

Mohsen Koofiani

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SUMMARY

Skilled graphic designer with over 27 years of experience in package design, logo creation, advertising, photography, and illustration. Proficient in Photoshop, Illustrator, Rebelle, and Cinema 4D software. Expert in implementing creative design concepts and effectively communicating with clients to meet their business needs. Graduated in painting and held five painting exhibitions in Iran. Winner of several awards in caricatures, cartoons, and international packaging design competitions. Extensive experience in logo design, visual identity, and package design for various companies. Strong mastery of illustration techniques.

EXPERIENCE

Head Graphic Designer | ZARRIN GHAZAL CO., Shiraz, Iran | Jan 2014 – Present (9 yrs 10 mos)

- Leading graphic design projects, including package design, logo creation, and advertising. Utilizing Photoshop, Illustrator, and other design software to implement creative concepts.

Package Designer | PAVAN PET CO., Shiraz, Iran | Aug 2022 – Present (1 yr 3 mos)

- Specializing in package design for PAVAN PET Co.
- Applying design expertise to create visually appealing packaging.

Creative Graphic Designer & Package Designer | PROSHOT COFFEE CO., Shiraz, Iran | Sep 2020 – Present (3 yrs - 2 mos)

- Contributing creative designs for Proshot coffee, including packaging and branding.

Art Director / Graphic Designer | PARSIRANG EGGS CO., Shiraz, Iran | Feb 2007 – Present (16 yrs 9 mos)

- Serving as Art Director and Graphic Designer at PARSIRANG EGGS.

Graphic Designer / Photographer / Illustrator | CHEMLI CO., Shiraz, Iran | Jan 1996 – Present (27 yrs 10 mos)

- Extensive experience in graphic design, photography, and illustration.
- Collaborating with various companies on design projects.

Photoshop Tutor & Illustrator Tutor | APTECH COMPUTER EDUCATION, IRAN-SHIRAZ, Shiraz, Iran | Dec 2009 – Dec 2011 (2 yrs 1 mo)

- Providing training in sketching design, Photoshop, and Illustrator.

Graphic Designer | AFARAND (ADVERTISING CO.), Shiraz, Iran | Jul 1999 – Jul 2002 (3 yrs 1 mo)

- Contributing as a Graphic Designer at Afarand (Advertising Co.).

EDUCATION

Sooreh University - Shiraz, Iran | 2000 – 2004

BS of Art, Painting

Shiraz Chamber Of Commerce - Shiraz, Iran | 2015

Export Package Designing

South Industrial Management Institute - Shiraz, Iran | www.simi.ir

Professional, Photoshop

LICENSES & CERTIFICATIONS

- **The International Association of Designers:** Membership Certificate (Issued Feb 2022)

SKILLS

Packaging Design . Graphic Design . Illustrator . Photoshop . Photography . Digital Illustration Design . Sketching . Painting . Advertising

HONORS & AWARDS

- **BASTEHA (Iranian Packaging Designer Showcase):**

- 1st Place-Lateral Part, THE 3rd BASTEHA BIENNIAL, TEHRAN/IRAN (Jan 2020)
- Platinum Award, BASTEHA BIENNIAL, TEHRAN/IRAN (Jan 2022)
- People's Choice Award, BASTEHA BIENNIAL, TEHRAN/IRAN (Jan 2022)

- **A Design Award:**

- Silver A' Design Award Winner for Packaging Design Category (Apr 2022)

- **Muse Design Award:**

- Silver Winner / Muse Design Award 2023 / Cold Brew Package Design (Sep 2023)
- Gold Award Winner / Muse Design Award 2023 / Coffee Package Design (Sep 2023)
- Gold Award Winner / Muse Design Award 2023 / Dried Fruits Package Design (Sep 2023)
- Platinum Award Winner / Muse Design Award 2023 / Honey Package Design (Sep 2023)

