

Portfolio

Hana Valibeik



Hana
valibeik

Graphic design & Illustration portfolio



About me

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 | Aug 2025 – Present

Led the redesign and refinement of the company's visual identity system, including logo improvements, color systems, and development of the main brand book. Designed visual identities for sub-brands and product lines while producing catalogs, pricing materials, and marketing assets for domestic and international markets. Also enhanced industrial photography through advanced retouching and AI-assisted editing techniques.

Hamkelasi System | Feb 2023 – Mar 2025

Designed visual assets for a nationwide EdTech platform, including main website images, icon sets, and social content. Collaborated on video editing, photography, and design consulting to unify product branding across platforms.

Mizan Gostar | Aug 2020 – Jan 2023

Started as designer and promoted to art director in an IT firm specializing in programming education. Led visual branding, UI design, and exhibition graphics for multiple tech products and coordinated creative workflows.

Chandmahameh | Sep 2019 – Aug 2020

Created social media posts and commercial photography for children's products, boosting sales by 40%. Developed full product designs aligned with storytelling and visual appeal for a child-focused audience.

Zein Teb | Jan 2019 – Sep 2019

Handled end-to-end graphic design for a health tourism startup, from naming and logo design to catalogs and social media visuals. Built the brand's visual identity from scratch and supported all communication assets in a startup environment.

Education

- 2019 – B.A. in Graphic Design
Tehran University of Art

- 2022 – M.A. in Illustration
Tehran University of Art

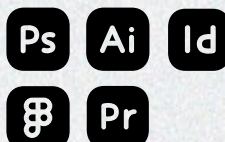
Award

- 2021 – Selected at the Image of the Book festival, Russia

Certificate

- Product design
Setare Aval company
- Alternative farsi type
Metaphore studio

Software



Skills

- Branding & Identity
- Posters & Advertising
- Typography
- UI Design
- Social Media Campaigns
- Packaging Design
- Environmental Graphics
- AI-driven creative exploration
- Digital Illustration

Contact

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- 🌐 dribbble.com/hanavalibeik
- 🌐 behance.net/hanavalibeik

Content



Branding

Mizan Gostar Elm & Danesh Co.

Founded in 2018, Mizan Gostar Elm & Danesh is a technology and IT solutions company specializing in custom web development and software engineering.



Color palette







Branding



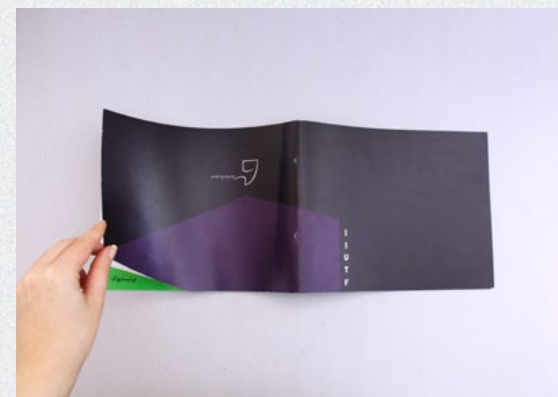
Iran International University Theater Festival

An annual festival that celebrates boldness, creativity, and innovation in student productions, aiming to foster the growth and visibility of young and talented performers in national and international theatrical communities.

بیست و یکمین
جشنواره بین المللی
تئاتر دانشگاهی ایران

Color palette





Branding

CodeAmooz

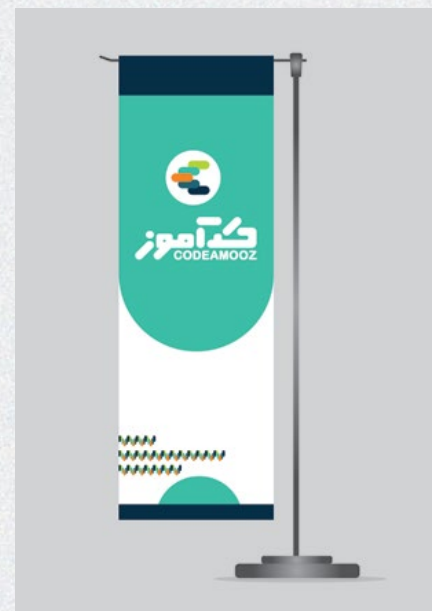
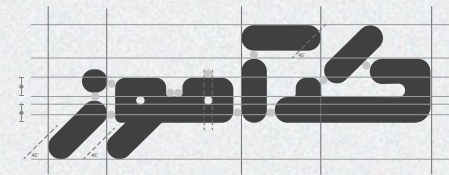
An online learning platform designed to teach programming through interactive courses and practical projects.



کدآموز
CODEAMOOZ

Color palette



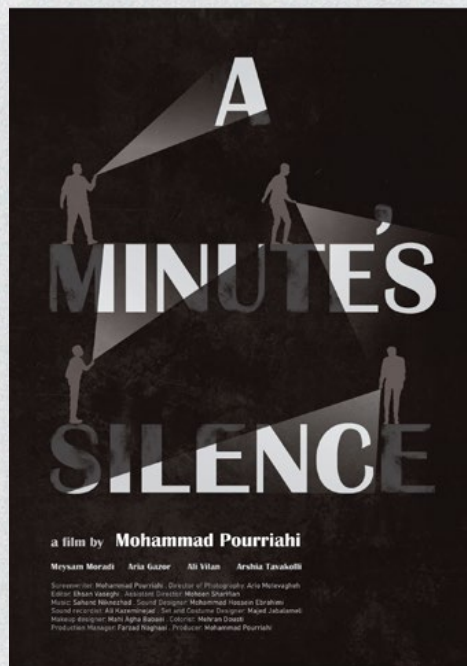


Poster





Promotional poster design for Lucky Strike



Poster Design for the Short Film A Minute's Silence



Poster design for Maskan Bank (proposed concept)



Promotional poster design for Lucky Strike



Promotional poster design for Fashion week



Promotional poster design for the 7th tehran national biennial of sculpture

Advertising Campaign

Recke

Title: Recke Multicooker

Client: Recke Home Appliances

Description: The advertising concept focuses on illustrating the high quality and smart design of the product through rich visuals and minimalistic elegance.

Slogan: "Where every dish turns out amazing."

Advertising poster



Street poster



Dangler



Banner



Anna

Title: Anna Dairy Products

Client: Kale Brand

Description: The campaign emphasizes the freshness and quality of Anna's dairy line. The visual metaphor of floating above Earth evokes a sense of purity and lightness, symbolizing the product's gentle taste.

poster



Billboard



Sticker for
airplan



Hamkelasi system

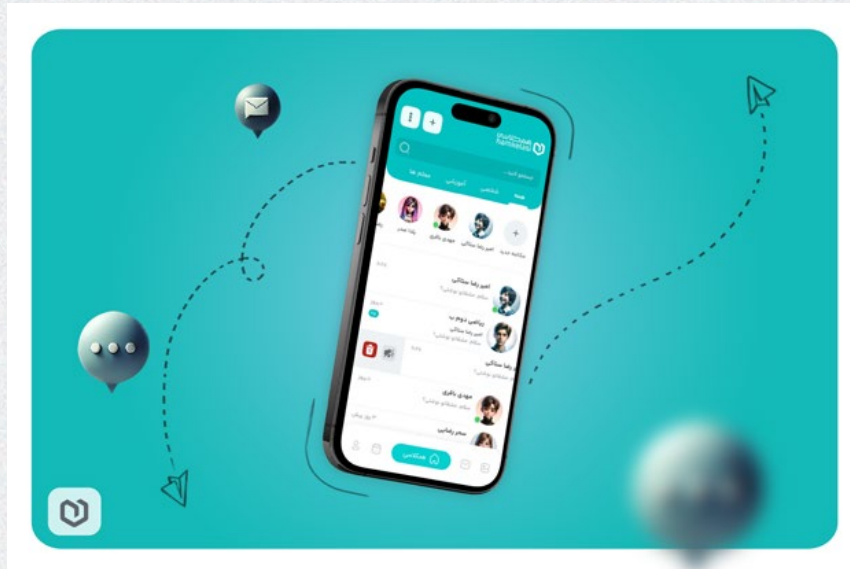
Title: Hamkelasi Messaging System

Client: Hamkelasi Platform

Description: Design of an app launch campaign for Hamkelasi's internal messenger tool used in schools, targeting enhanced school-parent communication.

Includes visual assets for banners and launch posters.

website banner



Coming soon
poster



website banner



Logo & Typography

Import incorporated company | 2022



Product design company | 2022



Sesame oil production company | 2017



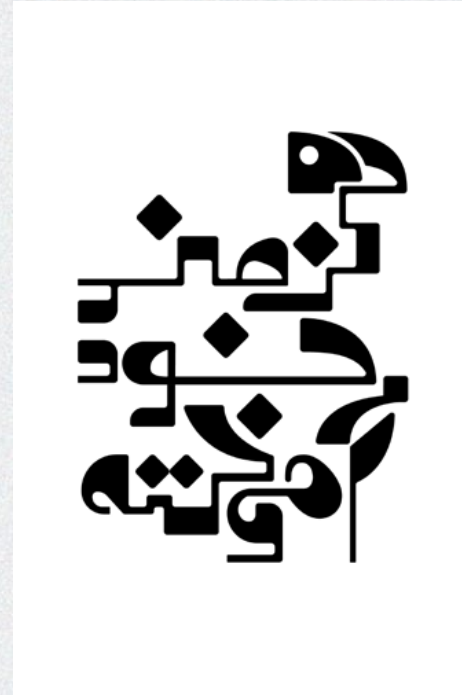
Podcast logotype design | 2025



The natural stone company | 2025



Experimental typography (mosafa) | 2024



Title Typography for Arusak-e
Sokhangoo magazine | 2024

Catalog

Codejudge Platform Catalog Design
(EdTech Project)



Banner Design



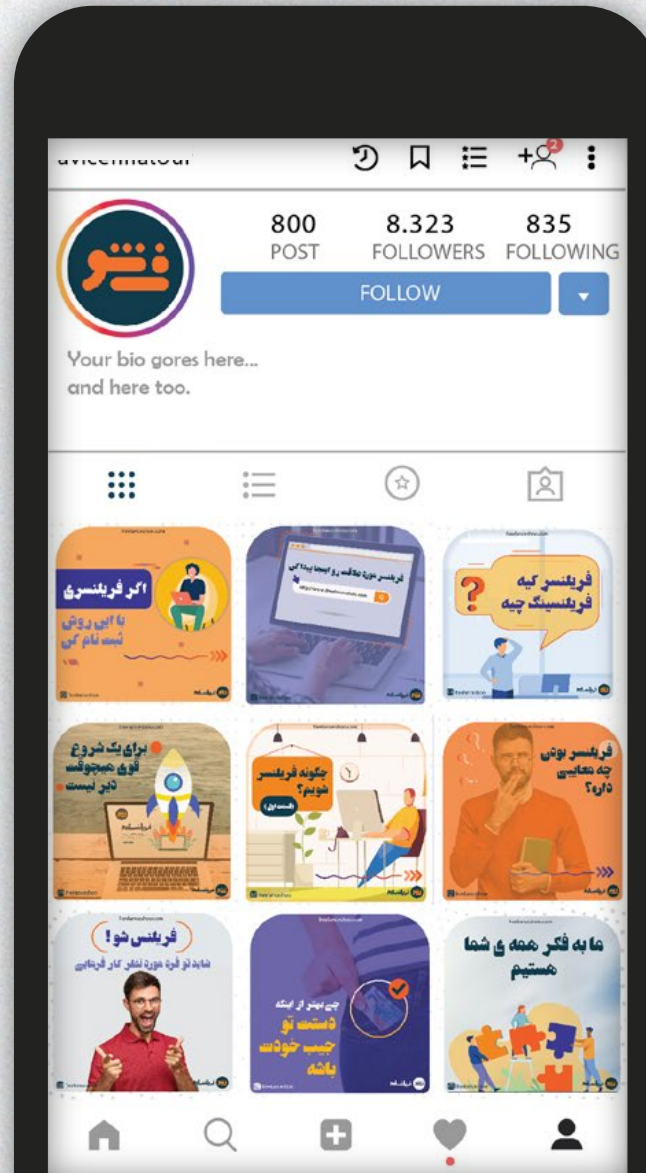


Social Media





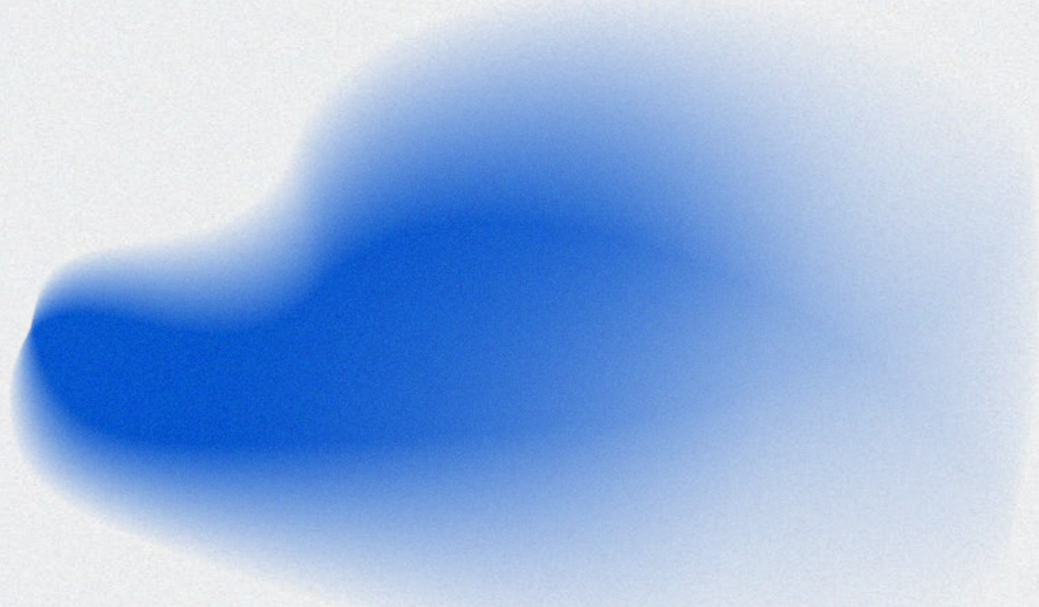
Logo design and visual branding for Freelancesho, a social media platform dedicated to supporting freelancers.



Instagram highlight design

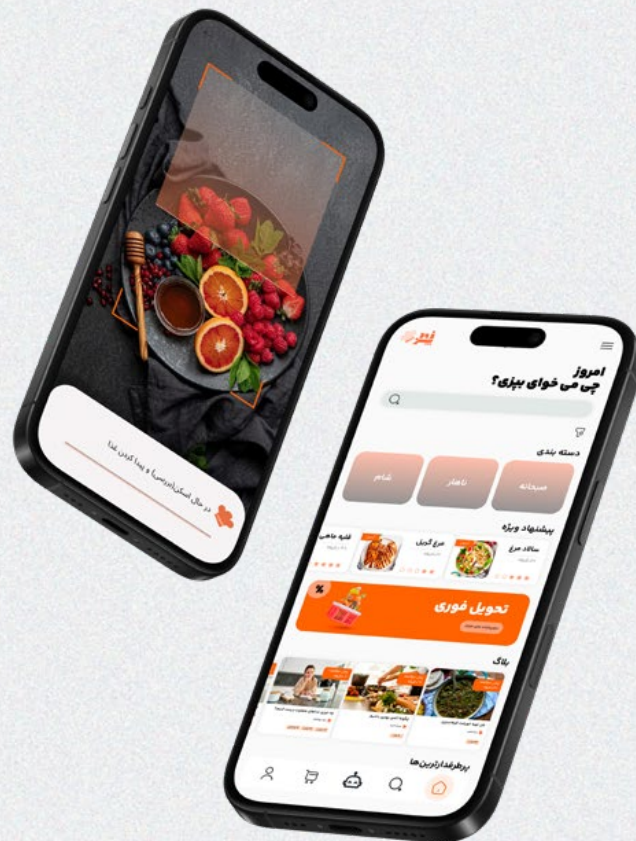


Ui



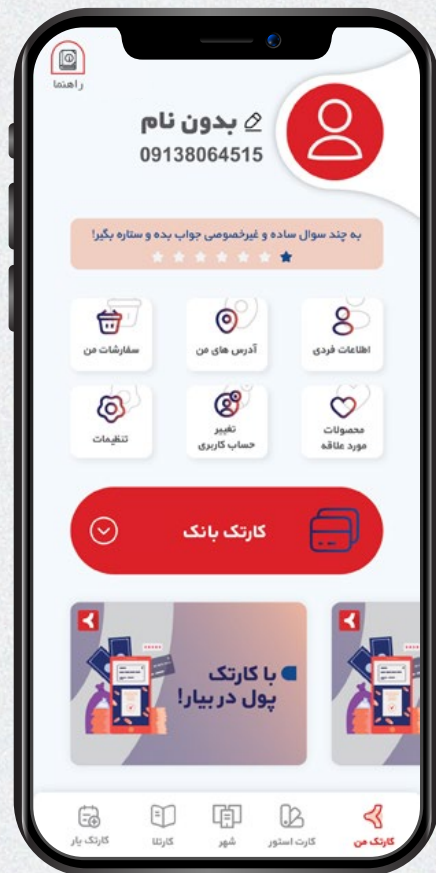


An AI-powered food recipe application designed to simplify recipe discovery, ingredient-based suggestions, and food-related social interaction. The interface focuses on intuitive usability, personalized user profiles, and a visually engaging experience while integrating AI-assisted features for recipe recommendations, cooking guidance, and smart ingredient exploration.





A multifunctional mobile app designed to facilitate digital purchases, advertising, and customer service. The interface prioritizes usability and brand color coherence.







July 2008, p. 179

المصادر: www.who.int، www.unicef.org

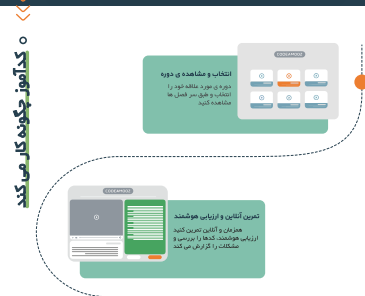


دوره اول: آشنایی با مبانی و مفاهیم پایه

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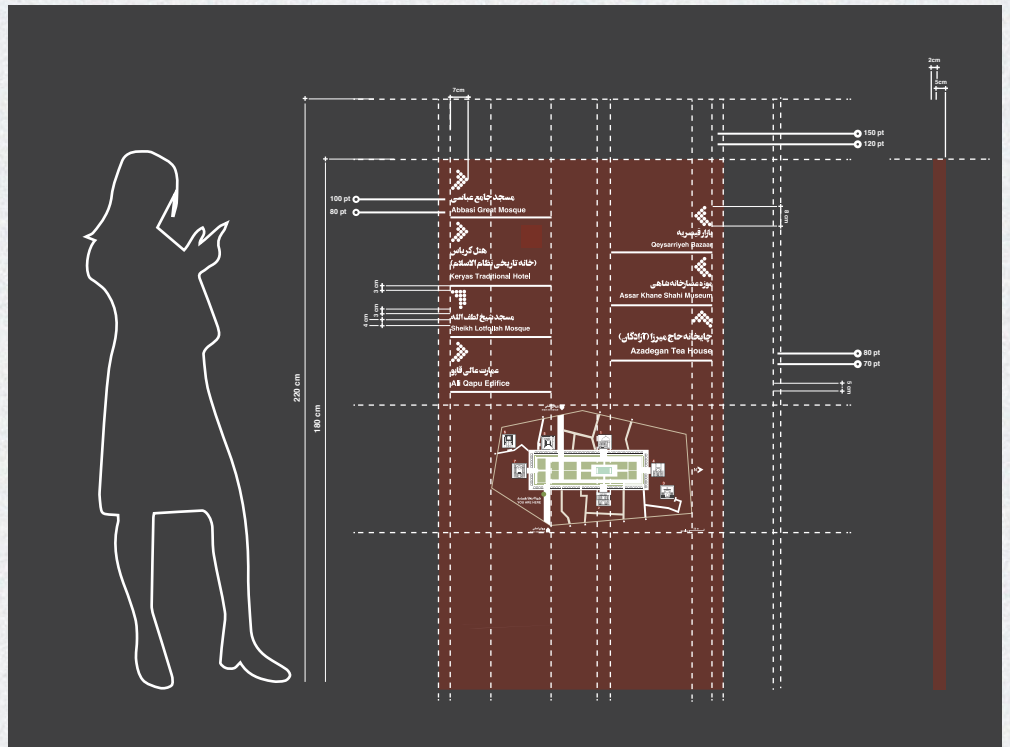


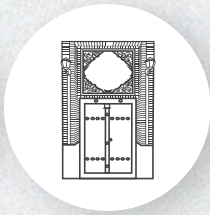
Environmental Graphic





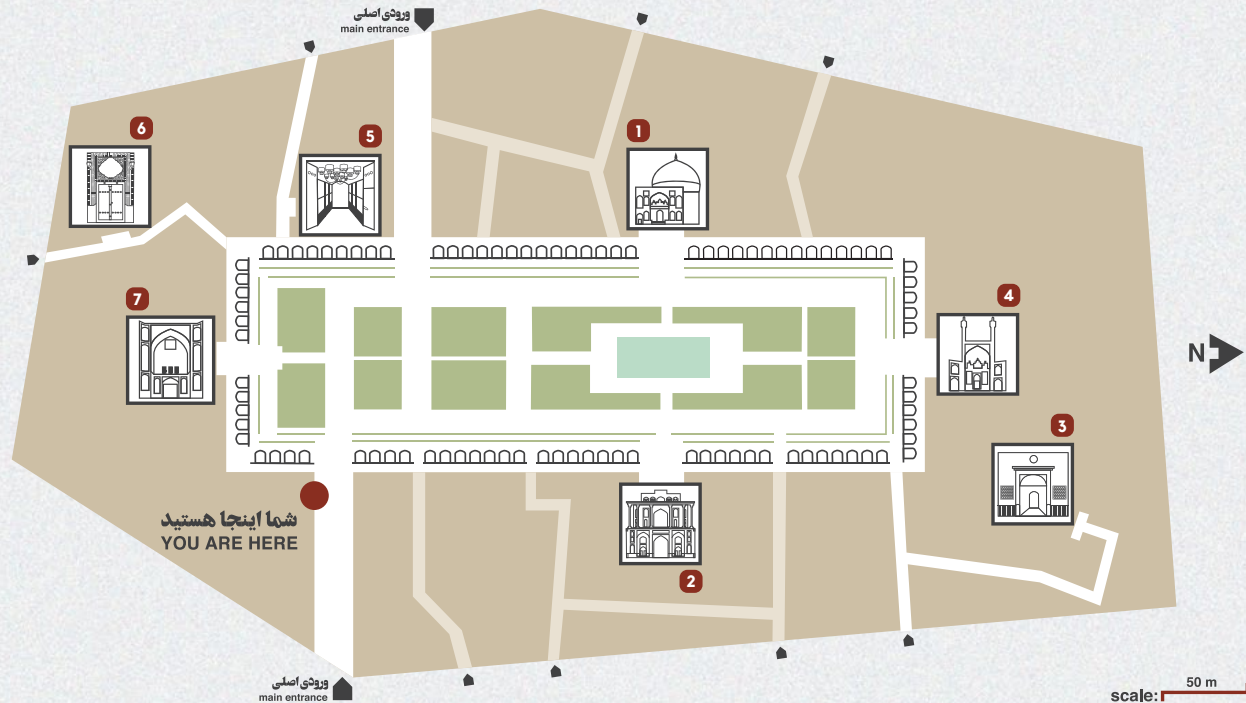
_____ Naghsh-e jahan square





Map illustration

- 1 Sheikh Lotfollah Mosque
- 2 Ali Qapu Palace
- 3 Keryas Hotel (Nizam al-Islam Historical House)
- 4 Abbasi Grand Mosque
- 5 Haj Mirza Teahouse (Azadegan Teahouse)
- 6 Museum of the Royal Kitchen
- 7 Qeysarieh Bazaar



Packaging







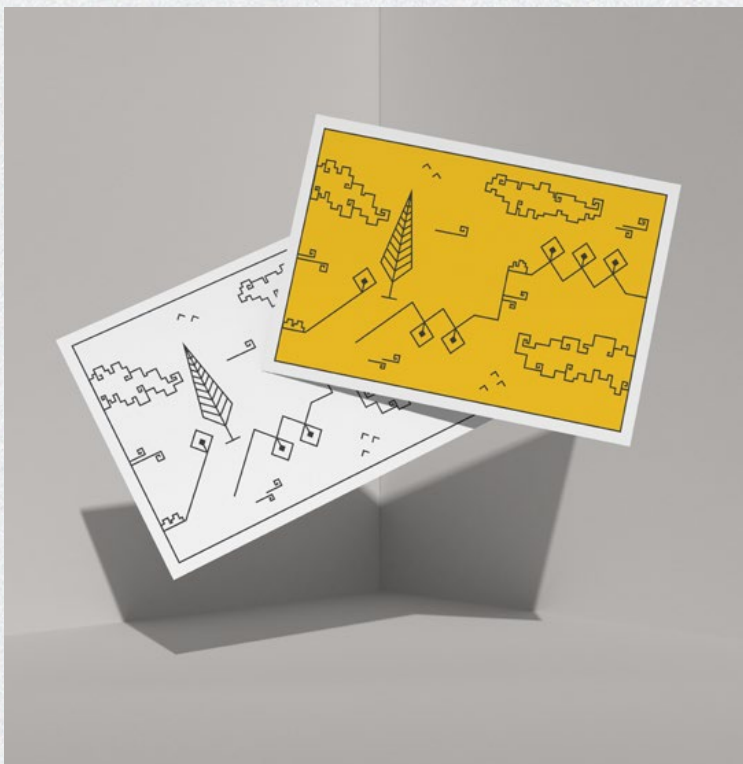
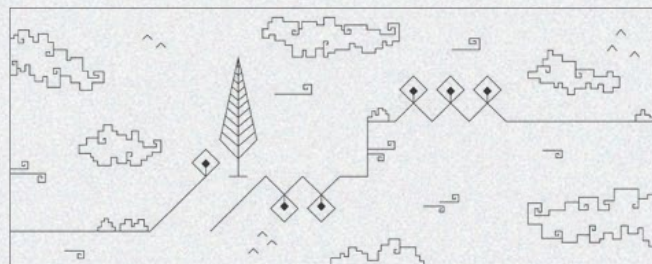
Illustration





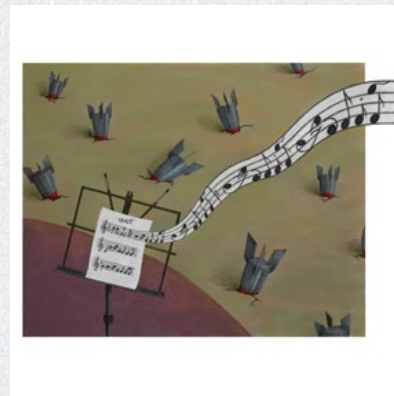
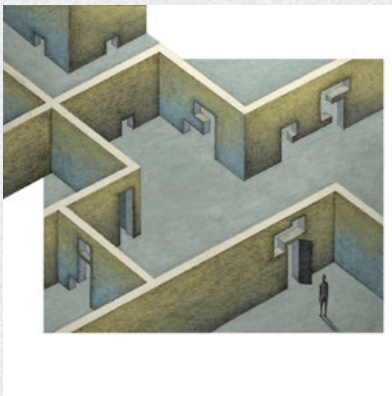
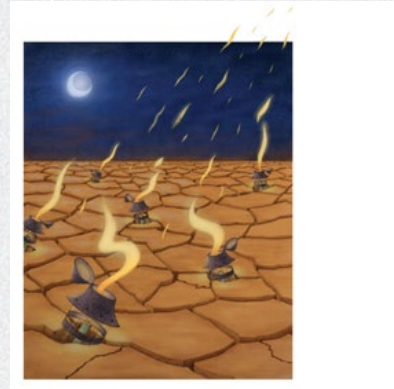
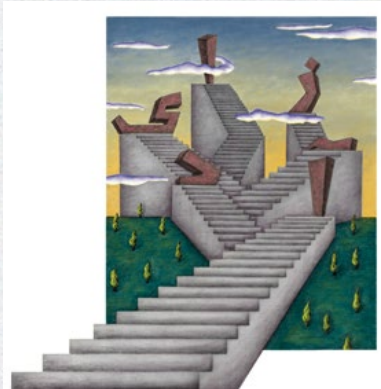
Product illustration

A set of culturally-inspired illustrations created to mark Shiraz Day. The visuals were applied to various merchandise, including mugs and tote bags, blending local identity with contemporary design.



post card

A conceptual collection of postcard illustrations visualizing key metaphors from "Liberté" by French poet Paul Éluard. Each piece interprets themes of resistance, longing, and spiritual freedom through surreal and symbolic imagery — incorporating Persian letterforms as expressive visual elements.



Thanks for watching

Let's work together! I'm available for freelance and remote opportunities.
Drop me a line at hanavalibeik@gmail.com

