

Amir Khezri

May 2025

PORTFOLIO

Graphic Designer



HELLO

HELLO, I'M AMIR

My name is Amir Khezri. At my core, I thrive on creative problem-solving.

Based in Tabriz, Iran, I see many places as home. For me, design is not just about aesthetics; it is an intentional approach to solving meaningful problems. Whether the answer is singular or multifaceted, I strive to balance function and creativity to address users' needs with purpose.

I've had the privilege of working with many talented individuals and am grateful for each experience.

I am pursuing a Master's in Computer Software Engineering. My work bridges software and graphic design, combining structure with artistic emotion to create impactful visuals.

Education:

2025 - Present	Master's Degree Computer Engineering and Science – Software Azad University (IAU)
2022 - 2024	Bachelor's Degree Computer Software Engineering Iran's National University of Skill (NUS)
2019 - 2021	Associate's Degree Computer Software Engineering Iran's National University of Skill (NUS)
2016 - 2018	High School Diploma Network & Computer Software

Experience:

Sep 2022 - May 2026	Lead Graphic Designer Orod Creative Communication On-Site
Oct 2025 - Jan 2026	Graphic Designer Saba Energy (CPFIC) Remote
May 2025 - Oct 2025	Graphic Designer Owzan Company Remote
Feb 2021 - Jan 2023	Graphic Designer Hasht Iran On-Site
Dec 2018 - Apr 2021	Graphic Designer Kabud Sport On-Site

Languages:

English (Upper Intermediate - B2)
Persian (Native)
Turkish (Native)

Courses:

Color Harmony for Print and Packaging Design
Brand Design Master Class
Composition & Layout

Soft Skills:

Creativity & Visual Storytelling	Problem-Solving & Adaptability
Time Management & Meeting Deadlines	Attention To Detail
Self-motivation and discipline	Teamwork & Collaboration

Technical Skills:

Print Production & Prepress	Microsoft Office
Branding & Visual Identity	Adobe Creative Suite
Typography & Layout Design	

Interests:

Graphic design & Visual Identity
Creative Problem-Solving
Team Collaboration

ROADMAP

You're Here

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56

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69

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Information

RoadMap

Branding

Typography

Stationery

Social Media

Packaging

Proposal /
Catalog

Menu

Campaign

Environmental

Exhibition
Visual Identity

Motion Graphic

THE END

BRANDING

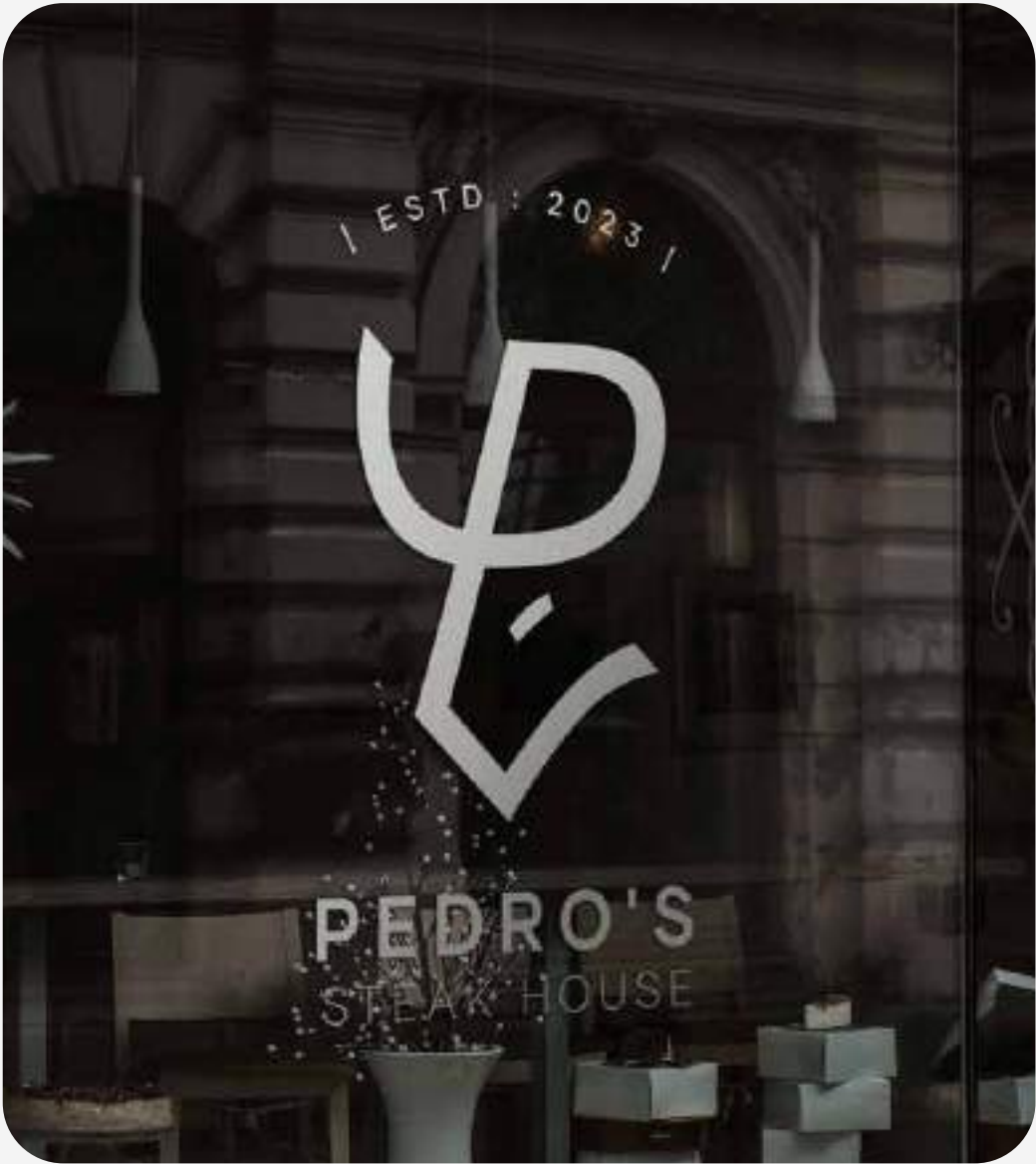
INDIVIDUAL
BRANDING

Project Name: Pedro's Steak House

Services: Logo Design, Typography, Visual Identity Development
Stationery, TagLine & Social Media

Client: Mr. Pedro Meneses

Location: Miami, Florida, USA



INDIVIDUAL BRANDING

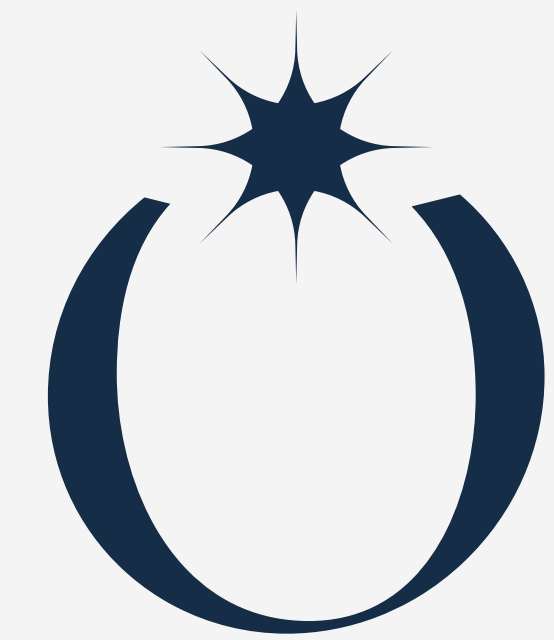
Project Name: Owj Gold Gallery

Services: Logo Design, Typography, Visual Identity Development
Stationery, TagLine & Social Media

Client: Mr. Dehghani

Location: Tehran, Iran

OWJ | Gold & Jewelry
The Peak Of Originality & Endless Brilliance



AGENCY BRANDING

Project Name: BinBir Baklava

Services: Logo Design, TypoGraphy, Visual Identity Development
Stationery, Packaging, Naming, TagLine & Social Media

Client: Mr. Sina Habibi

Location: Tehran, Iran

BinBir
هزارویک



AGENCY BRANDING

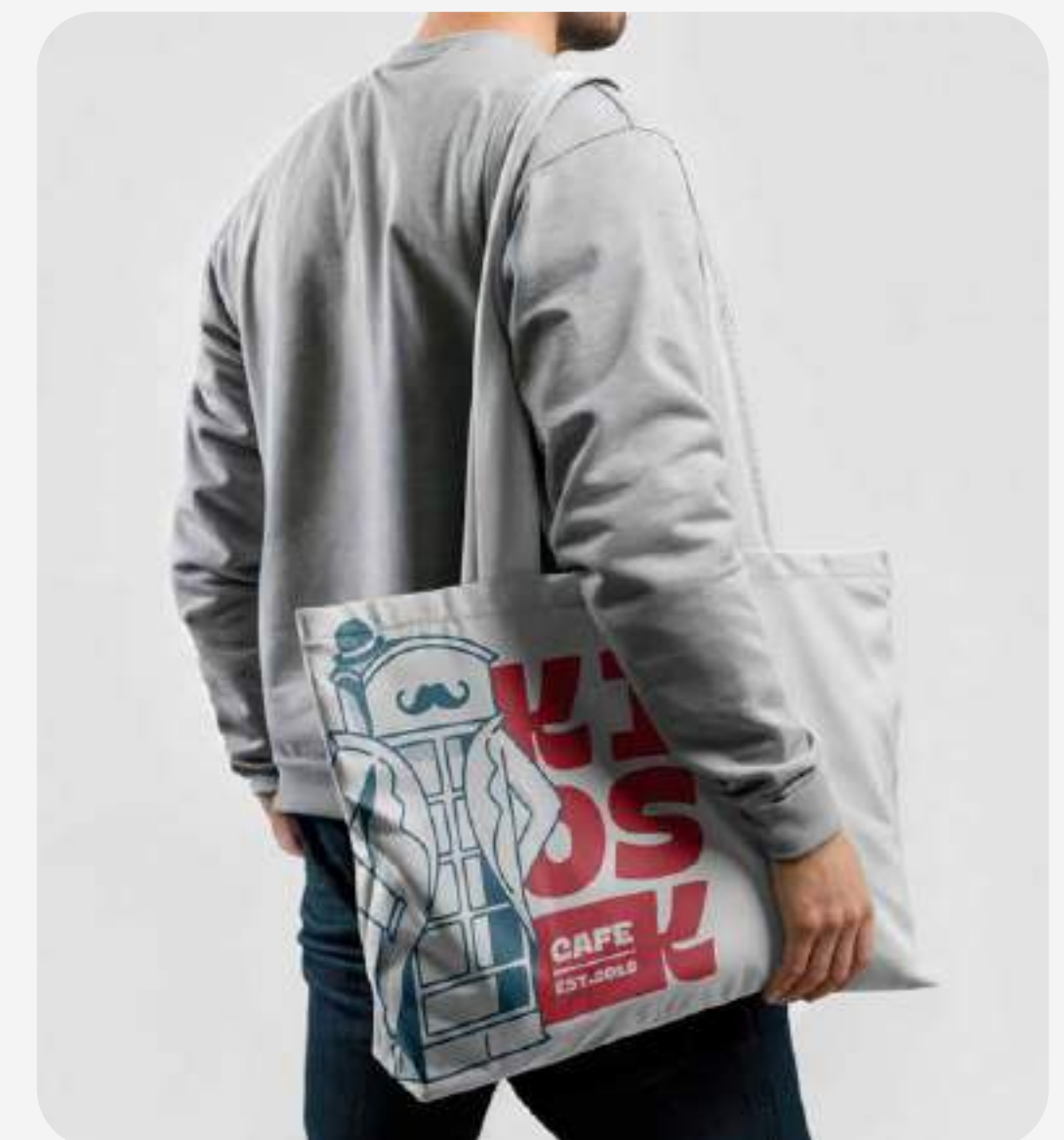
Project Name: Kiosk Cafe

Services: Logo Design, Typography, Visual Identity Development
Stationery, Packaging, TagLine & Social Media

Client: Mr. Saeed Ebrahimi

Location: Tabriz, Iran

کیوسک
کافه | متولد ۱۳۹۵



AGENCY BRANDING

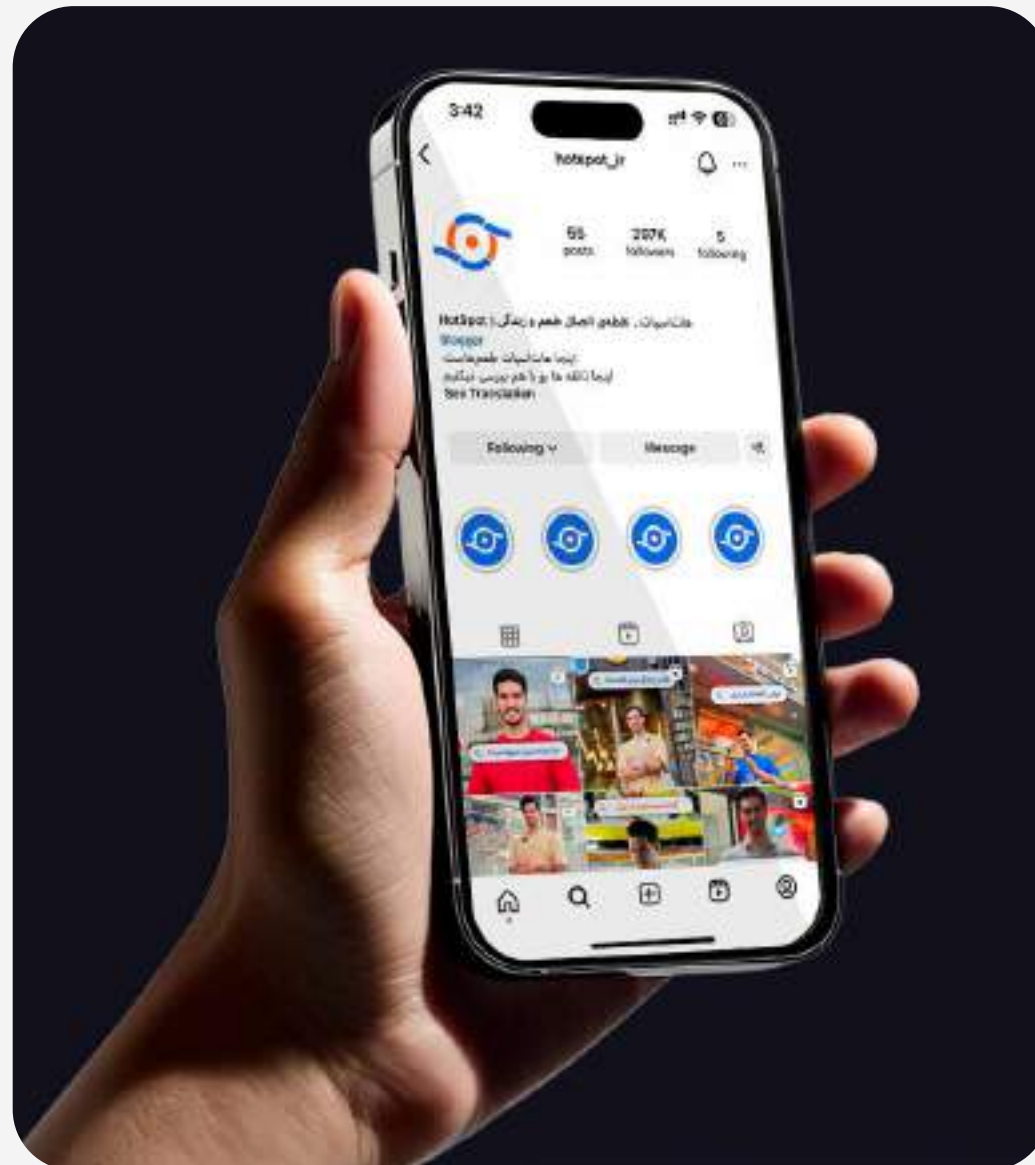
Project Name: HotSpot Media

Services: Logo Design, Typography, Visual Identity Development
Naming, TagLine & Social Media

Client: Mr. Amir Lotfi

Location: Tabriz, Iran

HOTSPOT



AGENCY BRANDING

Project Name: Mageen Media

Services: Logo Design, Typography, Visual Identity Development
Stationery, TagLine & Social Media

Client: Mr. Salar Rasouli

Location: Tabriz, Iran

Mageen
T A B R I Z



AGENCY
BRANDING

Project Name: Roch Roastery

Services: Logo Design, Visual Identity Development
TagLine & Naming

Client: Mr. Eskandari

Location: Tabriz, Iran

ROCH
Roastery



AGENCY BRANDING

Project Name: AyClinic Beauty Clinic

Services: Logo Design, Visual Identity Development
TagLine & Naming

Client: Dr. Mina Kohandel

Location: Istanbul, Turkey

AyClinic

Tenin Almış Güzelliğini Aydan



AGENCY BRANDING

Project Name: Dadfaran Law Firm

Services: Logo Design, Visual Identity Development
Stationery, TagLine & Naming

Client: Mr. Alipour

Location: Tabriz, Iran

موسسه حقوقی
دادفران
آذربایجان



TYPOGRAPHY

AGENCY
TYPOGRAPHY

Project Name: Milonte Restaurant

Location: Tabriz, Iran

میلونته



AGENCY
TYPOGRAPHY

Project Name: Parand Ckae Boutique

Location: Tabriz, Iran

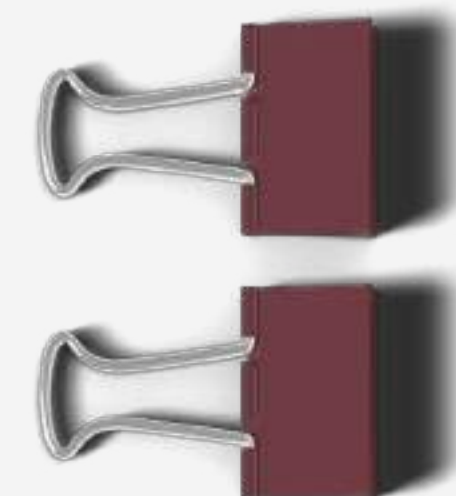
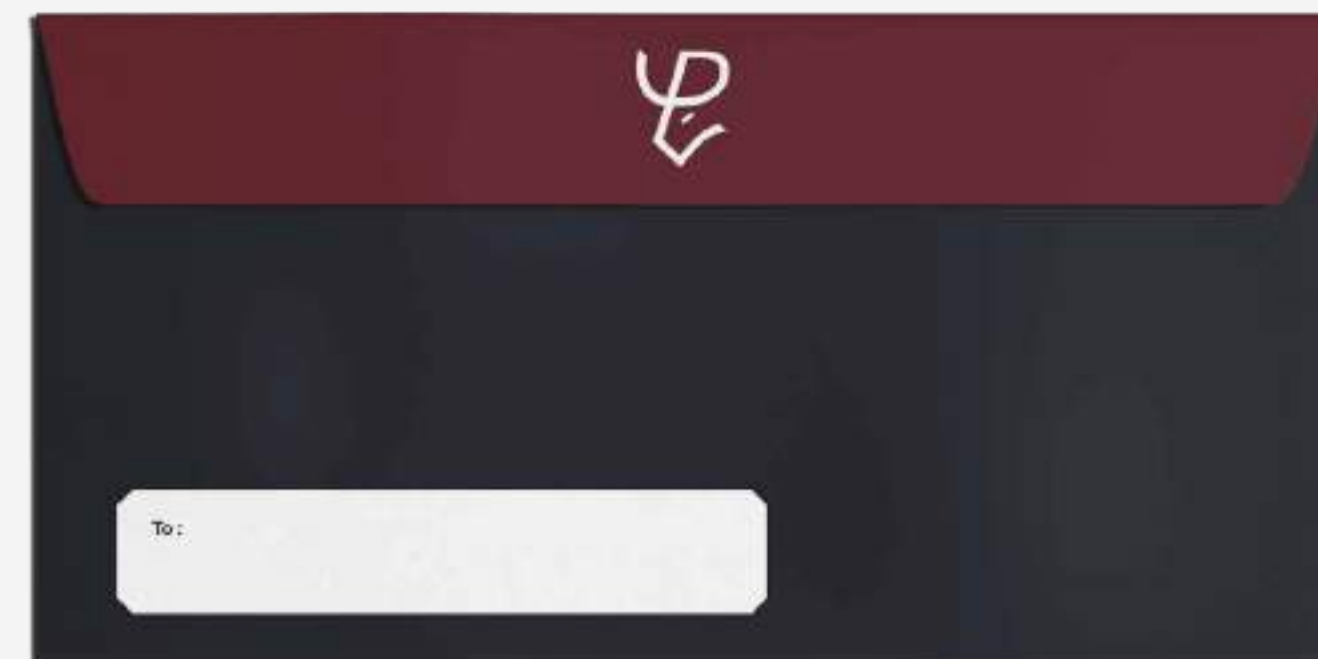
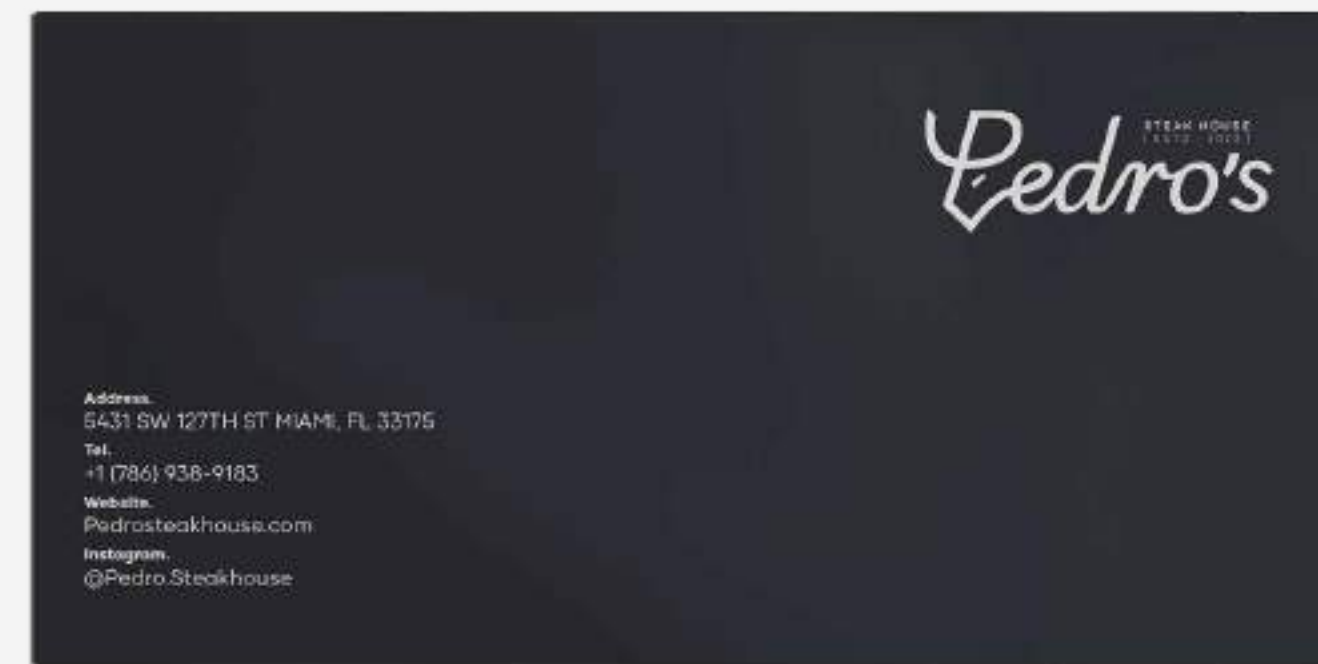
پاراند



STATIONERY

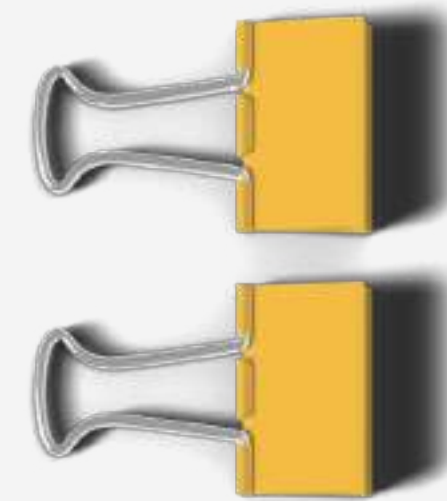
STATIONERY

Project Name: Rapol Pizzeria



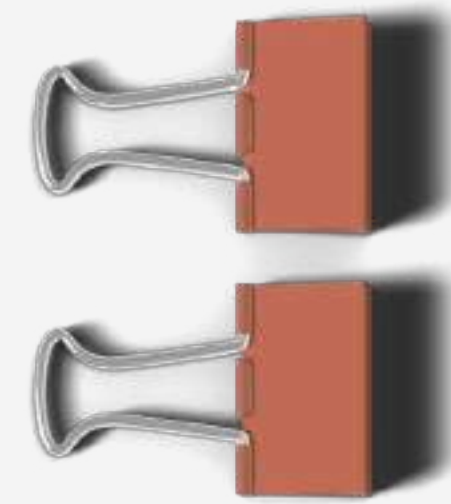
STATIONERY

Project Name: Fard Fitness Club



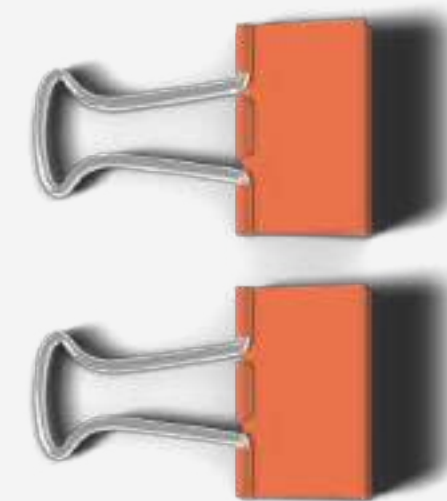
STATIONERY

Project Name: MohammadAmou Halwa



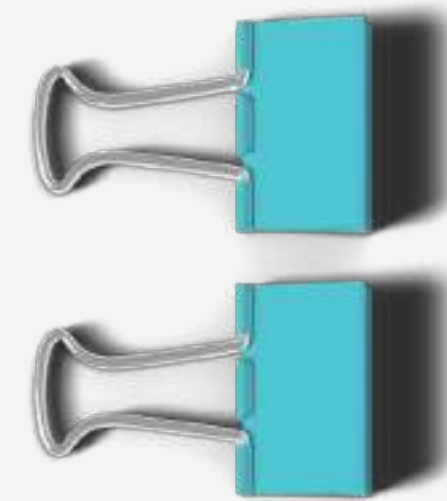
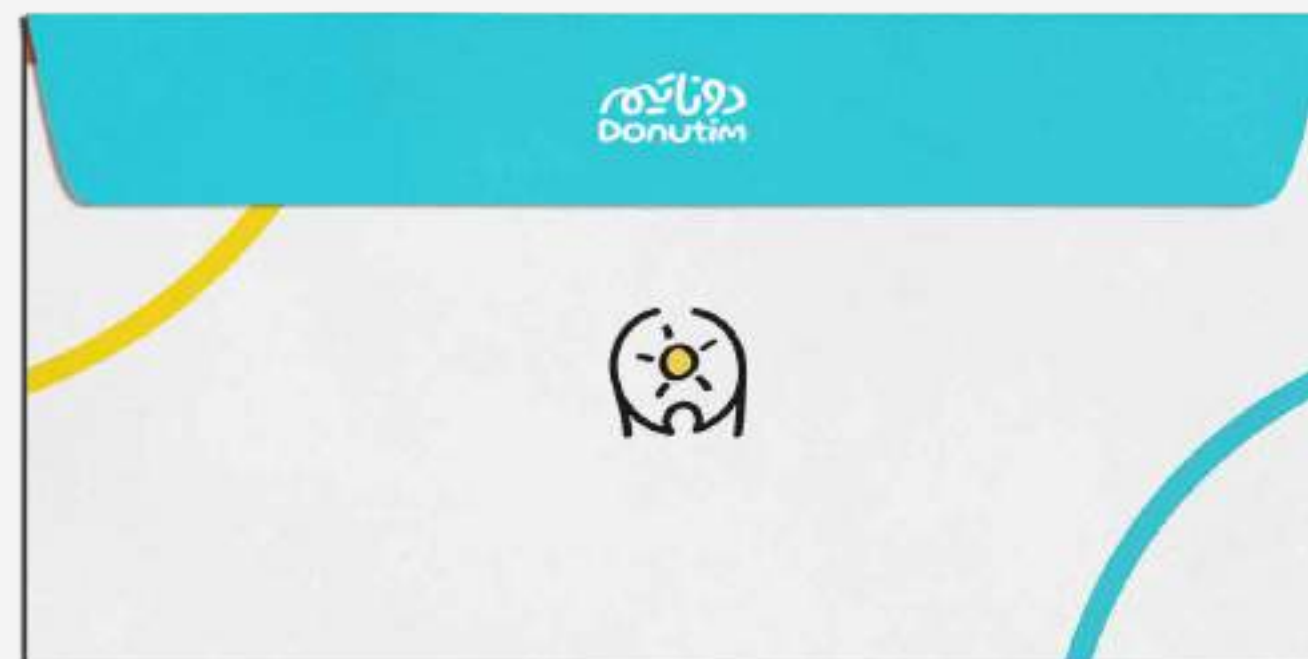
STATIONERY

Project Name: HotLand Restaurant



STATIONERY

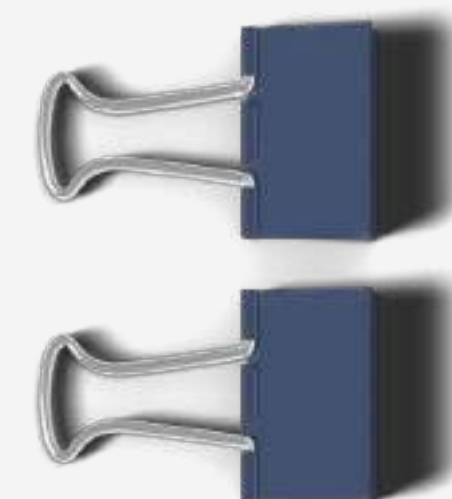
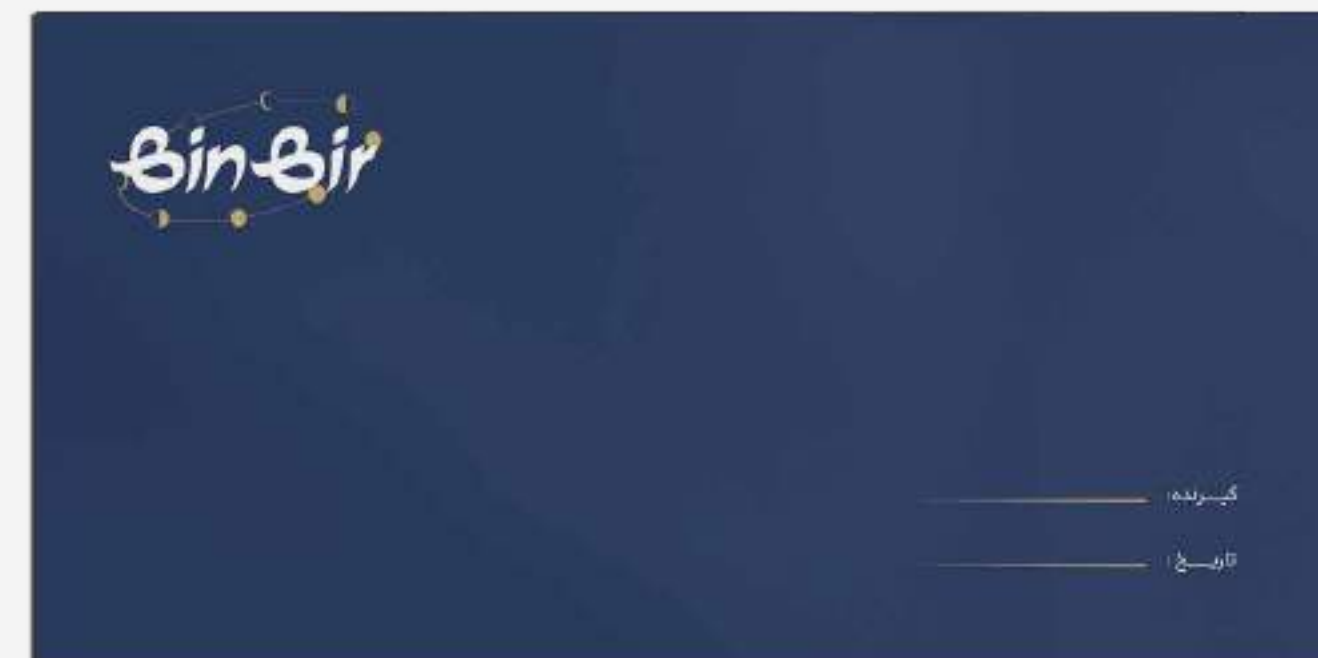
Project Name: Donutim Cafe Bakery



STATIONERY

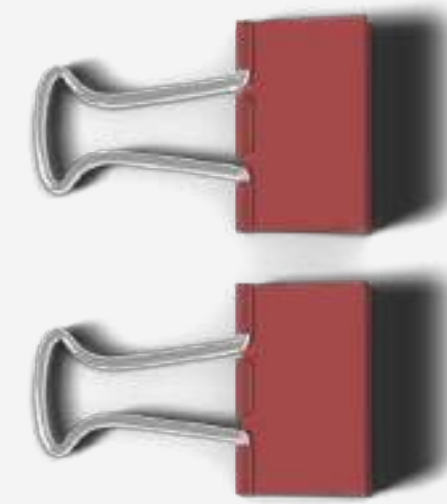
Project Name: BinBir Baklava

BinBir



STATIONERY

Project Name: Merly Beauty Clinic



STATIONERY

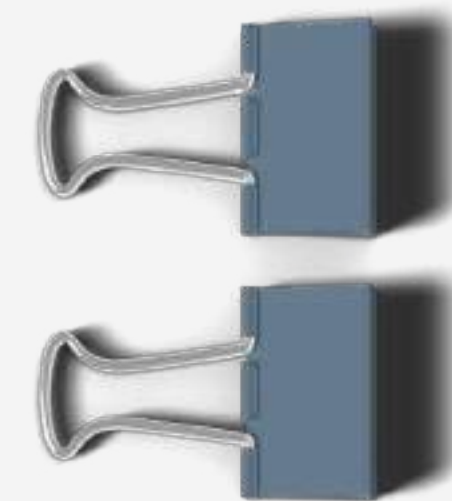
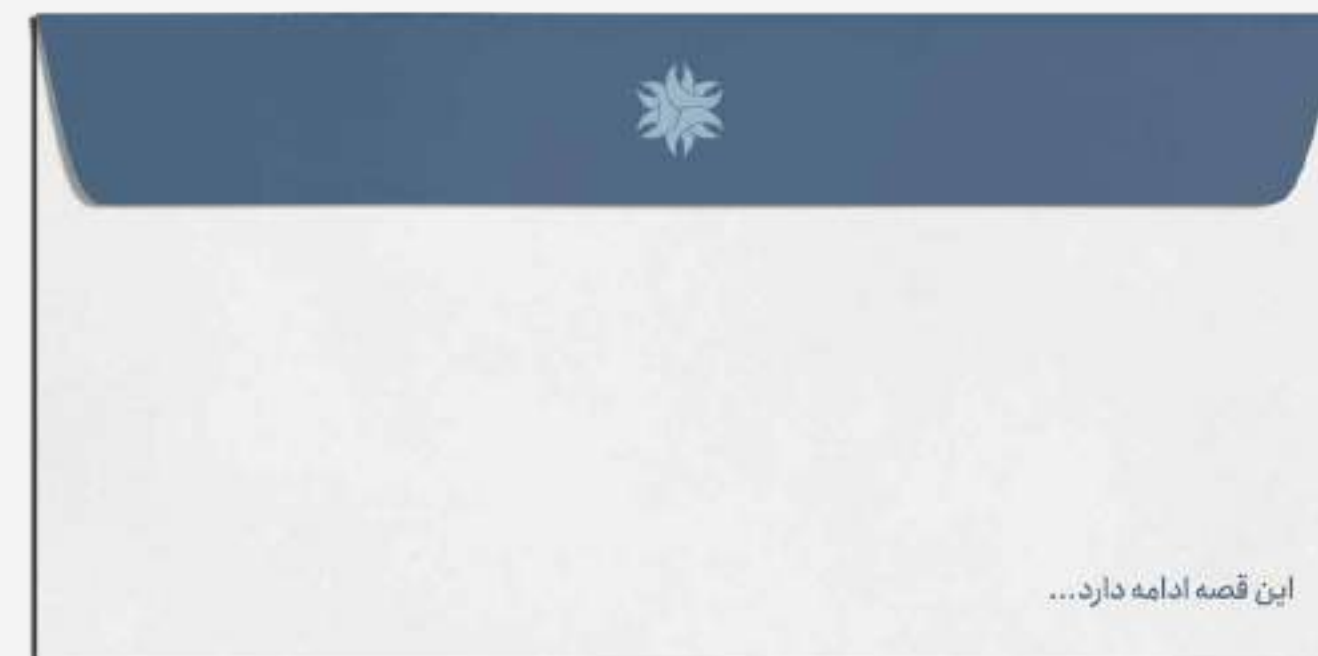
Project Name: Rapol Pizzeria

NAPOLITAN PIZZERIA



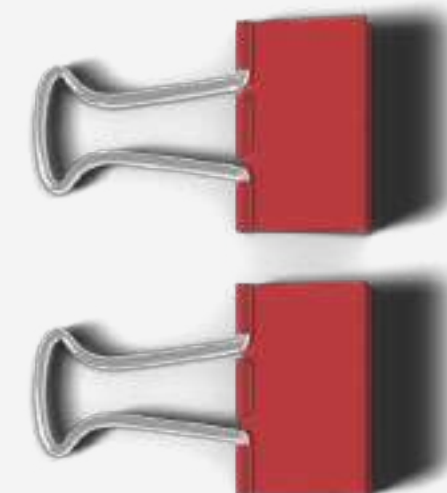
STATIONERY

Project Name: Milonte Restaurant



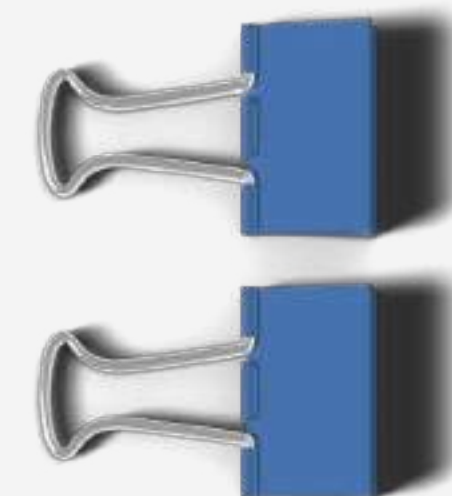
STATIONERY

Project Name: Kiosk Cafe



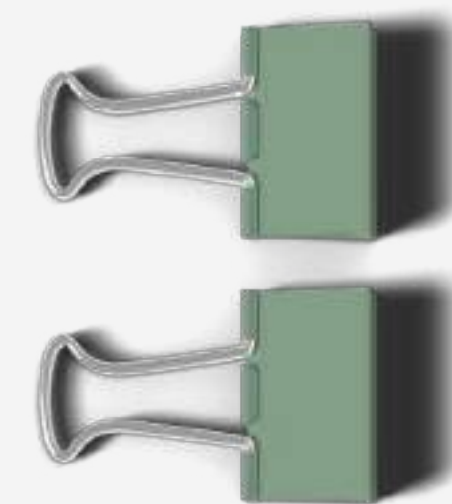
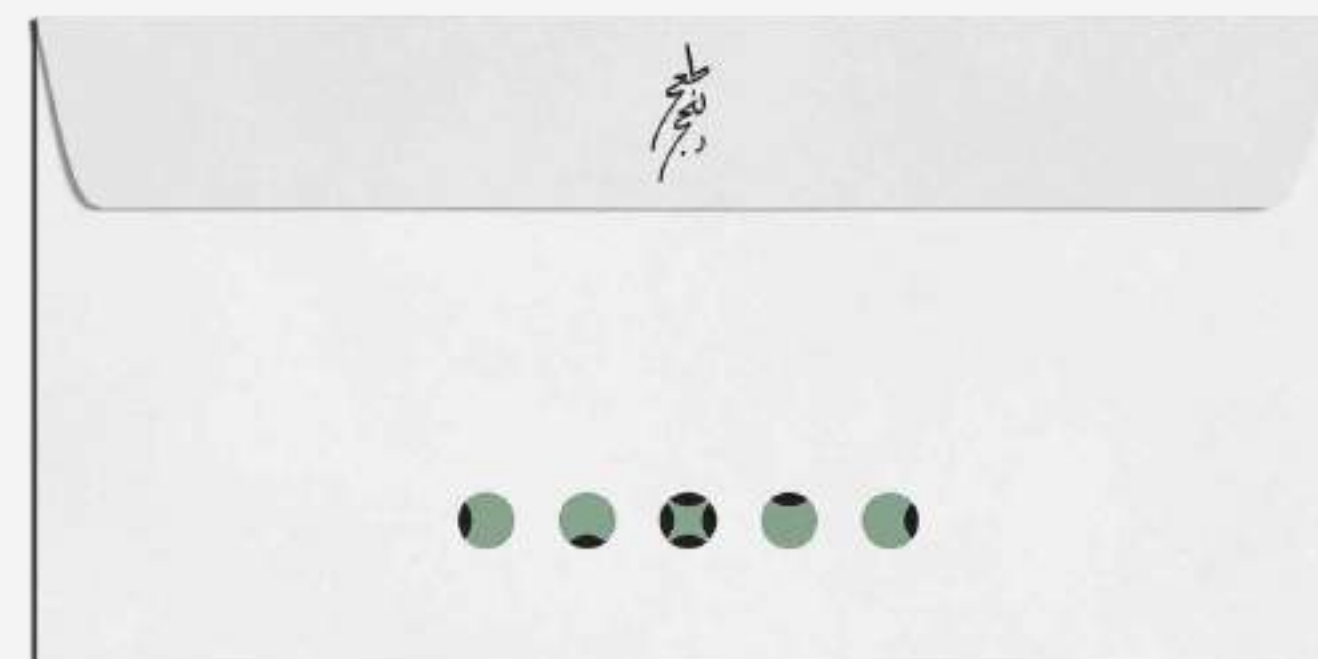
STATIONERY

Project Name: Karacell Regenerative Medicine Institute



STATIONERY

Project Name: Umami Restaurant



SOCIAL MEDIA

SOCIAL MEDIA

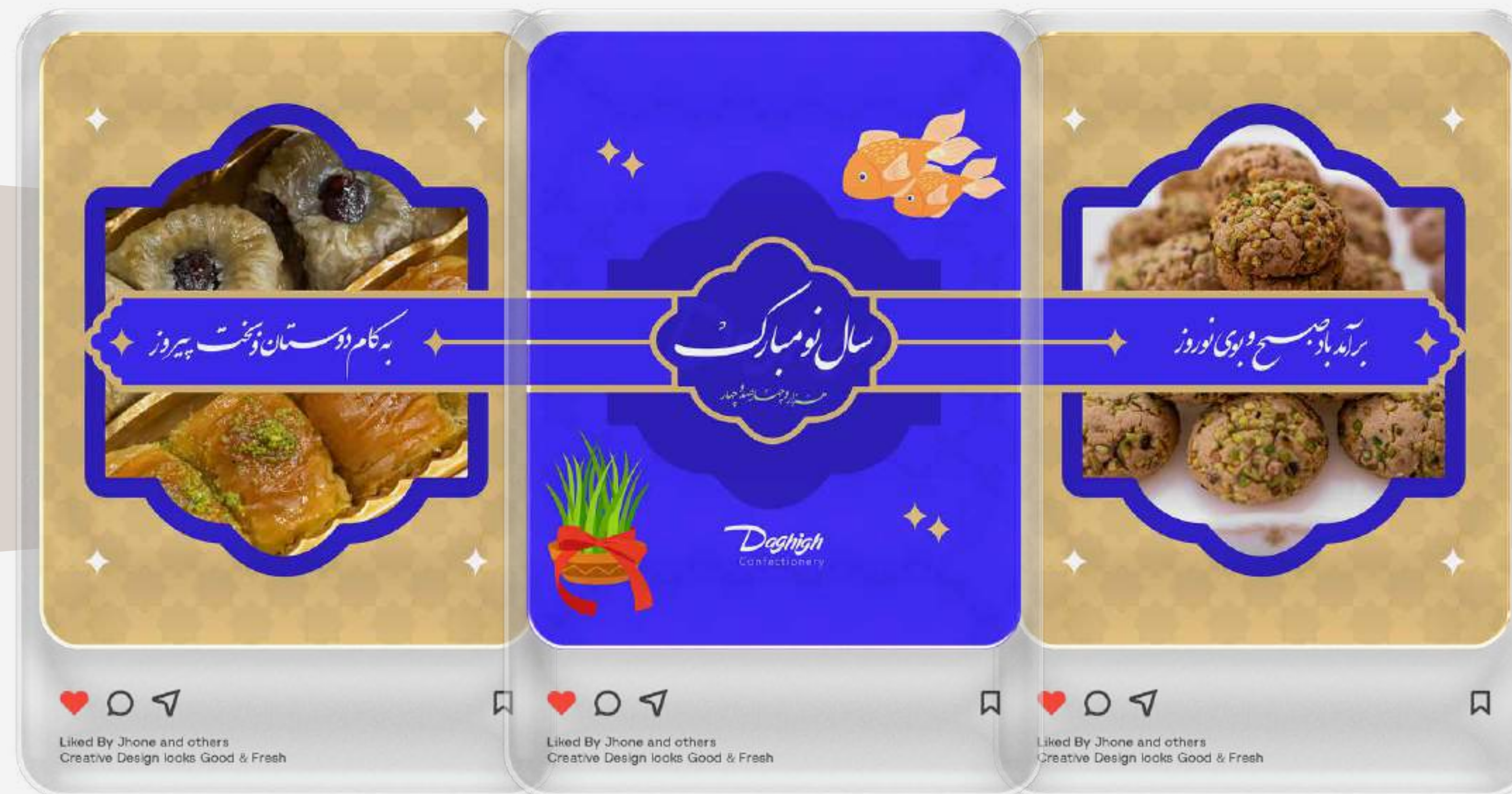
Project Name: Company Foodclub (Post, Story, Highlight Cover)



SOCIAL MEDIA

Project Name: Daghigh Confectionery (Post)

Daghigh
Confectionery



SOCIAL MEDIA

Project Name: Findeen Media (Post, Reels Cover)



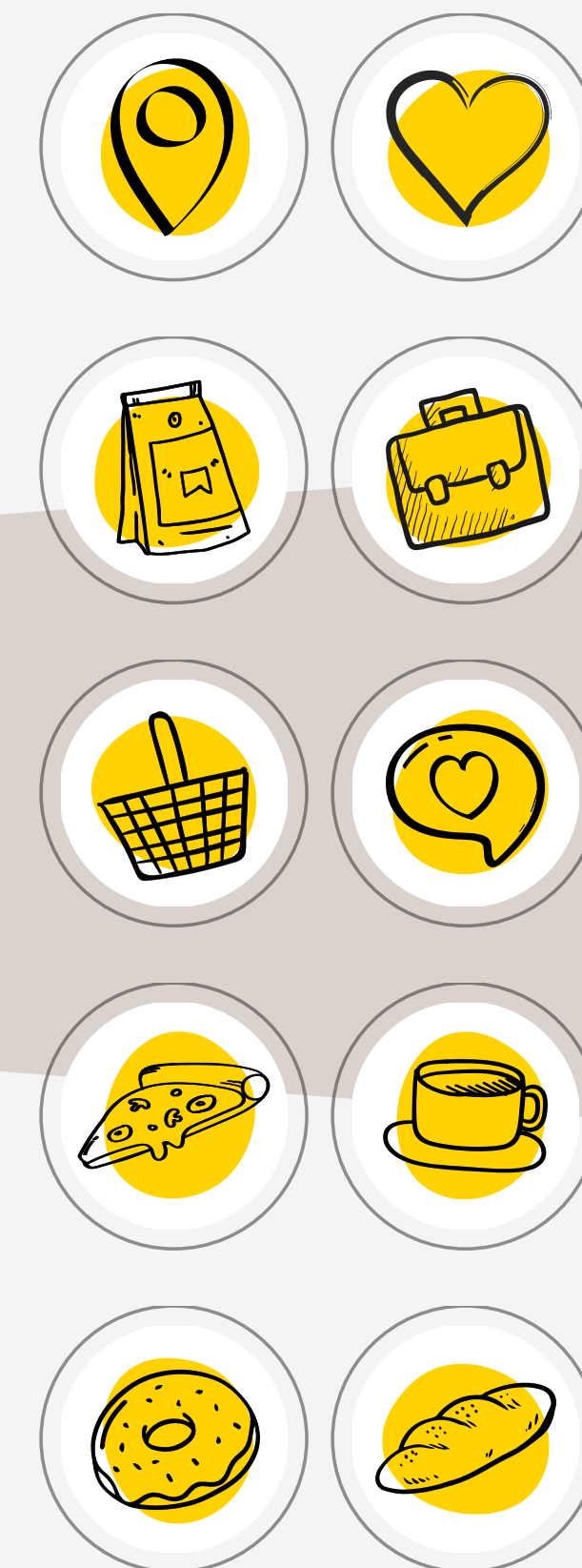
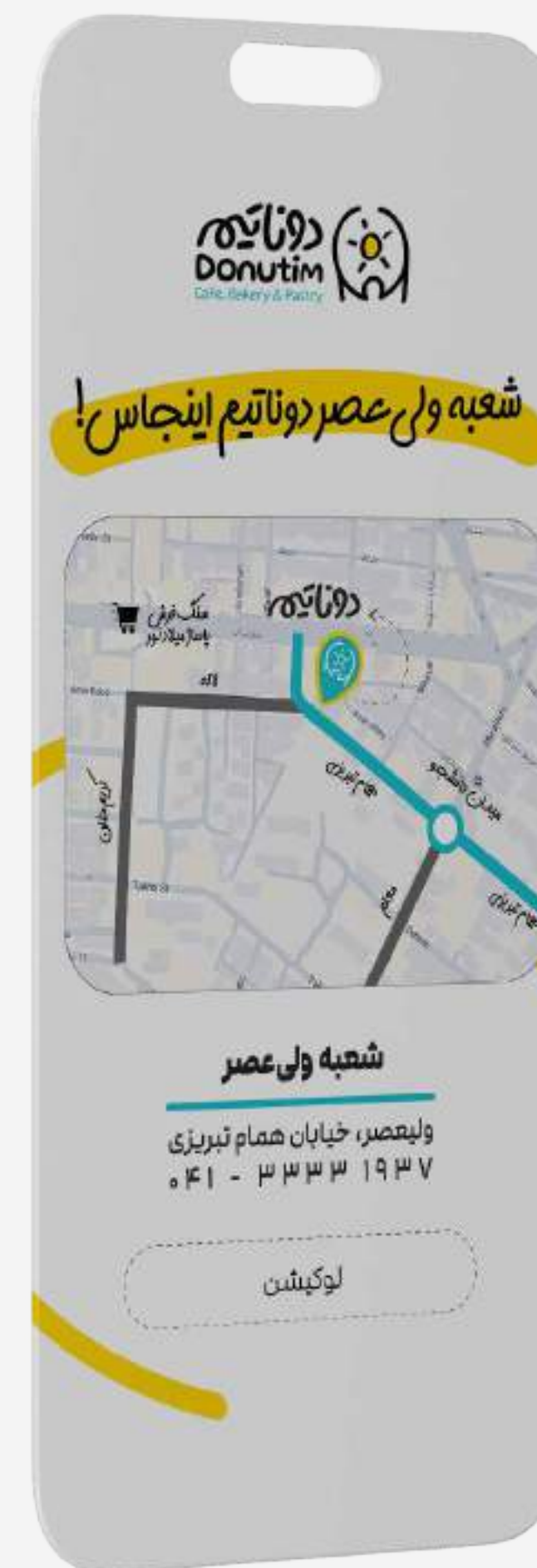
SOCIAL MEDIA

Project Name: BinBir Baklava (Post)



SOCIAL MEDIA

Project Name: Donutim Cafe Bakery (Post, Story, Highlight Cover)



SOCIAL MEDIA

Project Name: HotSpot Media (Reels Cover)



SOCIAL MEDIA

Project Name: Mageen Media (Reels Cover)



SOCIAL MEDIA

Project Name: Baghalzadeh (Reels Cover)

بغاله زاده



PACKAGING

PACKAGING

Project Name: Baghalzadeh Dairy

بغاله زاده



PACKAGING

Project Name: BinBir Baklava

BinBir



PACKAGING

Project Name: Company FoodClub



PACKAGING

Project Name: Roch Roastery



PROPOSAL CATALOG

PROPOSAL

Project Name: Dastan Gold Gallery



PROPOSAL

Project Name: Merly Beauty Clinic



PROPOSAL

Project Name: Karacell Regenerative Institute



PROPOSAL

Project Name: BinBir Baklava

BinBir



PROPOSAL

Project Name: Saba Energy



MENU

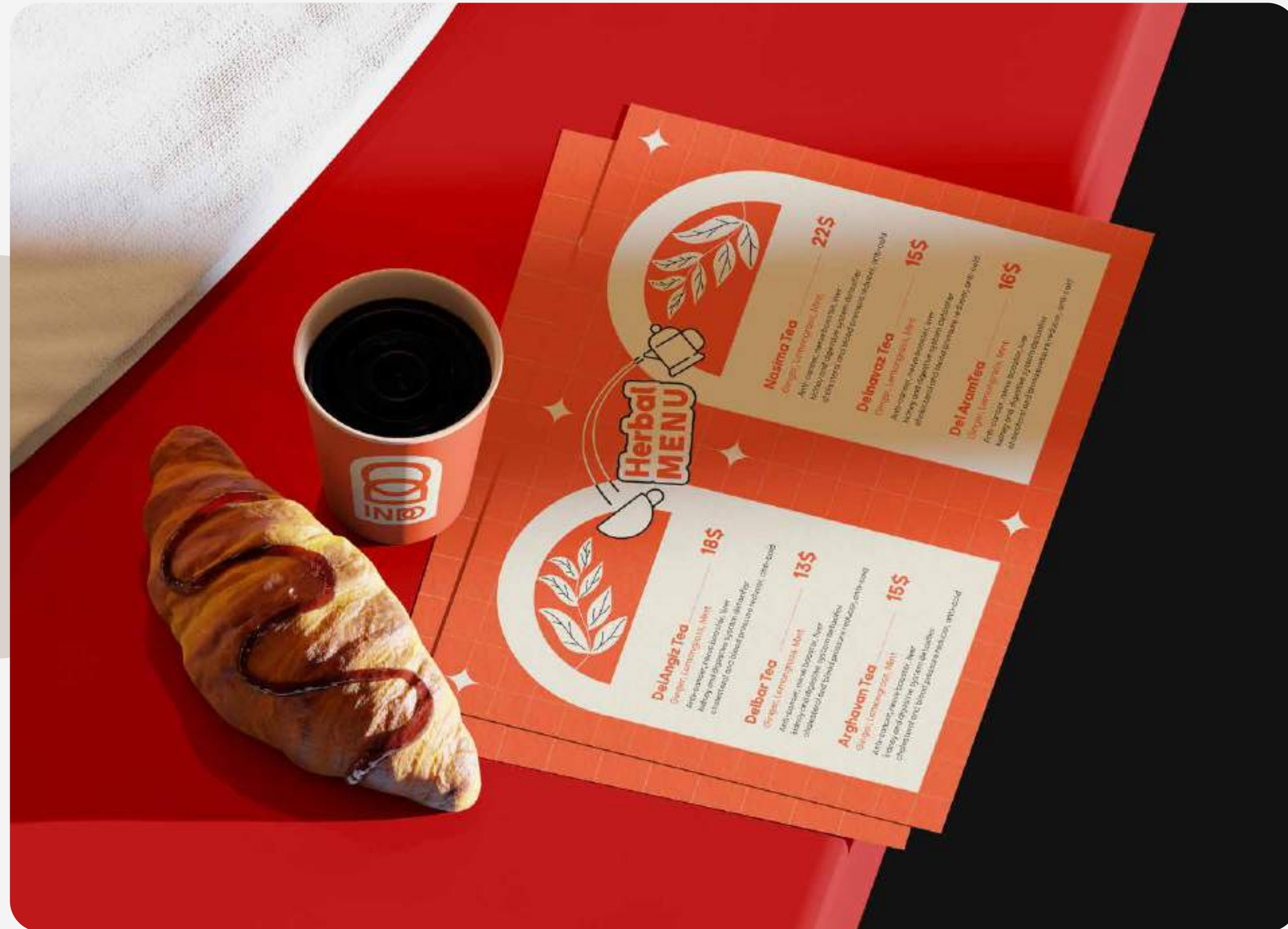
MENU

Project Name: Company FoodClub



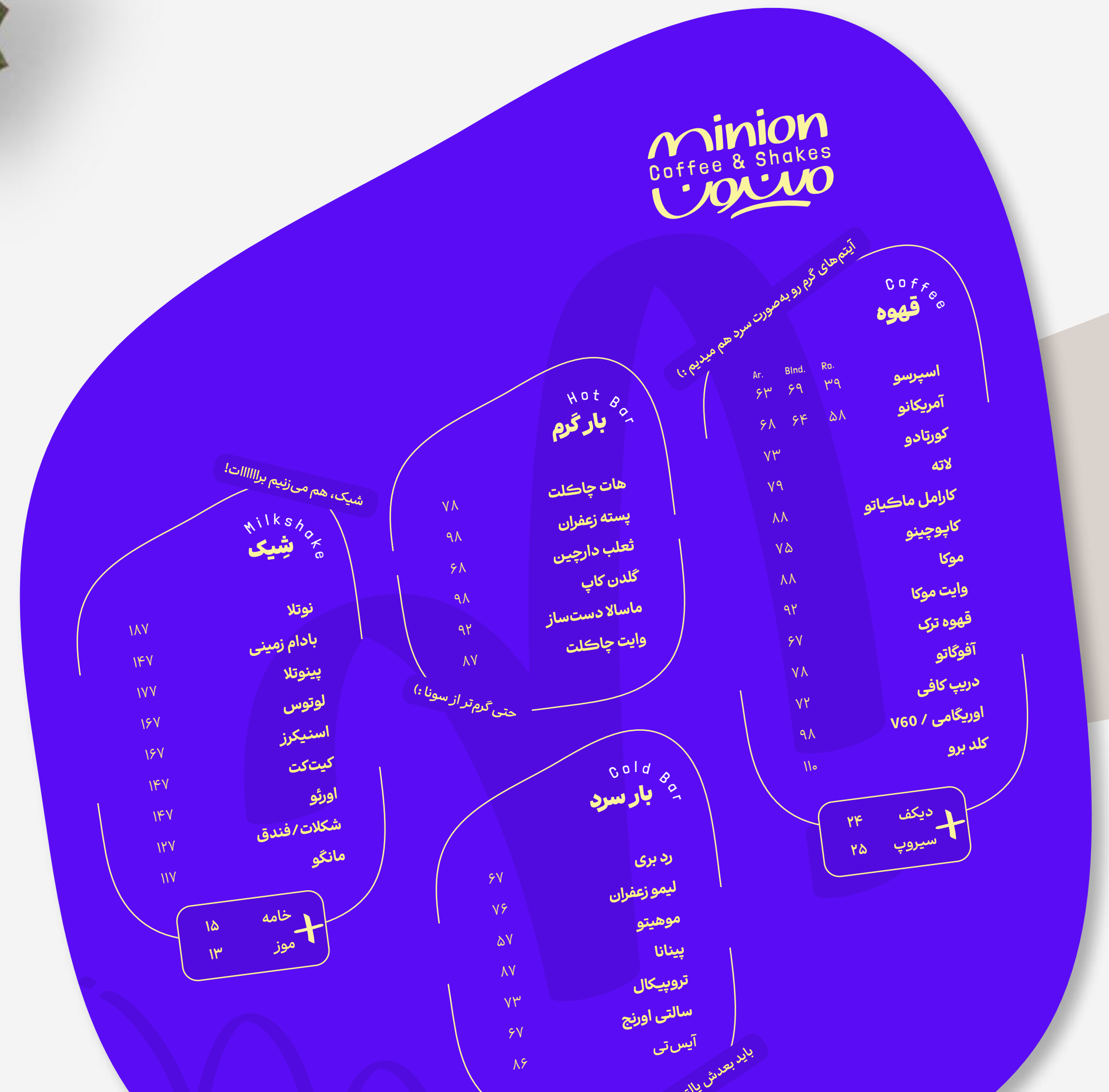
MENU

Project Name: INDO Cafe



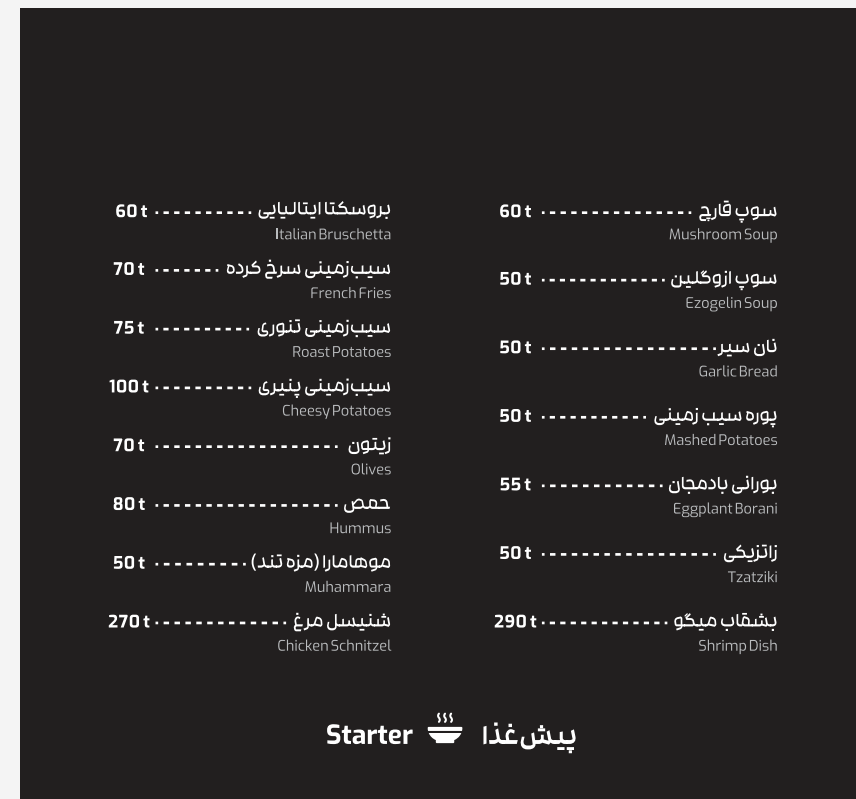
MENU

Project Name: Minion Cafe



MENU

Project Name: Aj Steak House



CAMPAIGN

CAMPAIGN

Project Name: BinBir Baklava

Developed and executed a creative campaign for World Baklava Day (Nov 17) at BinBir, designing airline ticket-inspired promotional cards that reflected the brand's Istanbul themed identity.

The concept leveraged the cultural and geographical connection between Iran and Turkey and applied the Mental Simulation neuromarketing technique to evoke the feeling of traveling for authentic Turkish baklava. The campaign resulted in a 27% increase in in-store sales over two days and attracted 600+ new Instagram followers.

BinBir



CAMPAIGN

Project Name: Dastan Gold Gallery

Orchestrated immersive seasonal campaigns for Dastan, a premium Gold Gallery brand, by integrating tailored environmental branding and thematic activations with significant Iranian cultural milestones. Meticulously balanced festive engagement with the brand's core luxury positioning to ensure consistent aesthetic integrity. While prioritizing long-term brand equity over immediate transactional goals, these initiatives successfully elevated brand sentiment, substantially amplified social media engagement, and fostered sustainable growth through increased indirect sales.



CAMPAIGN

Project Name: Rapol Stickers

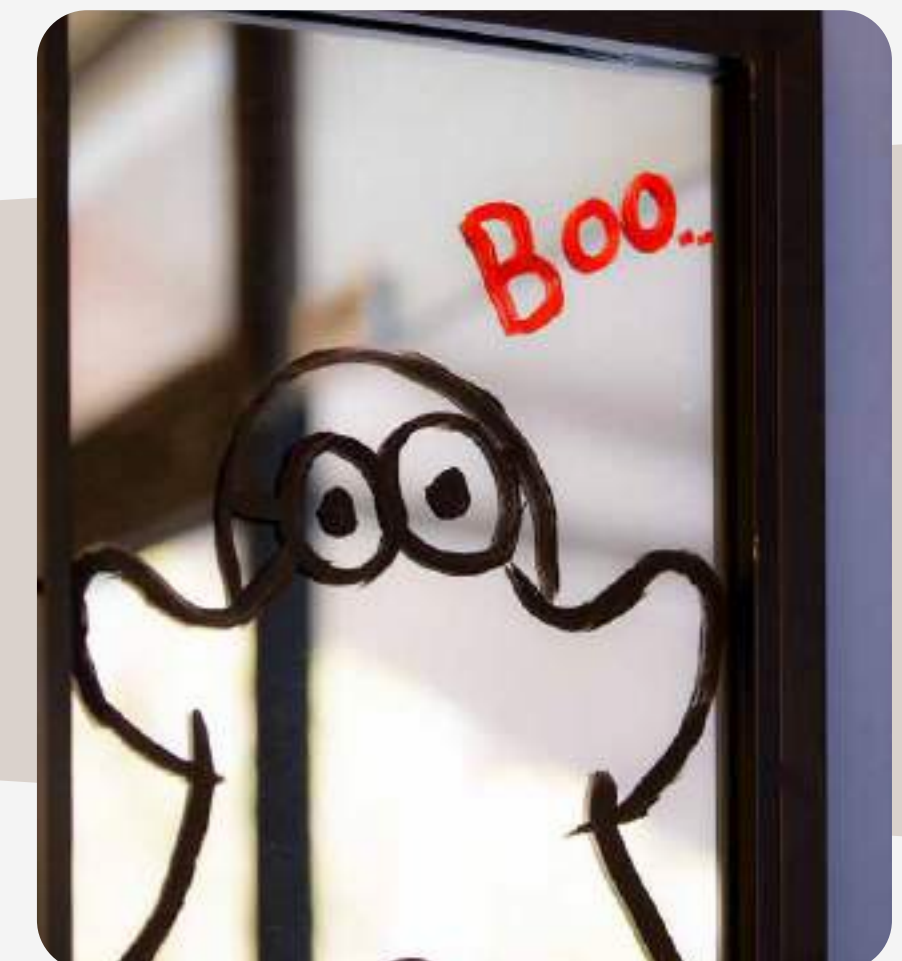
Conceptualized and implemented a weekly sticker series for Rapol Pizzeria, designed to enhance take-out packaging while strictly aligning with the brand's visual identity and playful, friendly brand voice. Wrote on-brand, humorous taglines for each sticker to maximize customer engagement and strengthen the brand's approachable personality. This initiative successfully positioned Rapol as a local trendsetter, significantly increased take-out sales and brand affinity, and was quickly replicated by competitors, confirming its impact.



CAMPAIGN

Project Name: Minion Halloween

Designed a series of Halloween-themed stickers for Minion Café, alongside introducing a limited-edition menu item and implementing subtle in-store spooky décor to elevate the seasonal experience. This integrated Halloween activation strengthened the café's appeal among teens and young adults, generated strong social media engagement, and contributed to a noticeable uplift in sales in the following days.



CAMPAIGN

Project Name: Baghalzadeh Nowruz 1404

Developed and executed the Nowruz 1404 campaign for Baghalzadeh, featuring a purchase-based raffle in which customers exceeding a specified spending threshold received an entry card for a chance to win a three-day trip to Kish Island. Designed a full suite of Nowruz-themed brand assets—including product stickers, in-store décor aligned with the brand's identity, raffle cards, a custom raffle box, and promotional stands. The campaign was further supported by a coordinated digital activation, including a 32-second motion-graphic video, resulting in elevated customer engagement both in-store and across social channels.

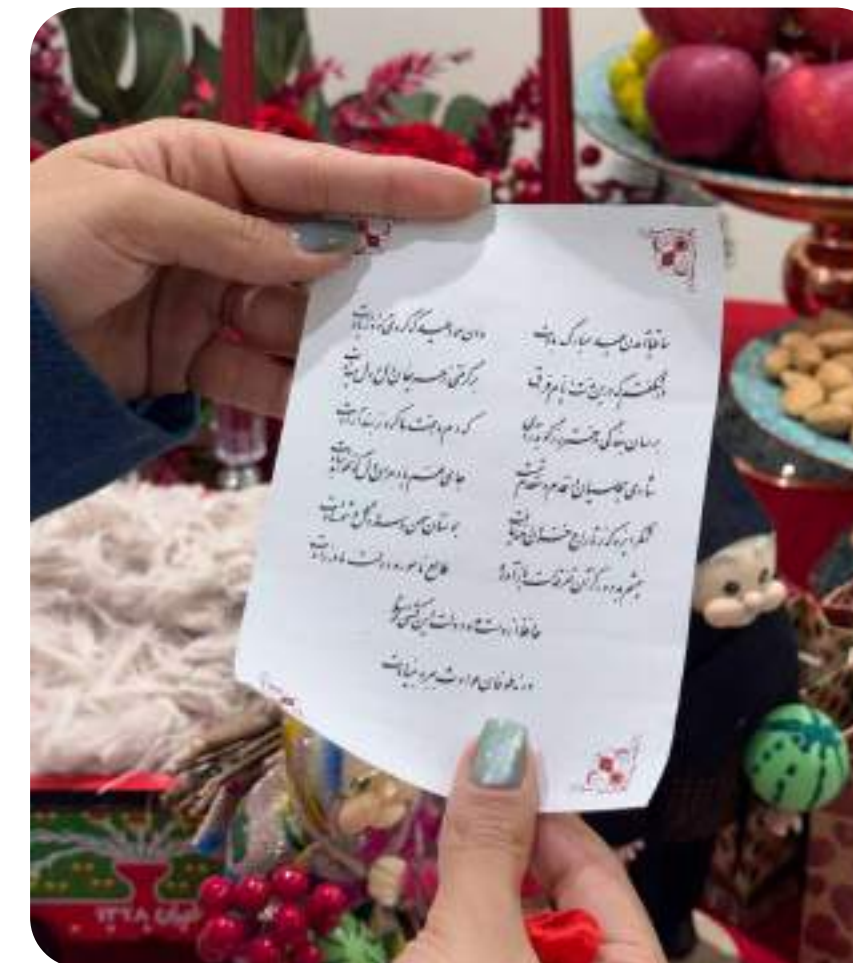
بغاله زاده



CAMPAIGN

Project Name: Orod Yalda 1404

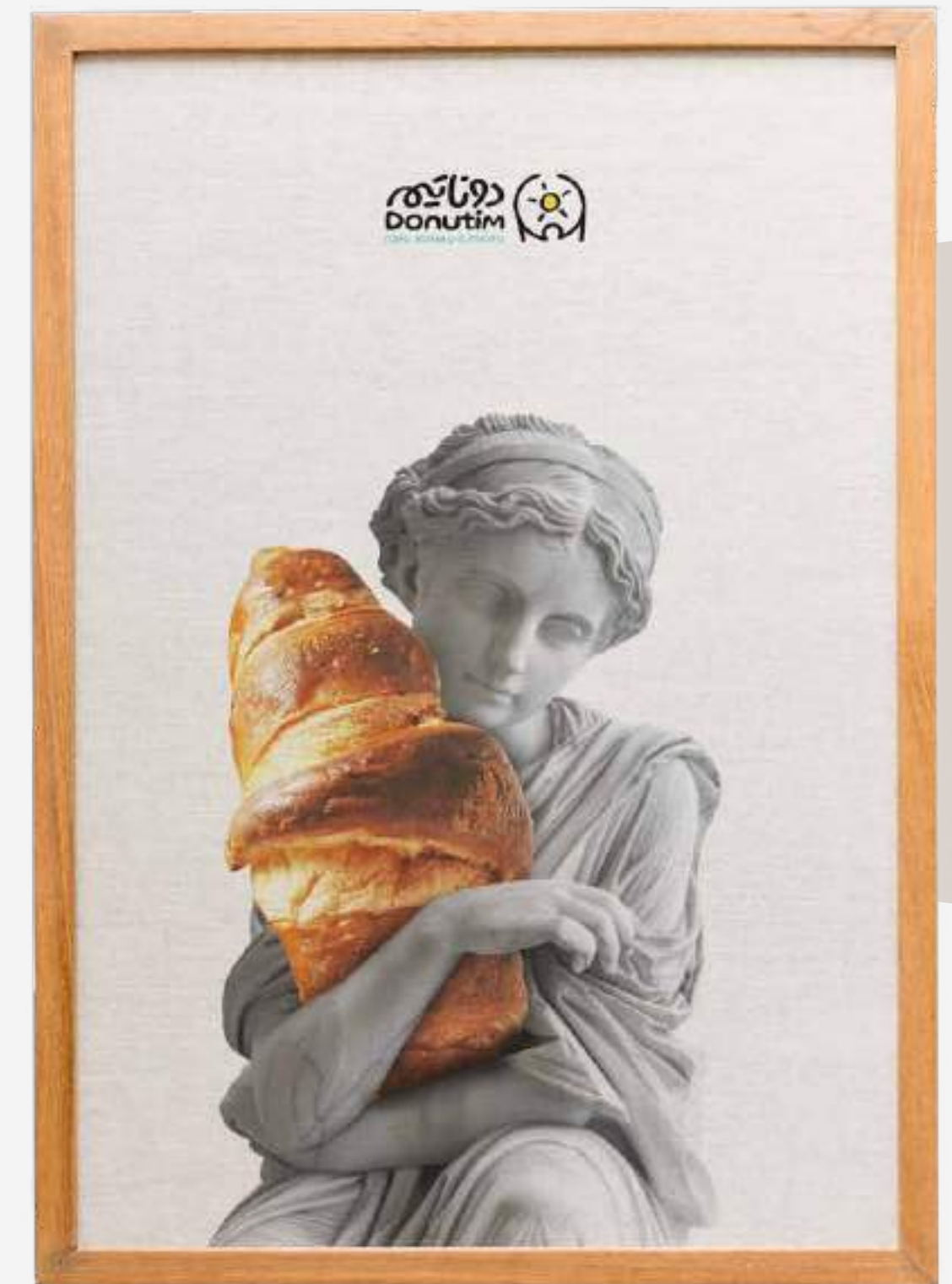
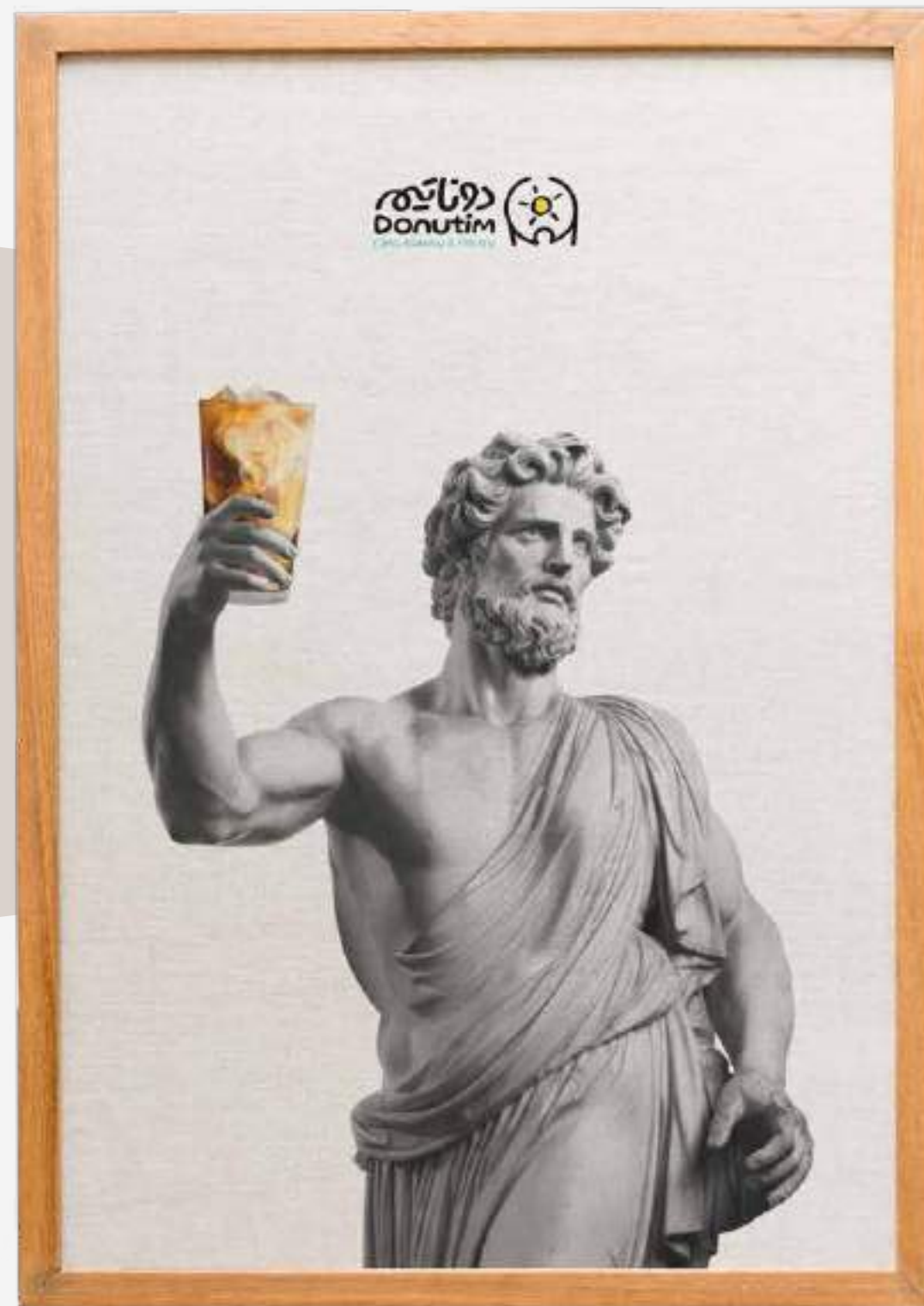
Designed custom Hafez fortune cards for Yalda Night 1404 (the Persian celebration of the longest night of the year) for multiple brands collaborating with OROD, as well as for our internal team. For several brands, additional seasonal assets such as themed stickers were also created. The initiative was well received by partner brands and culminated in an internal Yalda gathering where the team shared the experience by drawing fortunes and receiving their corporate gifts.



ENVIRONMENTAL

ENVIRONMENTAL

Project Name: Interior Bakery Cafe Donutim



ENVIRONMENTAL

Project Name: Exterior of Donutim Cafe Bakery



ENVIRONMENTAL

Project Name: Exterior of Kiosk Cafe



ENVIRONMENTAL

Project Name: Ghorani Restaurant



ENVIRONMENTAL

Project Name: Company FoodClub



EXHIBITION VISUAL IDENTITY

ENVIRONMENTAL VISUAL IDENTITY

Project Name: Owzan Company - EXCIDA 2025



MOTION GRAPHIC

MOTION GRAPHIC

Project Name: HotSpot Media



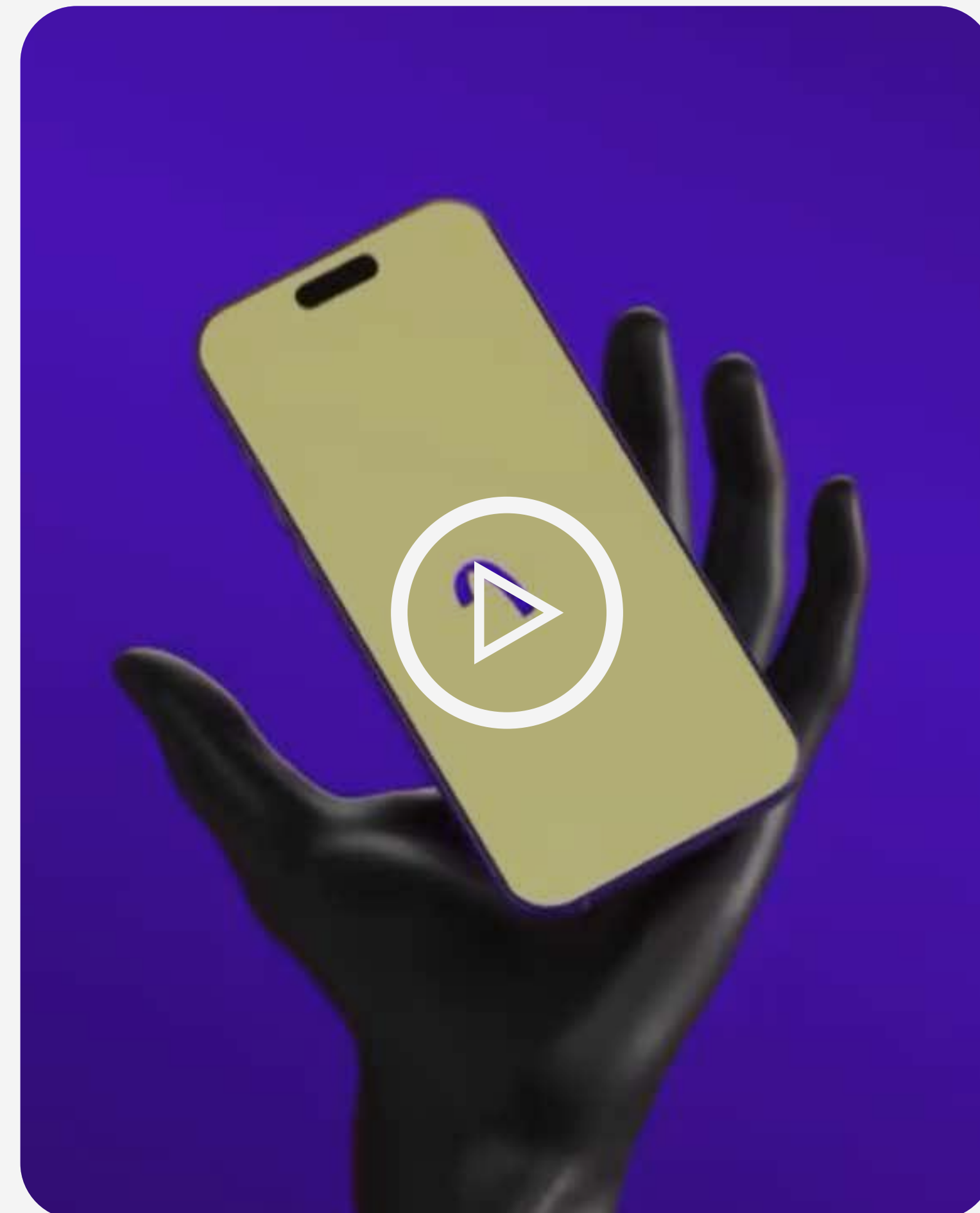
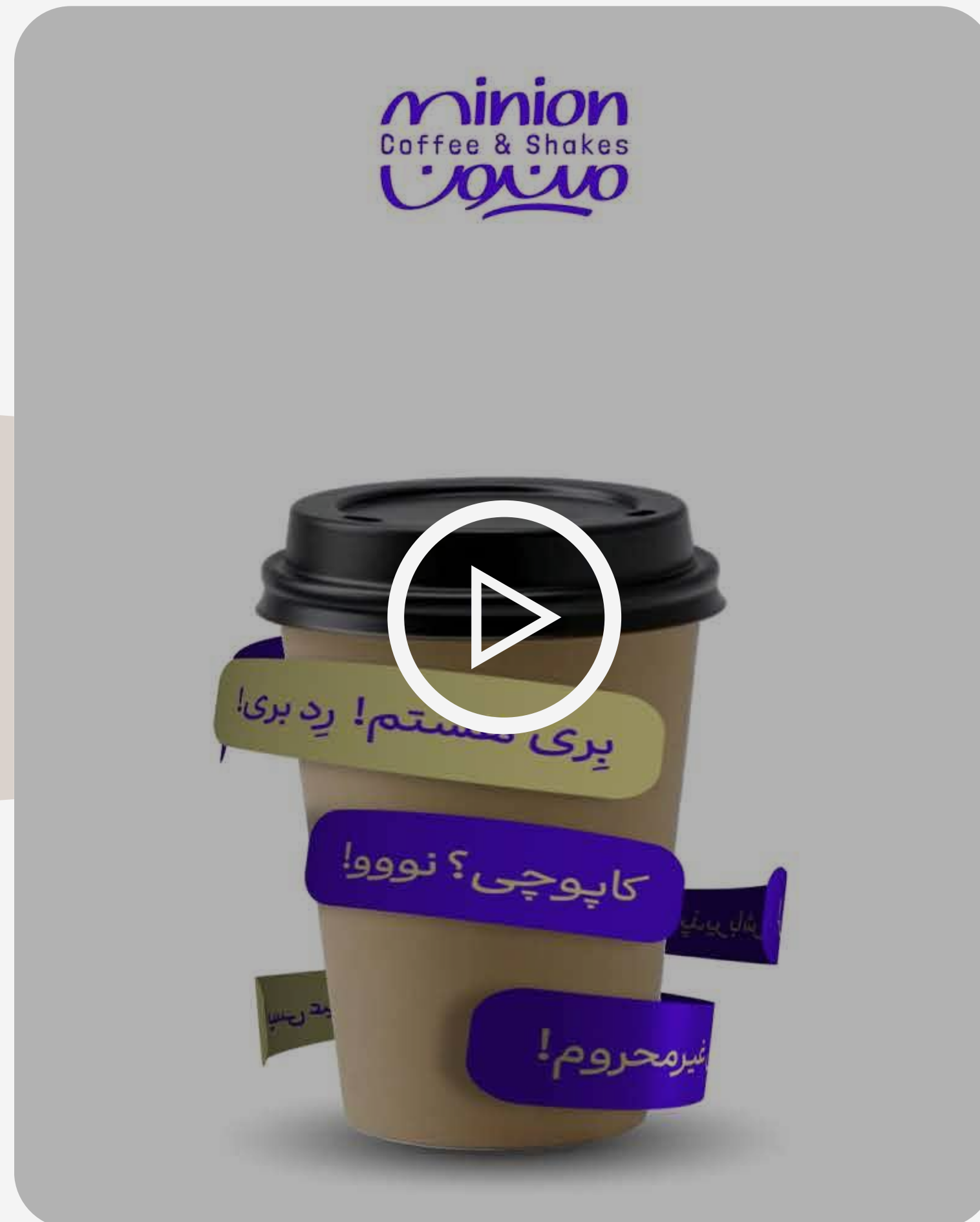
MOTION GRAPHIC

Project Name: Mageen Media



MOTION GRAPHIC

Project Name: Minion Cafe



MOTION GRAPHIC

Project Name: 8Iran & 8Akso



Thanks for your time.

If my CV has reached you, it means there's a chance we might create something together. Every partnership has a beginning and an end, let's make ours worth the journey.

Best regards,
Amir Khezri



*"People will never be replaced by machines.
In the end, life and business are about human connections."*

-Michael Scott

