

NAHID YAHYAE

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Brand & Visual Designer and multidisciplinary artist with eight years of experience bringing brand identities to life across print, digital, motion, events, and environmental design. Hands-on from concept and layout to typography and production-ready assets, building brand guidelines and templates that keep work cohesive at scale. Photographer and videographer who brings generative AI into creative workflows.

SKILLS

Brand & Visual Identity: Brand identity, Logo, Brand guidelines, Visual systems, Production templates

Web & Digital Content: Website design, Page layouts, Social media assets, Banners, Digital campaigns

Events & Environmental: Event branding, Signage, Wayfinding, Placemaking, Trade show booths, Exhibitions

Print & Typography: Poster, Brochure, Catalog, Packaging, Information graphics, Typeface design

Motion & Content Capture: Photography, Videography, Video editing, Projection mapping, Creative coding

Generative AI: Midjourney, Adobe Firefly, AI-assisted image creation and concepting

TOOLS & TECHNOLOGIES

Design & Visuals: Figma, Adobe Photoshop, Illustrator, InDesign, CapCut, Microsoft Office, M365 Copilot

Coding: p5js, p5Live, Hydra, HTML, CSS

Printing: Riso, Silkscreen, Letterpress

WORK HISTORY

Graphic Designer, UIC College of Education, Chicago, IL

April 2024 – May 2025

- Designed event marketing and promotional campaigns across print and digital channels.
- Built visual systems and production templates that boosted event turnout and internal communication.
- Partnered with faculty and leadership to turn program goals into on-brand creative.

App Designer (iOS & Android), MDes Coursework, UIC School of Design

August 2023 – December 2024

- Chicago Art Department app: translated the organization's brand identity into a cohesive mobile UI.
- Coffee machine app: designed a companion app experience, from concept to high-fidelity screens.
- Venmo app redesign: reimaged the visual language, refining typography, color, and layout.

Graphic Designer, Chicago Art Department, Chicago, IL

August 2023 – December 2023

- Designed wayfinding, signage, and placemaking visuals that carried the brand into gallery spaces.

Senior Graphic Designer (Remote), Templates Cabin, Melbourne, Australia

March 2022 – June 2023

- Designed social media template systems that let businesses create on-brand content quickly.

Freelance Graphic Designer

July 2017 – March 2022

Developed brand identities, guidelines, and visual systems for international clients, including Maple Property Services (Toronto), KIARASH (Texas), and Tehran-based HAYAT Moroccan Restaurant, CHTP, MRK Coffee Roasters, Moneh Advertising Agency, Nooran Jewelry, Zodo Delivery, Novella Coffee, Elin Sushi Restaurant, Shahrzad Persian Music Band, and Toreini Construction.

Graphic Designer, SabaCell digital publishing, Tehran

April 2015 – December 2016

- Created a complete brand identity, including logo usage guidelines and marketing materials.
- Designed trade show booths, infographics, and brochures for digital marketing conferences.

TEACHING EXPERIENCE-----

Adjunct Assistant Professor , Northeastern Illinois University, Chicago, USA Art 314: Typography at Art + Design Department	08/2026 – Present
Adjunct Assistant Professor , Columbia College, Chicago, USA Design Lab, Graphic Design III – Branding and Visual Identity, Packaging Design, Design Thinking	01/2026 – Present
Adjunct Assistant Professor , UIC School of Design, Chicago, USA DES150: Digital Media I, DES170: Color Theory at the School of Design	08/2025 – 05/2026
Adjunct Assistant Professor , Loyola University, Chicago, USA FNAR 132: Visual Communication I at the College of Arts and Sciences	08/2025 – 12/2025
Teacher Assistant , UIC School of Design, Chicago, USA DES160: Design Photography at UIC School of Design	01/2025 – 05/2025
Adjunct Instructor , IDEA School, Tehran, Iran Digital Photography: Beginner to Intermediate, Adobe Photoshop: Beginner and Intermediate	05/2020 – 12/2021

EDUCATION-----

Master of Design (MDes), Graphic Design, University of Illinois, Chicago, USA GDUSA 2025 Student to watch. Honored as the top student in the Class of 2025. GPA: 3.93	05/2025
Master of Arts (M.A.) in Visual Communication (Graphic Design), Azad University, Tehran, IR Honored as the top student in the Class of 2018. GPA: 3.90	02/2018
Bachelor of Arts (B.A.) in Visual Communication (Graphic Design), Azad University, Tehran, IR Honored as the top student in the Class of 2014. GPA: 3.85	02/2014

EXHIBITIONS-----

Design Museum of Chicago: "A2Z: Learning Through LEGO and Letterforms," Chicago Types, Chicago, IL
Ralph Arnold Gallery: "COMPLEMENTARIES," Fine Arts Part-Time Faculty Exhibition, Chicago, IL
Design Museum of Chicago: "Letter beyond form," Chicago Types, Chicago, IL [DMOC](#)
Yasamin Gallery: "Curator of the HEECH Exhibition," Tehran
Alzahra University: "Secrets behind the cover," Tehran

PUBLICATION-----

HANG typeface, "Faculty III", A Publication by The Chicago Graphic Design Club, 2025
HANG typeface, "Letters Beyond Form: Chicago Types" book, Design Museum of Chicago, 2025 [DMOC](#)
A Study on the Motifs of Stucco Carvings, Aali Qapu Palace's Music Room, Iranian Journal of Glory of Art. 2018 [JJHJOR](#)

INVITED TALKS & CONFERENCE PRESENTATIONS-----

Transition Conference. Invited Designer Speaker, Society of Typographic Arts (STA) & Chicago Design Archive, Chicago, IL. 2026
Design Thinking. Invited Guest Lecturer, Columbia College Chicago, IL. 2026

HONORS AND AWARDS-----

2025 GDUSA "Student to Watch", Graphic Design USA [GDUSA](#)
Larson Scholarship, UIC School of Design, 2024
UIC Board of Trustees Fellowship, 2023–2024