

Alireza Koohsar

Senior Graphic Designer | Motion Designer

Creative and results-driven Graphic & Motion Designer with over 8 years of experience in branding, motion graphics, and digital content creation. Adept at designing high-impact visuals, video editing, and UX/UI principles. Experienced in driving audience engagement and enhancing brand presence through strategic visual storytelling and motion graphics. Highly proficient in Adobe Creative Suite, video editing, and social media content creation. Seeking to bring creative vision and strategic thinking to a dynamic team in an international setting.

Contact

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Portfolio: www.aalan.ir

[Explore my latest design projects.](#)

Work Experience

Senior Graphic & Motion Designer

Faraz Ertebat | Tehran, Iran | [Dec 2023 – Present](#)

Information and Communication Technologies and Services

- Designed branding, marketing assets, and exhibition visuals to enhance corporate identity.
- Created motion graphics and video content for trade shows, presentations, and digital platforms.
- Developed corporate identity materials, ensuring consistency across print and digital media.
- Managed visual content for social media and website, optimizing engagement and brand presence.

Senior Graphic Designer

Keshmoon.com | Tehran, Iran | [2022 – 2023](#)

Online platform & marketplace connecting customers with farmers

- Designed and managed digital assets for advertising campaigns, packaging, ensuring brand consistency.
- Designed product packaging and customized gift boxes to enhance branding.
- Edited and produced marketing videos to showcase products and campaigns.

Senior Graphic Designer

KARA Group | Quebec, Canada (Remote) | [2021 – 2022](#)

Blockchain and cryptocurrency solutions provider

- Led the design of advertising and branding materials, strengthening brand presence.
- Created multimedia content for social media and digital marketing campaigns.
- Collaborated with marketing teams to ensure alignment between design and business goals.

Founder & Lead Designer

aalan | Tehran, Iran | (side job) | [2015 – 2021](#)

Creative agency specializing in graphic design & advertising

- Led a design team, assigned tasks, and negotiated with clients to ensure smooth project execution.
- Managed branding and motion graphics projects for diverse international clients.
- Designed visual identities and marketing materials, enhancing brand recognition.
- Developed and maintained a professional portfolio website to attract global collaborations.

Trade Marketing Manager

Unilever Iran | Tehran, Iran | [2018 – 2021](#)

Global consumer goods company

- Oversaw sales and marketing initiatives to enhance product visibility.
- Designed and executed marketing campaigns tailored to consumer goods.
- Provided insights to optimize advertising strategies and in-store branding.

Graphic Designer

Mowj Advertising Agency | Gorgan, Iran | [2015 – 2016](#)

Advertising agency specializing in print media

- Designed print materials, including posters, brochures, and corporate branding assets.
- Led visual projects for diverse clients, ensuring creative and impactful execution.
- Provided high-quality photo retouching and layout design for publications.

Multimedia Production Teacher

Iran Technical & Vocational Training Organization | Semnan, Iran | [2014 – 2015](#)

Government training institution

- Taught multimedia design, video production, and Adobe software courses.
- Developed instructional materials and hands-on projects to enhance learning.
- Managed the digital lab, ensuring availability of technical resources.

Graphic Designer

Ema Technical Office | Mashhad, Iran | [2011 – 2014](#)

Design, printing, and advertising company

Skills

Technical Skills

- Graphic & Motion Design**
(Branding, Marketing, Digital Media)
- Video Editing & Animation**
(After Effects, Premiere Pro)
- UI/UX & Web Design**
(Figma, Adobe XD, WordPress)
- Typography & Layout Design**
- Social Media Content & Marketing**

Tools/Software

After Effects, Blender, Premiere Pro, Photoshop, Illustrator, InDesign, CorelDRAW, Microsoft Office.

Soft Skills

Creativity, Problem-Solving, Team Collaboration, Time Management

Languages

- English: Professional working proficiency (**B2**)
- Persian: Native proficiency

Educational Background

Master of Commercial Advertising Management

University of Applied Science and Technology | Tehran, Iran | [2014 – 2016](#)

Bachelor of Business Advertising Management

Farhang Va Honar University | Mashhad, Iran | [2010 – 2012](#)