

# PARIVASH BABAEE

MFA in Graphic Design & MS in HCI · Brand Designer · Visual Communication Researcher

[My Portfolio](#)

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## EDUCATION

- 2023 - Present**      **Master of Fine Arts, Graphic Design**  
**Master of Science, Human-Computer Interaction**  
*Iowa State University, Ames, Iowa*  
Thesis: "InJoy - Investigating the Role of Design in Evoking Joy and Emotional Connection Through Interactive Storytelling"
- 2011 - 2015**      **Bachelor of Fine Arts, Visual Communication**  
*University of Science and Culture, Tehran, Iran*  
Thesis: "Psychology of Color in Visual Perception"

## ACADEMIC APPOINTMENTS & TEACHING EXPERIENCE

- 2025**      **ISU Design Dimension Summer Camp**  
*College of Design at Iowa State University - Ames, Iowa*  
Mentored high school students during a 5-day on-campus design camp.
- 2024**      **4H Connect Retreat Workshop**  
*College of Design at Iowa State University, Ames, Iowa*  
Developed and lead design workshop for emerging youngsters.
- 2023**      **Graduate Teaching Assistant**  
*College of Design at Iowa State University - Ames, Iowa*
- Taught undergraduate courses in Motion Design and Visual Storytelling
  - Guided students in Adobe After Effects and Illustrator
  - Supported project ideation, concept development, and critique sessions

## PROFESSIONAL EXPERIENCE

- 2024 - Present**      **Graphic Designer**  
*College of Veterinary Medicine at Iowa State University - Ames, Iowa*
- Design research-driven visualizations, scientific diagrams, and motion graphics.
  - Create communication assets to simplify complex epidemiological data for public audiences.
  - Support conference presentations, annual reports, and outreach materials.
- 2023 - Present**      **Graphic Designer**  
*College of Design at Iowa State University- Ames, Iowa*
- Lead designer for digital/print campaigns, branded systems, environmental graphics, and social media.
  - Develop cohesive visual identity systems across multiple internal ISU departments.
  - Collaborated with cross-functional teams to create cohesive branding and impactful visuals.
- 2020 - 2022**      **Graphic Design Team Lead**  
*Dayere Advertising Agency - Tehran, Iran*
- Directed multi-platform design projects from concept to execution.
  - Led designer teams; managed timelines, critiques, and brand strategy development.
  - Conducted creative workshops and brainstorming sessions.

- 2019 -2020**                    **Graphic Design Team Lead**  
*Quiz of Kings - Tehran, Iran*

  - Oversaw design for mobile app interfaces, social media, and digital marketing campaigns.
  - Designed scalable UI assets and visual systems.
  - Led Brainstorming sessions.
  - Collaborated with product managers and developers to align visual strategy with gameplay experience and improve user engagement.
- 2019 -6month**                    **Senior Graphic Designer**  
*Seylانه Sabz Holding - Tehran, Iran*
- 2018 - 2019**                    **Graphic & Web Design Specialist**  
*Digikala - Tehran, Iran*

  - Created digital layouts, campaign visuals, and website graphics.
  - Ensured consistency across all digital touchpoints.
- 2017 -2018**                    **Senior Graphic Designer**  
*Rocoland - Tehran, Iran*
- 2015 -2017**                    **Junior Graphic Designer**  
*Asar Holding - Tehran, Iran*

**AWARDS & RECOGNITION**

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- 2024**                    **International Design Awards (IDA)**

  - Gold - *Ziker (Logo Design)*
  - Gold - *Women, Life, Freedom (Poster Design)*
  - Silver - *Aparat Annual Report (Annual Reports)*
  - Bronze - *Clean And Cool (Logo Design)*
  - Honorable Mention - *Cypress Trees (Poster Design)*
  - Honorable Mention - *Ocean App (Multimedia / Web Application)*
- 2023**                    **GDUSA - American Graphic Design Awards**

  - Award - *Lines Are Speaking (Digital Painting)*
  - Award - *Aparat Annual Report (Annual Reports)*
- 2025**                    **Graphis - New Talent Annual**  
 Honorable Mentions in:

  - *Poster Design (Cypress is Not Just a Tree)*
  - *Interaction Design (Emotion in Light)*
  - *Illustration (Lines Are Speaking)*
  - *Poster Design (Women, Life, Freedom)*
  - *Annual Report (Aparat Book)*
  - *Logo Design (Ziker)*
- 2024**                    **ISU College of Design - IDRO Poster Exhibition**  
 Honorable Mention - *Women, Life, Freedom (Poster)*

## EXHIBITIONS

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- 2025**                      **InJoy - Solo Interactive Exhibition**  
*Gallery 181, Iowa State University*  
 A large-scale interactive exhibition exploring emotional perception and the experience of joy through light, shadow, motion, bilingual storytelling, and AI-generated visuals.
- 2025**                      **Sunlight**  
*Reliable Street Art Gallery*  
 Interactive installation exploring perception, movement, and natural illumination.
- 2025**                      **ISU Graduate Show**  
*Innovation Center, Iowa State University*  
 Cypress Trees Posters · Emotion in Light (Interactive)
- 2024**                      **ISU Graduate Show**  
*Innovation Center, Iowa State University*  
 Climate Change Motion Design

## RESEARCH & CREATIVE INTERESTS

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My research investigates how visual communication shapes emotional perception, focusing on joy, affect, and multisensory experience. Working at the intersection of graphic design, motion design, HCI, and interactive installation, I explore how light, shadow, movement, and AI-assisted imagery influence user engagement and psychological response.

**Key interests include:**

Emotion & perception, visual psychology, motion and interactive systems, light-based storytelling, systems-oriented design, and design for positive affect.

Across my projects, I study how conceptual design and emerging technologies can create meaningful, uplifting, and human-centered experiences.

## SKILLS

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**Design**

Branding, Identity Design, Motion Graphics, Typography, Layout, Web Design, Data Visualization, Concept Development

**Software**

Adobe Photoshop, Illustrator, InDesign, After Effects, Cinema 4D, Figma, Canva, Touch Designer

**Professional**

Collaboration, Creative Problem-Solving, Critical Thinking, Project Leadership, Time Management

## HOBBIES

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Yoga, Gardening, Fitness, Cooking, Photography, Travel, Exploring Cultures