



CONTACT

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EDUCATION

- UX and Product Design, UX Design Institute 2023
- Master of Design, Gothenburg University (HDK) 2019
- Master of Visual Communication Design, Eastern Mediterranean University, Cyprus 2013
- Bachelor of Art, Industrial Design, University of Science & Technology, Iran 2006

SKILLS

- Strong storytelling skill from creative concept solution, development the idea and execution of the concept in different media
- Strong research and presentation skills, with an ability to explain and illustrate a concept to people of different professional backgrounds.
- The ability to consistently challenge ideas and think in new ways.
- Ability to multitask and prioritize projects to excel in tight timelines and budget in fast turnaround times
- Strong problem-solving skills to deliver outstanding creative assets according to the brief
- Knowledge of advertising and paid media
- Knowledge of using different AI platform to save time and resources in design projects
- Photography & video production
- Interactive and digital product design
- Illustration
- Proficiency in printing process

Mahsa Namvar

Art Director/ Creative Design manager

SUMMARY

- A problem solver, structured thinker, and creative storyteller.
- Have a great eye for the details and yet see the big picture.
- Striving to get more out of less.
- Love to mix intuition with logic, art with science and daily life phenomena with magic.

PROFESSIONAL EXPERIENCE

Lead Design

MasterExchange

Jul- Agu 2023

I have joined MasterExchange as a short term design lead consultant right before they launch their platform to help them:

- developed and implemented brand guidelines and long term brand direction, and ensuring content marketing assets maintained high quality to reach the target audience.
- built a library of templates for content marketing and product-related communications and streamlining marketing and product team efforts.
- established and optimized the design project workflow from briefing to final artwork, facilitating smooth collaboration among in-house designers and stakeholders.
- improve the user journey on the company website and platform, resulting in increased user engagement.

Art Director

Billogram

2022-2023

My main responsibilities as an Art Director working in the Marketing team are:

- own and manage Billogram's brand guidelines, ensuring the highest standards of creative output across the company while maintaining consistency in visuals, brand identity, and messaging globally as well as determine how to extend or refresh the brand when appropriate
- responsible to craft and tell the Billogram story through a variety of channels and mediums.(Multi media, event materials, video and animation productions,...)
- develop and maintain a library of all brand assets for ongoing company use
- shaping the structures and the design projects workflow in the Marketing Design team to streamlining the design projects efficiency.
- actively working with the design projects from early stage(creative phase) to the final pixel, prioritizing, tracking, and communicating the status of projects on an ongoing basis to ensure on-time delivery and quality.

Senior Content Designer/ Creative design manager

Winningtemp

2020-2022

As a creative member of the Marketing team in a SaaS company I:

- have solid success directing and implementing broad range of revenue-generating content design projects, from conception to launch, including product features guides and info graphic for sales and customer successes team.



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SOFTWARES

Comprehensive knowledge in state-of-the-design software

- Adobe creative suite
- Figma

Project management tools:

- Monday
- Asana
- Notion

LANGUAGE

- Visual language, full proficiency
- English, very good knowledge of written and spoken
- Swedish, understand most calls and texts, talk simple dialogues
- Persian, mother tongue

Mahsa Namvar

Art Director/ Creative Design manager

PROFESSIONAL EXPERIENCE

- develop and evolve brand/ visual identity resources and set up design projects processes and structure, from scratch and collaboration with content and product/ UX team to develop the brand story.
- support HR and recruitment team with employee branding content materials(podcast/ events).
- readily translate business requirements into effective and creative advertising campaigns for lead generation and inbound content marketing
- lead design/production process from creative stage to the final delivery with external agencies/ freelancers to ensure on-time delivery and quality control.
- maximized ROI by building partnerships with third-party vendors, graphic designers, video production agencies, and photographers.

Art Director/ Graphic Designer

Vingaland Film AB

2016-2020

During this period I was involve with:

- Creating visual concept for campaigns materials and execution of the idea through different medias depends on the project(Film, animation, motion and still graphic,...) and make sure the final production is align with our client branding guideline.
- More than that I was leading different branding project in this period for national and international companies.

Freelance Art Director/Graphic Designer

2011-2016

During this period I have created powerful brand identities, building and evolving dynamic visual contents for advertising and campaigns materials both printing and digital based on business requirements for big and small businesses and organizations.

Design Coordinator, Graphic Designer, Layout Designer

2012

Prime Book Marketing & Advertising

Have a close contact with clients to understand their needs an objectives and create a visual concept to tell the business story in advertising design.

Creativ teacher

2014

Eastern Mediterranean University (EMU)

I have been working as a teacher of CREATIVE KIDS course (teaching English with creative and innovative methods through gameplay) in summer schools at EMU university, along with designing the children book for the same course. During this process I was involved with Research on innovative methods of teaching through the use of art and creativity, and games for learning various