

NAHID YAHYAEE

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Multidisciplinary graphic designer with 7+ years of experience in brand identity, typography, and visual communication. Adept at creating cohesive branding systems and compelling visual content across print and digital platforms. Recognized for research-based design strategies, typographic excellence, and creative direction.

SKILLS

Brand Identity Design – Logo, Visual Systems, Brand Guidelines, Corporate Design

Print Design – Posters, Catalogs, Books, Packaging, Editorial Layouts

Typography & Type Design – Custom Typeface, Type Specimens, Typesetting

Digital Media – Visual Storytelling, Social Content, Campaign Graphics

Tools – Adobe Photoshop, Illustrator, InDesign, Figma, Microsoft Office Suite, M365 Copilot, CapCut

Technologies – HTML/CSS, p5.js, Hydra, Riso, Letterpress

WORK EXPERIENCE

Graphic Designer, UIC College of Education, Chicago, IL

April 2024 – May 2025

- Led the design of promotional materials, including brochures, posters, and digital assets, to align with brand voice.
- Developed visual systems that increased event turnout and improved internal communication efforts.

Graphic Designer, Chicago Art Department, Chicago, IL

August 2023 – December 2023

- Designed wayfinding and placemaking visuals for gallery spaces, integrating brand visuals into the spatial environment.

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

March 2022 – June 2023

- Created visual social media templates for businesses across sectors, ensuring consistency and functionality in brand presentation.

Freelance Graphic Designer

July 2017 – March 2022

Designed brand identities and visual systems for multiple international clients:

- Maple Property Services, Toronto, Canada
- KIARASH (DJ), Texas, USA
- HAYAT Moroccan Restaurant, Tehran, Iran
- CHTP, Tehran, Iran
- MRK Coffee Roasters, Tehran, Iran
- Moneh advertising agency, Tehran, Iran
- Nooran Jewelry, Tehran, Iran
- Zodo Delivery, Tehran, Iran

- Novella Coffee, Tehran, Iran
- Elin Suchi Restaurant, Tehran, Iran
- Shahrzad Persian Music Band, Tehran, Iran
- Toreini Construction. Tehran, Iran

Graphic Designer SabaCell digital publishing, Tehran

April 2015 – December 2016

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

EDUCATION-----

Master of Design (MDes), Graphic Design, University of Illinois, Chicago, IL

May 2025

GPA: 4.00

Master of Visual Communication (Graphics), Azad University of Tehran Central, Tehran

February 2018

GPA: 3.97

Bachelor of Visual Communication (Graphics), Azad University (Ray Branch), Tehran

February 2014

GPA: 3.90

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

EXHIBITIONS-----

Design Museum of Chicago: "Letter beyond form," Chicago Types explores typography, Chicago, IL [DMOC](#)

Yasamin Gallery: "Curator of the HEECH Exhibition," Tehran

Alzahra University: "Secrets behind the cover," Tehran

PUBLICATION-----

HANG typeface, published in the "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, published in the Iranian Journal of Glory of Art. 2018 [JJHJOR](#)

CERTIFICATIONS & WORKSHOPS-----

Poster Design Workshop: "Academy of Art & Design Basel FHNW," by Leander Eisenmann, Basel, Switzerland.

Poster Design Workshop: "Claudia Basel," by Jiri Oplatek, Basel, Switzerland

Adobe Workshop: "Adobe Creative Retreat," by Adobe, Chicago, USA

Design Workshop: "Creativity and Ideation in Advertisement," by Onish Aminelahi, Tehran

Adobe Advanced Workshop: "Photoshop & Illustrator," by Vijhe School of Design, Tehran