

Hana Valibeik

Senior Graphic Designer | Brand & UI

I'm a self-taught Senior Graphic Designer and Illustrator with over 7 years of experience in branding, UI design, and visual communication. I create visually strong, functional solutions that clarify brand identity, improve usability, and make communication more effective. My work starts with understanding context and goals, then translating them into clear, consistent, and scalable visual systems. I pay close attention to typography, layout, and color—always in service of the overall experience. I've worked with teams across different industries, from cultural projects to digital products, delivering work that is both effective and user-focused.

EXPERIENCE

Master Pipe | Polymer piping manufacturer | Aug 2025 – Present

Senior Graphic Designer

- Led the redesign of the brand's visual identity, including logo refinement and color system, and developed the main brand book
- Designed visual identities for sub-brands and product lines, ensuring consistency across all touchpoints
- Created catalogs and brochures for both domestic and international markets
- Developed pricing catalogs and aligned marketing materials with the core brand to support sales
- Retouched and enhanced industrial photography using AI tools and advanced editing techniques

Tarazo | AI-powered legal startup | Oct 2025 – Present

Senior Graphic Designer

- Developed social media content strategies and designed campaign assets for Instagram and LinkedIn
- Produced website banners and collaborated with the marketing team on campaign visuals
- Developed key visuals for campaigns and advertising materials using AI-assisted workflows
- Designed brochures and brand-aligned visual assets
- Contributed to campaign messaging and advertising copy

Hamkelasi System | EdTech platform | Feb 2023 – Mar 2025

Senior Graphic Designer & Art Director

- Redesigned navigation and icon system, increasing feature discoverability by ~30% based on user behavior data
- Maintained and scaled visual identity across product and marketing channels
- Designed campaign visuals and key visuals for the sales team
- Created illustrations and visuals for website sections and blog content
- Improved UI consistency and aligned product experience with brand identity
- Designed website banners, GIF banners, and social media assets
- Designed the main website homepage

Mizan Gostar | IT training company | Aug 2020 – Jan 2023

Senior Graphic Designer & Art Director

- Led the development of the brand identity and brand book for the company and its products
- Improved user experience and brand perception through UI redesign, contributing to a ~20% increase in user engagement among programming learners.
- Designed UI for homepage and landing pages, along with key visuals for different sections
- Created marketing materials for exhibitions and tech events
- Developed catalogs and brochures for products and services
- Developed environmental graphics for office spaces and exhibitions
- Facilitated brainstorming sessions for product naming and branding
- Worked closely with developers to ensure accurate implementation of designs
- Managed and mentored the design team, including interns

ChandMahameh | Children's product brand | Sep 2019 – Aug 2020

Graphic Designer & Illustrator

- Designed social media content and blog visuals
- Illustrated and designed interactive products for children
- Created mascots and character designs for digital platforms
- Collaborated with marketing to produce sales-driven creative assets
- Directed product photography, including styling and composition
- Handled professional photo retouching for web and social media

ZeinTeb | Health tourism platform | Jan 2019 – Sep 2019

Graphic Designer

- Designed the brand identity and logo
- Collaborated with the content team on campaign concepts
- Created brochures, catalogs, and marketing materials for healthcare partners
- Designed social media content
- Produced visual content for website and blog sections

CONTACT

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EDUCATION

B.A. in Graphic Design
Tehran University of Art

M.A. in Illustration
Tehran University of Art

SKILLS

Design
Branding, UI Design
Typography, Layout
Packaging, Digital Illustration

Marketing & Communication
Social Media Campaigns
Posters, Advertising

Production
Image Editing, AI-Assisted
Visual Design, Environmental
Graphics

TOOLS

Adobe Creative Suite
(Illustrator, Photoshop, Premiere Pro)
Figma

LANGUAGES

English
Persian

CERTIFICATES

Product design
Setare Aval company

Alternative farsi type
Metaphore studio

AWARDS

Selected at the Image of the
Book festival, Russia
2021