PARIVASH BABAEE

Graphic Designer

Creative MFA candidate with a strong foundation in graphic design, motion graphics, and storytelling through digital media. Award-winning designer passionate about transforming complex concepts into engaging visual experiences. Experienced in Adobe Creative Suite, presentation design, and collaborative environments.

https://parivashbabaee.wixsite.com/parivash-babaee | https://www.linkedin.com/in/parivash-babaee/

parivash.babaee@gmail.com | +1 515 815 0826

EDUCATION

2011 - 2015 | **University of Science and Culture** | Bachelor's of Visual Communication | GPA: 3.8 / 4.0

2023 - Present | **Iowa State University** | Master of Fine Arts in Graphic Design | Master of Science in Human-Computer Interaction | GPA: 3.9 / 4.0

WORK EXPERIENCE

08/2023 - PRESENT | **Graphic Designer (Graduate Assistant)** | **Iowa State University, College of design**

- Designed a wide range of materials, including posters, social media posts, book covers, and signage for the university's marketing team.
- Collaborated with cross-functional teams to create cohesive branding and impactful visuals.

01/2024 - PRESENT | **Graphic Designer (Graduate Assistant)** | **Iowa State University, College of VET MED**

- Created engaging animations to showcase research projects at Iowa State University College of Veterinary Medicine.
- Designed social media graphics and PowerPoint templates to enhance project presentations.

01/2023 - 08/2023 | **Graduate Teaching Assistant** | **Iowa State University - College of design**

- Taught undergraduate students principles of motion design and animation using Adobe After Effects and Illustrator.
- Advised students on creative scenes and transitions to enhance their technical and artistic development.

04/2020 - 06/2022 | **Senior Graphic Designer** | **Dayere Agency**, Tehran, Iran

- Developed and designed brand identities, including logos, visual systems, and brand guidelines to ensure cohesive and impactful communication across all platforms.
- Designed and produced creative print materials, including brochures, banners, signs, and data visualizations.
- Managed the design process from conceptualization to execution for various clients.

09/2019 - 03/2020 | **Graphic Design Team lead** | **Quiz Of Kings**, Tehran, Iran

- Led design efforts for websites, applications, and marketing campaigns.
- Designed Instagram layouts and branded visuals for social media.
- Directed a team of designers, providing mentorship and overseeing project timelines.
- Organized and led brainstorming sessions to drive innovative design solutions.
- Collaborated with cross-functional teams to translate marketing goals into effective visual strategies.

07/2018 - 03/2019 | **Graphic Web Design Specialist** | **Digikala**, Tehran, Iran

- Designed website banners, layouts, and branded templates.
- Created digital assets for marketing campaigns and social media.

03/2019 - 09/2019 | **Senior Graphic Designer** | **Seylaneh Sabz Holding**, Tehran, Iran

- Produced high-quality digital image files for use in both traditional and digital advertising channels.
- Designed social media content, layouts, and templates.
- Leveraged creative expertise to communicate marketing concepts effectively.

07/2017 - 07/2018 | **Senior Graphic Designer** | **Rocoland**, Tehran, Iran

- Created and developed visual assets for digital and print advertising and promotional campaigns.
- Collaborated with the marketing team to ensure cohesive visual branding.
- Designed social media content and layouts, templates.

07/2015 - 07/2017 | **Junior Graphic Designer** | **Asar Holding**, Tehran, Iran

- Designed website banners and digital advertising.
- Developed creative designs for print materials.
- Designed social media content and layouts, templates.

AWARDS

IDA Design Awards - 2024
- **Gold Award** for "Ziker" in the Logo design category.
- **Gold Award** for "Women, Life, Freedom" in the Poster design category.
- **Silver Award** for "Aparat Book" in the Annual Reports category.
- **Bronze Award** for "Clean And Cool" in the Logo design category.
- **Honorable Mention Award** for "Cypress trees" in the Poster design category.
- **Honorable Mention Award** for "Ocean App" in the Multimedia/Mobile / Web Application category.

American Graphic Design Award- 2023
- GDUSA Award for the "Lines are speaking" illustration in the Digital Painting category.
- GDUSA Award for "Aparat Book" in the Annual Report category.

Graphis - New Talent 2025
- Honorable Mention Award for "Cypress is not just a tree" in the Poster design category.
- Honorable Mention Award for "Emotion in light" in the Interaction design category.
- Honorable Mention Award for "Woman, Life, Freedom" in the Poster design category.
- Honorable Mention Award for "Lines are Speaking" in the Illustration category.
- Honorable Mention Award for "Aparat Book" in the Annual Report category.
- Honorable Mention Award for "Ziker Logo Design" in the Logo design category.

IDRO Research and Outreach Poster Design | ISU College of Design
- Honorable Mention Award for "Woman, Life, Freedom" poster.

EXHIBITIONS

Sunlight | Lockwood cafe exhibition center - 2025
- Interactive project

ISU Grad Show - 2025
- Cypress trees posters
- Emotion in light Interactive Project

ISU Grad Show - 2024
- Climate Change Motion Design

MENTORSHIP AND WORKSHOPS

ISU Design Dimension Summer Camp | Mentor - 2025
- Mentored high school students during a 5-day on-campus design camp.

4H Connect Retreat Workshop - 2024
- College of Design at Iowa State University - Developed and lead design workshop for emerging youngsters.

SKILLS

Design Skills:
Branding & Identity Design | Logo Design | Typography | Layout and Composition | Motion Graphics | Video Editing

Software Skills:
Adobe Photoshop | Adobe Illustrator | Adobe After Effects | Adobe InDesign | Cinema 4D | Figma | Canva | PowerPoint

Professional Skills:
Time Management | Problem Solving | Attention to Detail | Adaptability | Critical Thinking

HOBBIES

Yoga | Gardening | Workout and Fitness | Cooking | Photography | Traveling and Exploring Cultures | Art and Illustration