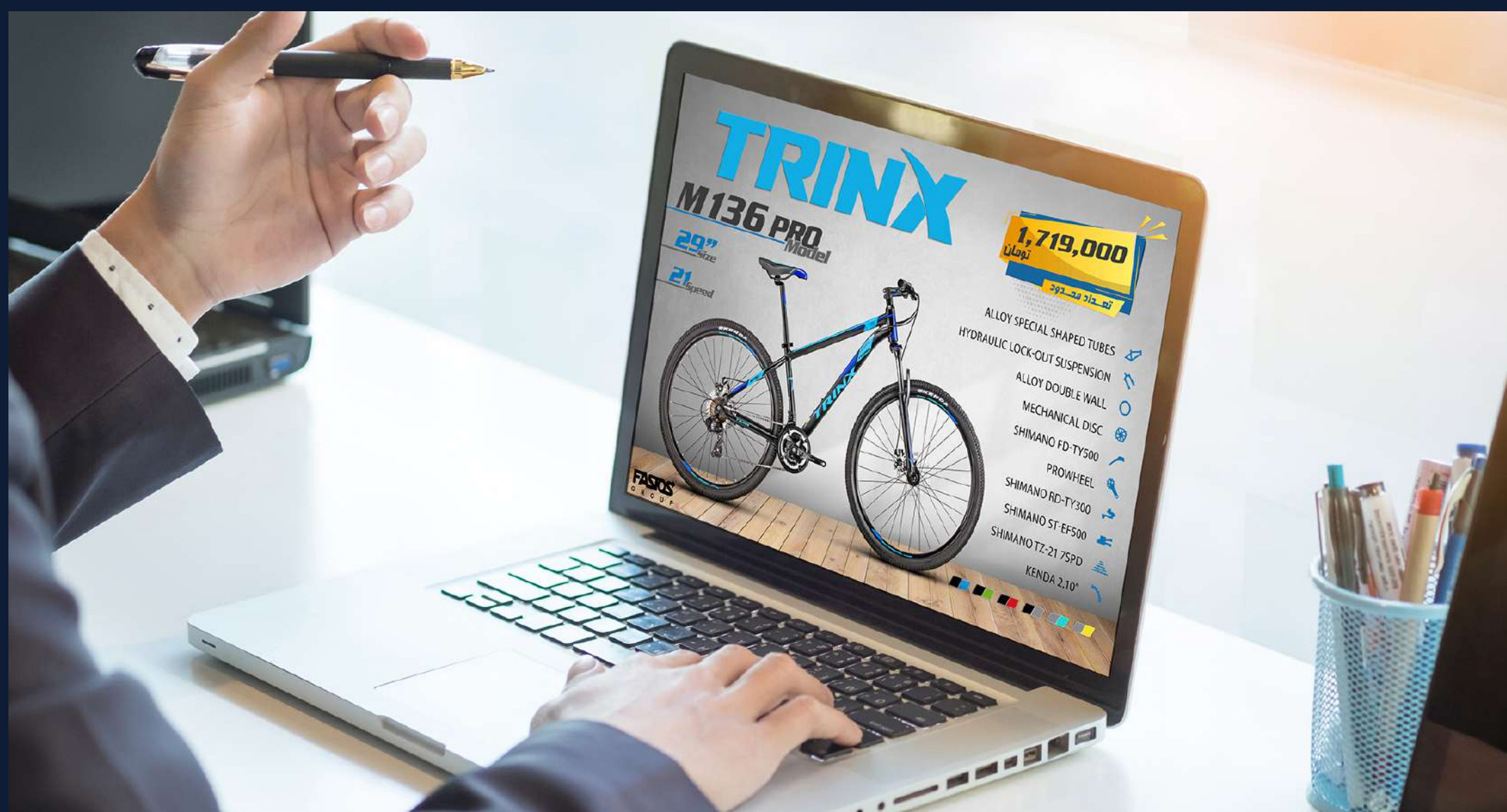
Adobe Photoshop

**Description:**

These ads were part of a series designed as a catalog, each page dedicated to a specific bike model. Each page featured special content tailored to highlight the unique features and characteristics of the specific bike model, creating an engaging and informative catalog experience for enthusiasts and potential customers alike.



# Instagram Post and Story



**Client:**  
Fastos Group

**Used Program:**  
Adobe Photoshop

**TRINX** Designed in Italy

تجدیدی آخرین سری دوچرخه های تریکس

**2018** باتخفیف ویژه

**MAJESTIC SERIES M500-TR 26"**

Alloy Special Shaped Tubes	: تنه
Hydraulic Lock-out Suspension	: دوشاخ
Alloy Double wall	: طوقه
HD-M220 Hydraulic Disc	: ترمزبندی
FD-M20	: طبق عوض کن
PROWHEEL	: طبق فامه
SHIMANO RD-TY300	: شانزمان
SHIMANO SL-M310	: دسته دنده
KFW-885 8S 13-32T	: خودرو
KMC	: زنجیر
KENDA 2.10"	: تایر

## Description:

When designing ads for online platforms, I try to tailor the visuals and messaging to the platform's characteristics and user behaviors.

Telegram users often appreciate detailed information. So I include detailed specifications and unique selling points in my ads.

High Performance Aluminium Bicycles

Disc Brake

Shimano Spareparts

Kenda Tyre

**TRINX** Designed in Italy

**2018 BICYCLES**  
We make Champions

**CUBE**

فروش دوچرخه های کیوب باتخفیف فوق العاده

تخفیف های پلکانی فروش ویژه برای مدت محدود

New Series



# ONLINE ADS

## Online TV Ads



**CUBE**  
فروش زمستانه دوچرخه های کیوب  
با شرایط ویژه  
New Series

**INTENSE**  
فروش زمستانه  
دوچرخه های بچگانه  
۰۲۱-۵۵ ۴۹ ۴۴ ۳۳  
۰۲۱-۵۵ ۴۸ ۴۵ ۴۵  
۰۲۱-۵۵ ۴۷ ۲۰۶-۹  
برای کسب اطلاعات تماس بگیرید

**BONITO**  
KIDS BIKES  
MODEL 20 219  
سببدار فانتزی  
ترکبنددار  
فرمان BMX  
گلگیر بلند فلزی  
طوقه رنگی  
بالانس تقویت شده  
CHANNEL: @FASTOSGROUP FASTOS TELEGRAM BOT: @FASTOSBOT



# ONLINE ADS

## Online TV Ads





# Stationery

Graphic Design | Brand Identity



# Maha Gallery

Gallery Walls Shop



### Designed Items:

Logo, Instagram Story, Tag

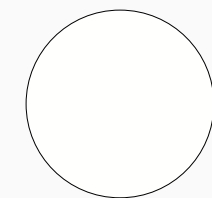
### Client:

Maha Gallery Wall Decor Shop

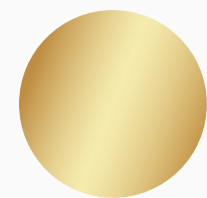
### Used Program:

Adobe Photoshop, Adobe Illustrator

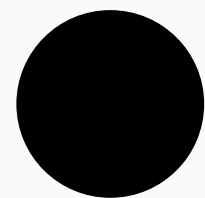
### Color Palette



#FFFFFF



#FFE6F3



#000000

### Description:

Maha Gallery specializes in collage picture frames, offering a diverse range of pictures, including artistic and luxurious ones.

Throughout the branding design process, my focus was on creating a cohesive and memorable brand identity. The uniform look across different elements aims to make Maha Gallery easily recognizable and leave a lasting impression on customers.





# Arghavan Tricot

Independent Crafter



### Designed Items:

Packaging Strategy, Brochure, Label, Tag, Social Media Identity

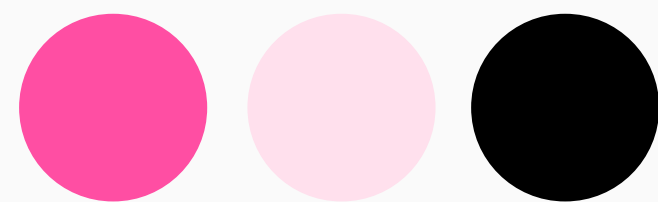
### Client:

Arghavan Independent crafter

### Used Program:

Adobe Photoshop, Adobe Illustrator

### Color Palette



#FF4EA9

#FFE6F3

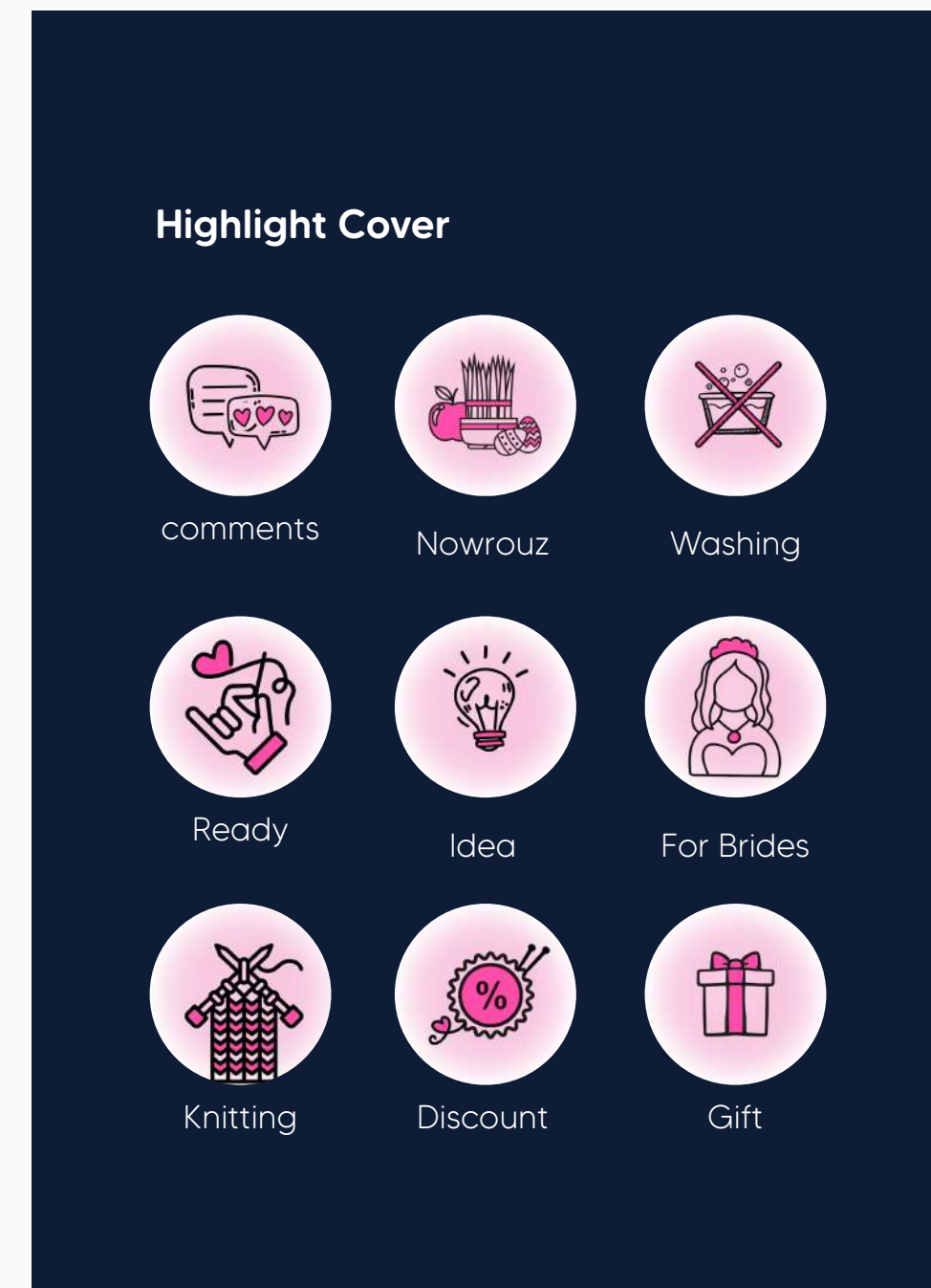
#000000



### Description:

The overall shape of the logo was already made, I added some elements and colors to make it unique for the business. The Instagram Highlight cover design complements the brand's online presence and visually organizing of Arghavan Tricot's offerings. The use of pink further amplifies liveliness, organizing content in a way that mirrors the girlish-spirited essence of Arghavan Tricot.

The Brochure serves as a visual guide that goes inside the box, providing customers with some tips about how to clean the product.





# Arghavan Tricot

Independent Crafter

The branding and packaging strategy design for Arghavan Tricot goes beyond visual aesthetics; it encapsulates the energetic, girlish, and joyful spirit of the brand.

The Packaging Strategy was crafted with careful consideration, aiming to enhance the product's presentation and create a memorable unboxing experience. The design reflects a balance between creativity and functionality, aligning seamlessly with Arghavan Tricot's unique identity.





# Yashil Tikish

Architecture Company Brand Identity



### Designed Items:

Logo, Business Card, Letterhead, Envelope

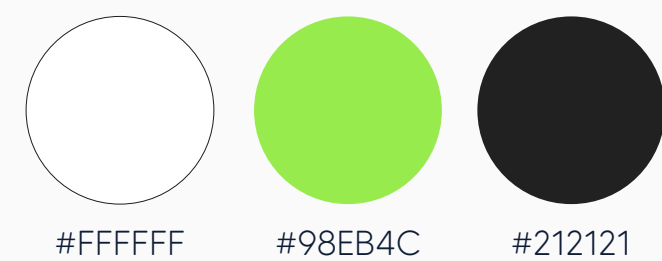
### Client:

Yashil Tikish Architecture and Engineering Company

### Used Program:

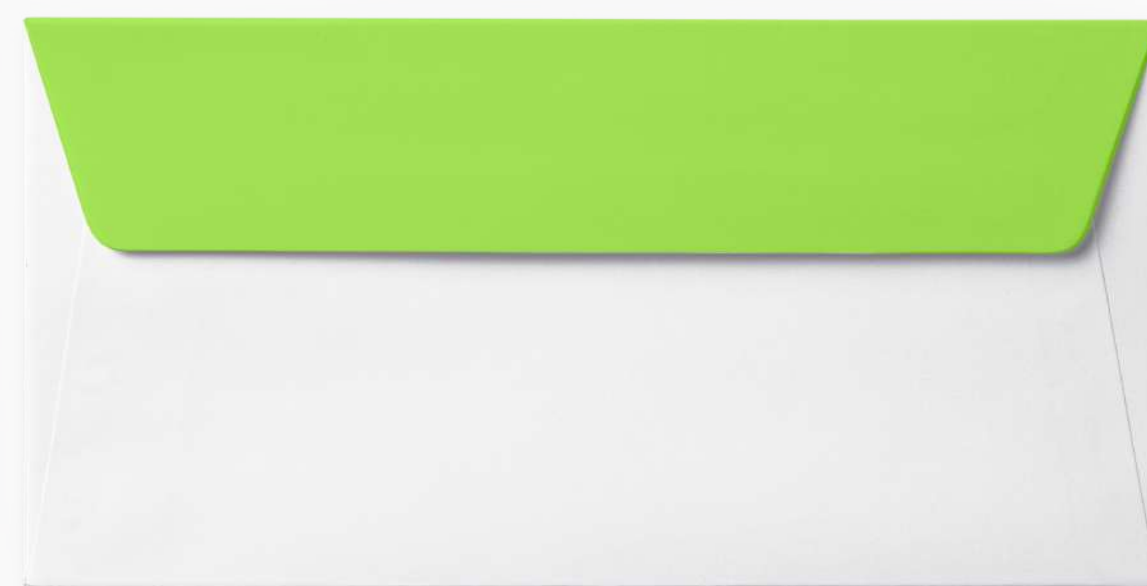
Adobe Illustrator

### Color Palette



### Description:

In this project, I meticulously crafted a visual representation that integrates precision, friendliness, and innovation. "Yashil Tikish" means green building. The chosen color palette, dominated by a vibrant lime green, expresses a sense of liveliness, growth, and innovation. Complemented by the classic combination of white and black, the color scheme conveys a perfect balance between modernity and timeless elegance.





# Janbazi

## Jewelry Brand Identity

### Designed Items:

Letterhead, Envelope, Gift Envelope, Instagram Story

### Client:

Janbazi Jewelry

### Used Program:

Adobe Photoshop, Adobe Illustrator

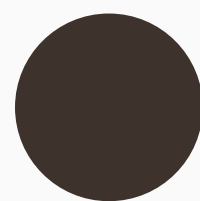
### Color Palette



Pattern



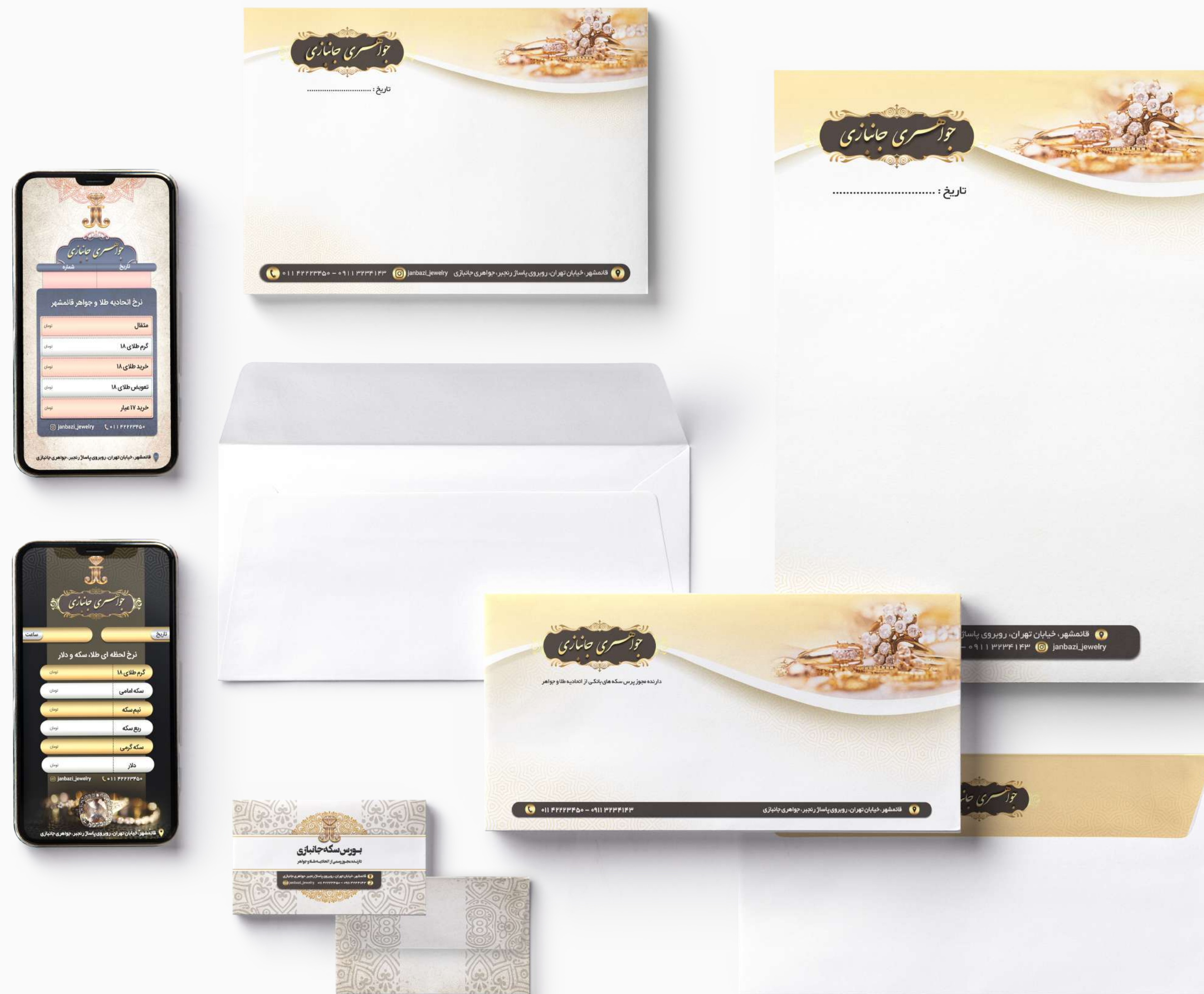
#FFDFA4



#3E322D

### Description:

In the redesign of Janbazi Jewelry's brand identity and corporate stationery, I aimed to elevate its visual presence with a meticulous focus on detail and elegance. While retaining the integrity of their existing logo, I introduced a distinctive decorative pattern to various elements, including the letterhead, envelope, and Instagram story template.





# Wooden House

Furniture Factory

## Designed Items:

Business Card, Sales Invoice, Envelope, Price Tag

## Client:

Wooden House Furniture Factory

## Used Program:

Adobe Photoshop

## Description:

Drawing inspiration from the essence of the client's business, I incorporated a distinctive wood background as a central element in the identity.

The stationery reflects a harmonious blend of professionalism and the rustic charm of wood, making a lasting impression on clients and associates.



BRAND IDENTITY

Logo

Graphic Design | Brand Identity





# Masire Pishraft

Weekly Newspaper

هفته نامه پایگاه خبری - تحلیلی ویژه کارشناسان و مسئولین

# مسیر پیشرفت

moqavematnews.ir

سر دبیر: میرهادی رهگنشی • شماره ۱۲ • ۲۲ مرداد ۹۸ • @moqnews

هفته نامه پایگاه خبری - تحلیلی اقتصاد مقاومتی (مقاومش نیوز) ویژه کارشناسان و مسئولین

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**حذف «انحصار صرافی‌ها با ایجاد بانک سرمایه هر روز»**

به دلیل مشکل فعالیت برخی صرافی‌ها با ایجاد بانک سرمایه هر روز

بر اساس صورتهای مالی بانک سرمایه که در سامانه کدال بارگزاری شده است، این بانک در پایان سال ۹۶ حدود ۱۱ هزار میلیارد تومان زیان انباشته شناسایی کرده که ناشی از عملکرد نامطلوب این بانک بوده است.

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هفته نامه پایگاه خبری - تحلیلی ویژه کارشناسان و مسئولین

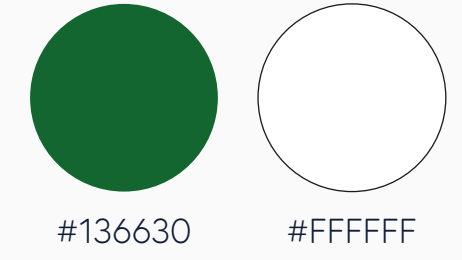
# مسیر پیشرفت

سر دبیر: میرهادی رهگنشی • شماره ۱۲ • ۲۲ مرداد ۹۸ • @moqnews

Designed Items: Logo, Layout

Used Program: Adobe Illustrator

Color Palette



Description:

I conceptualized a cohesive brand identity for "Masire Pishraft" (Meaning The Path of Progress), a weekly newspaper. The logo, a long horizontal green text with ups and downs, embodies the concept of progress, acknowledging both the challenges and potential rewards of the journey. The color green symbolizes growth, nature, and forward movement, aligning with the newspaper's focus on progress.

هفته نامه پایگاه خبری - تحلیلی اقتصاد مقاومتی (مقاومش نیوز) ویژه کارشناسان و مسئولین

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moqavematnews.ir

سر دبیر: میرهادی رهگنشی • شماره ۱۲ • ۲۲ مرداد ۹۸ • @moqnews

**حذف «انحصار نرخ گذاری» از صرافی‌ها با بازار متشکل ارزی**

به دلیل مشکل انتقال ارز از طریق حواله، صرافی‌ها با ایجاد بانک سرمایه هر روز

بر اساس صورتهای مالی بانک سرمایه که در سامانه کدال بارگزاری شده است، این بانک در پایان سال ۹۶ حدود ۱۱ هزار میلیارد تومان زیان انباشته شناسایی کرده که ناشی از عملکرد نامطلوب این بانک بوده است.

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هزینه ۲۰ میلیارد تومانی هر روز فعالیت بانک سرمایه

حذف «انحصار نرخ گذاری» از صرافی‌ها با بازار متشکل ارزی

اصلاح ساختار بودجه چگونه محقق می‌شود؟

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به دلیل مشکل انتقال ارز از طریق حواله، صرافی‌ها با ایجاد بانک سرمایه هر روز

بر اساس صورتهای مالی بانک سرمایه که در سامانه کدال بارگزاری شده است، این بانک در پایان سال ۹۶ حدود ۱۱ هزار میلیارد تومان زیان انباشته شناسایی کرده که ناشی از عملکرد نامطلوب این بانک بوده است.

هزینه ۲۰ میلیارد تومانی هر روز فعالیت بانک سرمایه

حذف «انحصار نرخ گذاری» از صرافی‌ها با بازار متشکل ارزی

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# Aria Teb Vakilian

Medical and Laboratory Equipment Company

# LOGO



#### Designed Items:

Logo

#### Client:

Aria Teb Vakilian Company

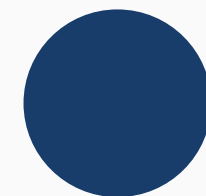
#### Used Program:

Adobe Illustrator

#### Color Palette



#3FB8B2



#183D6B

#### Description:

Leveraging a refined blue palette to convey trust and clarity, this logo design for Aria Teb Vakilian, a company specializing in laboratory equipment, utilizes precise geometric shapes to communicate their commitment to accuracy and precision.

The incorporation of the initials "A" and "V" strengthens brand recognition, while the checkmark-like "V" symbol represents the company's dedication to providing reliable equipment. Balancing modern aesthetics with symbolic elements, this logo creates a distinct and memorable brand identity.





# Sanam Gallery

Handmade Shoe Online Shop

# LOGO

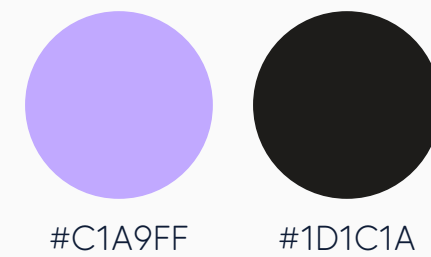


**Designed Items:**  
Logo, Business Card, Letterhead, Envelope

**Client:**  
Sanam Gallery Shoes Online Shop

**Used Program:**  
CorelDRAW

**Color Palette**



**Description:**

Crafted a distinctive logo for Sanam Gallery, a handmade shoe online shop. The design intertwines the letters "S" and "G" in a symmetrical form that evokes a pair of shoes.

A palette of light violet and black hints at both elegance and craftsmanship. The light violet adds a touch of creativity and personality, while the black grounds the logo and reinforces the brand's dedication to quality. The logo is designed to capture the essence of the brand, blending artistic flair with a focus on quality and precision.



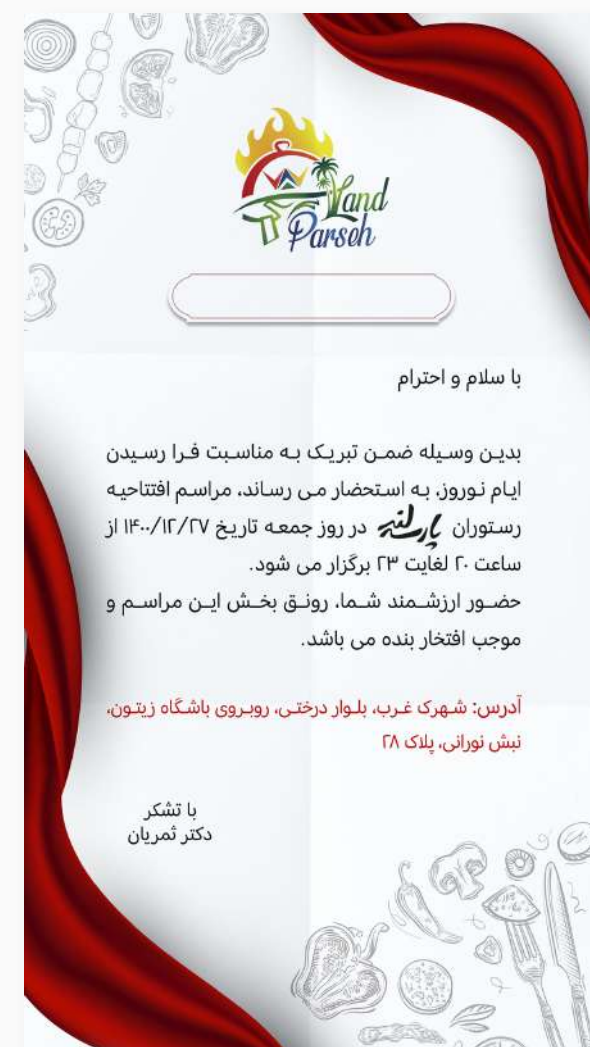
# Restaurant

Graphic Design | Special Design



# Parseh Land

Identity Design for a Restaurant



**Designed Items:**  
Logo, Invitation Card, Flyer, Menu, Outdoor Advertising, Shop Sign, Order-taking Sheet

**Client:**  
Parseh Land Persian Kebab Restaurant

**Used Program:**  
Adobe Illustrator



## Description:

For Parseh Land Restaurant, I worked on making their brand look special. I created a logo, online invitation card, flyer, menu, outdoor advertising, shop sign, and order-taking sheet.

This brand design for Parseh Land is not just about looks; it's about making people excited to try the delicious Persian kebabs at this restaurant. From the logo to the outdoor ads, everything is made to give customers a nice and tasty experience at Parseh Land.



# Parseh City

Advertising Campaign For a Game Club

# RESTAURANT



### Designed Items:

Flyer, Menu, Outdoor Advertising, Business Card, Invitation Card

### Used Program:

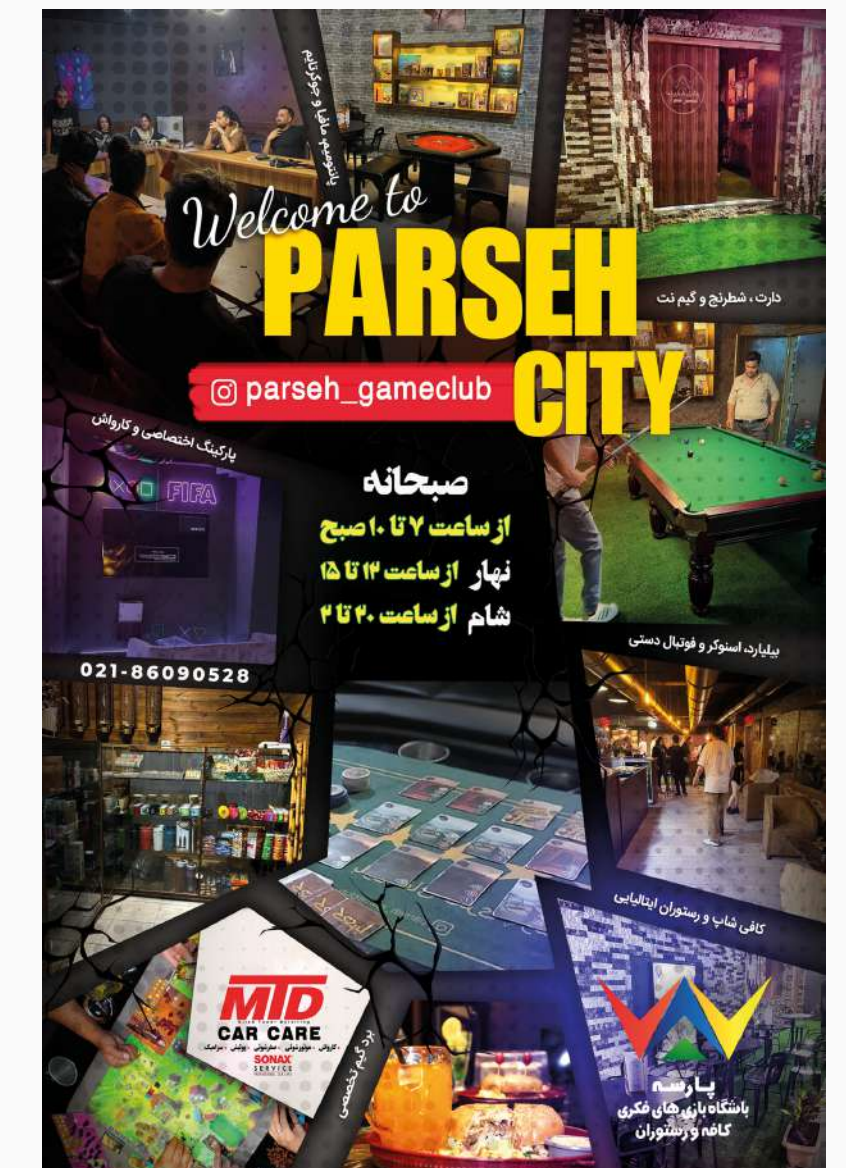
Adobe Photoshop

### Description:

The design's dark background is adorned with a collage of captivating photos showcasing diverse gaming scenes.

The visuals aimed to convey the multitude of gaming opportunities within Parseh City.

Minimal text was used, letting the images speak for themselves, enticing potential gamers to explore this virtual city.





# Parseh Game Club

Advertising Campaign For a Game Club



### Designed Items:

Brochure, Menu, Outdoor Ads, Roll-up, invitation Card

### Skills:

Marketing, Storytelling, Graphic design

### Used Programs:

Adobe Photoshop

### Description:

This campaign aimed to announce that the business is moving to a bigger place. The "Delightful Adventure" campaign's emphasis on warm colors, particularly orange, creates a cohesive visual experience across outdoor ads, menus, labels, and brochures.

The color palette not only invites patrons into a warm and inviting space but also resonates with the playful spirit of gaming, ensuring a memorable and delightful journey at Parseh Game Club.





# Parseh Game Club

Advertising Campaign For a Game Club



**Designed Items:**  
Menu, Outdoor Ads, invitation Card

**Skills:**  
Marketing

**Used Programs:**  
Adobe Photoshop









# Bicycle Decal

Graphic Design | Special Design



# BICYCLE DECAL

## Bicycle Decal



### Description:

One of my duties at Fastos Group Co. was designing decals for bicycle frames, especially kids' bikes. The most crucial aspects of this work were achieving a sensation of movement, choosing the best color scheme, and creating visually appealing graphics.



# BICYCLE DECAL

## Bicycle Decal



**Description:**

Bicycle decals serve as a unique and dynamic way to personalize and enhance the aesthetics of bikes. The design of these decals involves careful consideration of the bike's frame and the rider's style. Vibrant colors, sleek patterns, and eye-catching graphics are often incorporated to not only add a touch of individuality but also to make a bold statement on the road.





# BICYCLE DECAL

## Bicycle Decal



**Skills:**  
Creativity

**Used Programs:**  
CorelDRAW

**Description:**

Stickers for adult bikes are designed distinctively compared to those for kids' bikes. These decorative decals serve the purpose of personalizing bikes, predominantly aimed at enhancing their visual appeal.



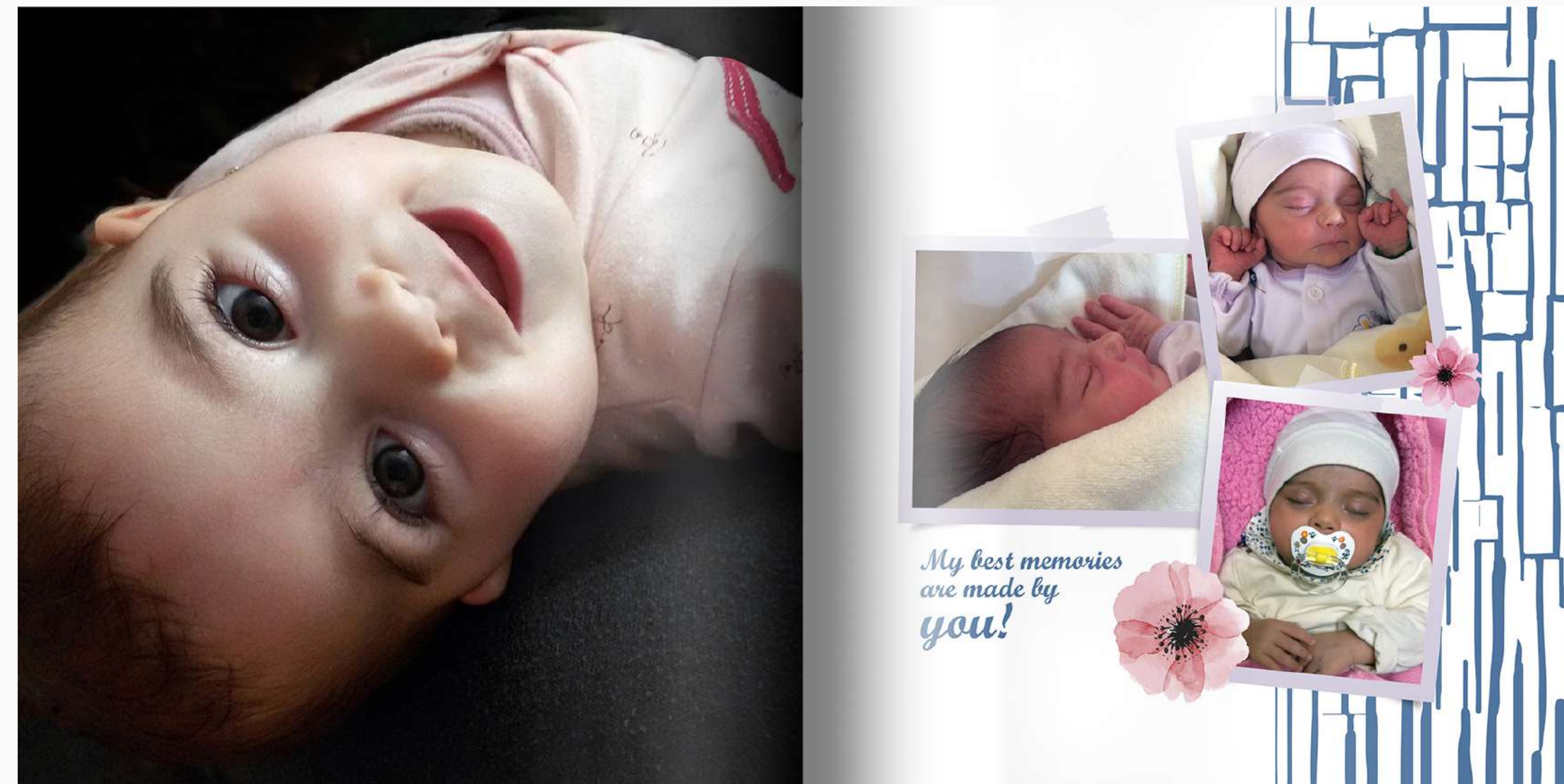
# Photo Album

Graphic Design | Special Design



# Photo Album

# ALBUM DESIGN



**Skills:**  
Storytelling

**Used Program:**  
Adobe Illustrator

**Client:**  
Alochap Printing Company

**Description:**

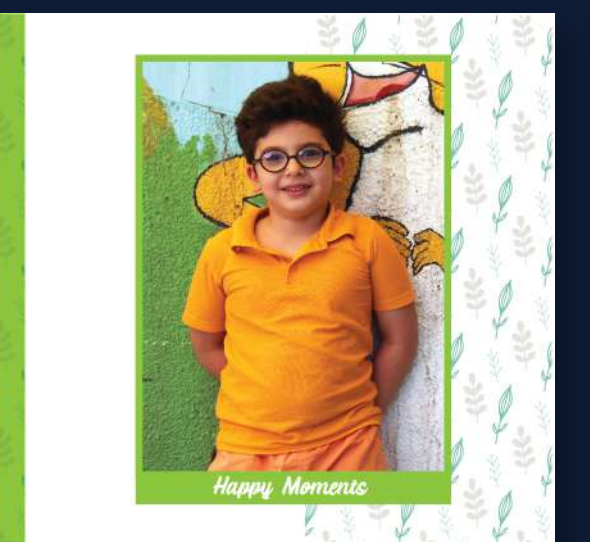
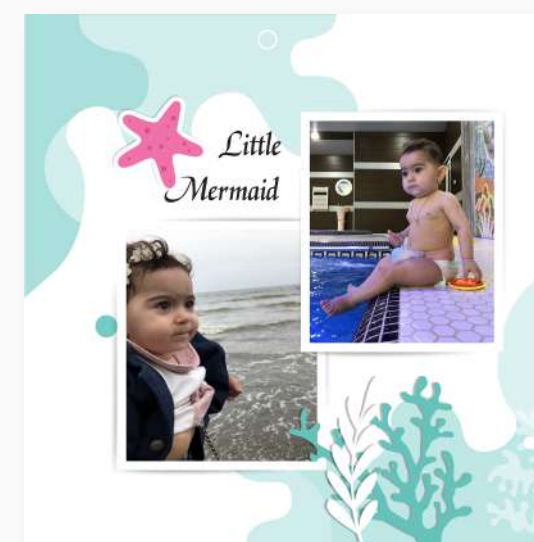
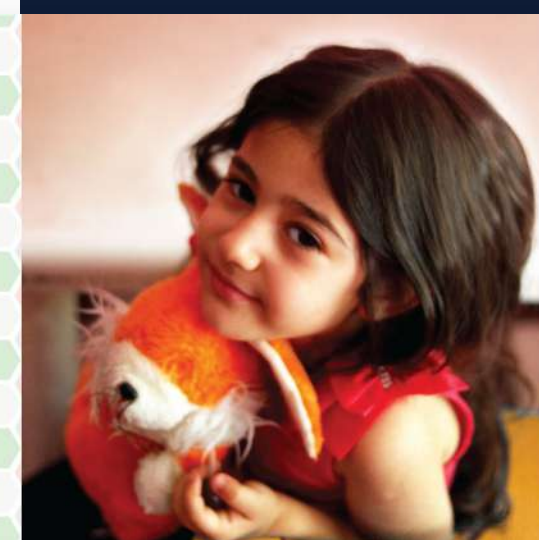
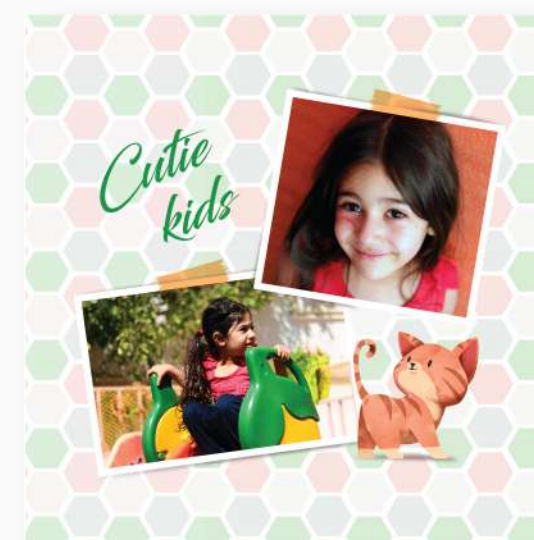
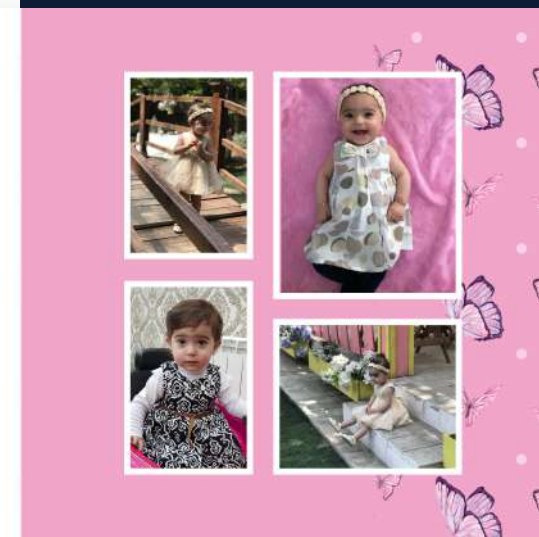
Photo album design is a captivating journey where visual storytelling comes to life. In my opinion, making a photo album involves more than arranging images; it's about creating a narrative that comes to life as you turn each page. From choosing the layout and typography to selecting the suitable color scheme, every element is meticulously curated to enhance the overall storytelling experience.



# Photo Album

# ALBUM

# DESIGN





# Illustration

Graphic Design



# Illustration

A hobby that I do in my free time



**Project Type:**  
Handdrawn Illustration

**Client:**  
Self-initiated

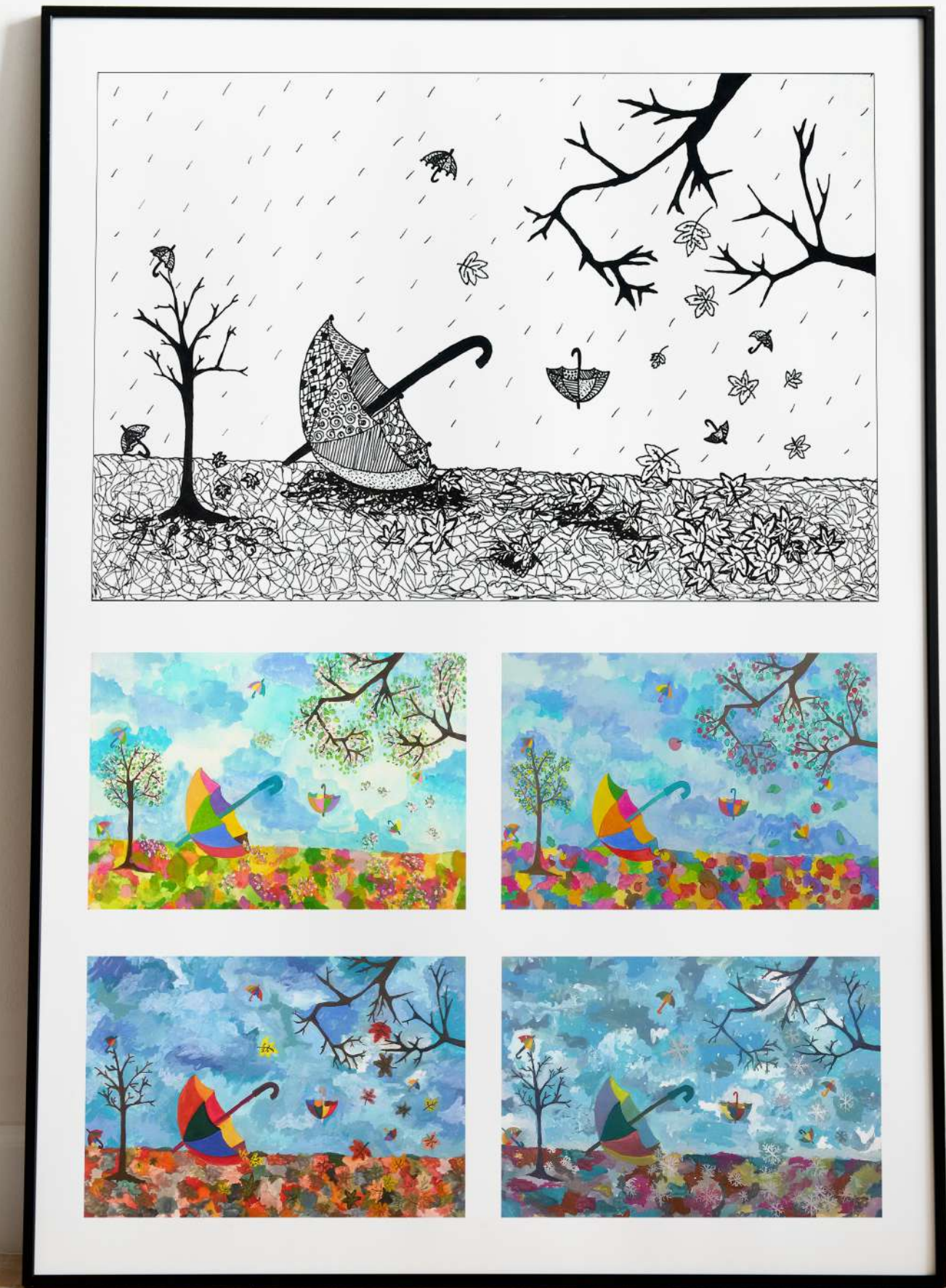
**Technique:**  
Ink, Gouache, Watercolor, Cation, etc.

## Description:

Sometimes I spend my free time on illustration. It's a wonderful way for me to relax.

Illustration is a fulfilling and enriching hobby, allowing me to explore my artistic talents and delve into a world of imagination.

I'm not a professional in illustration. I do it as a hobby in my free time in order to improve my visual storytelling and artistic expression skills.





# Upside-Down

An Illustration Collection for Kids Book

# ILLUSTRATION



## Description:

In this collection, I explore some concepts that challenge conventional norms. Each illustration is painted using a special technique and conveys a narrative that unveils itself upon closer inspection.





THANK YOU!

# Thank You

For your time and attention



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