SAEID SORKHI

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CONTACT

Education

Sep 2019 - Feb 2023
Master of Arts in **Visual Communication**
TEHRAN UNIVERSITY OF ART, TEHRAN, IRAN
CGPA: **18.08**/20 (4/4)

M.A. Thesis: Visual Culture and Identity of Everyday Urban Spaces – A Case Study of Tehran Cafes
Thesis Grade: 18.5/20 | Supervisor: Dr. Maryam Kahvand

Sep 2014 - Feb 2019
Bachelor of Science in **Architecture**
SHIRAZ UNIVERSITY, SHIRAZ, IRAN [QS Ranking]
CGPA: **16.51**/20 (3.46/4)

B.Sc. Thesis: Renovation and Development Design of Cinema Farhang; Gerash
Thesis Grade: 16.5/20 | Supervisor: Dr. Sanaz Haeri

Honors and Awards

2022 • Graduated in the **1st rank** with **the highest GPA (4/4)** among M.A. Students of Visual Communication in Tehran University of Art.

2022 • **Finalist** in The U.S. Department of Energy **Solar Decathlon**® **2022 Design Challenge** (Education Building Division), Associated with Shiraz University (Energytechture Team) ⚙

2019 - 2022 • **Tuition-Waiver Awarded** for 2 Years of **Graduate Studies** at Tehran University of Art by Iran Ministry of Science, Research and Technology.

2019 • **Ranked 16** among approximately 5,000 participants in the **Iranian University Entrance Exam** for **Master's Degree** in **Visual Arts and Design**, Iran.

2014 - 2019 • **Tuition-Waiver Awarded** for 4 Years of **Undergraduate Studies** at Shiraz University by Iran Ministry of Science, Research and Technology.

2014 • Ranked within the **Top 3.9%** among approximately 191,000 participants in the **Iranian University Entrance Exam**, Iran.

Master's Degree

Bachelor's Degree

Related Courses

Methods of Research on Art;
Qualitative Research, Quantitative Research, etc.

Social Campaign Design;
Goals, Concept, Visual Moodboard, Design

User Experience & User Interface Design;
Design Strategy, Task Profile, Competetive Analysis, Personas, User Scenarios, User Story, Task Analysis, Sitemap, User Journey Map, User Interface Analysis

Design Principles;
Design Empathy, Divergent/Convergent Thinking, Design Brief, Design System

Research Interests

Visual Culture;
Cultural Studies, Art History, Critical Theory, Anthropology

Media and Visual Communication;
Contemporary Media; Social Media, Digital Journalism and Video Games

UX/UI Design;
Visual Design, User Research, High-fidelity Prototyping

Extended Reality (XR);
Augmented Reality (AR), Mixed Reality (MR), Virtual Reality (VR)

Work/Industry Experience

Sep 2020 - Apr 2022
Senior Graphic Designer and Visual Designer
Ofoq Publishers - Tehran, Iran

| Social Media Visual Identity,
| Motion Graphic Design, Video Editing,
| User Interface Design

Jan 2019 - Mar 2020
Graphic Designer and Branding Consultant
Agah Dynamic Psychotherapy Clinic - Shiraz, Iran

| Visual Corporate Identity Package, Social Media Branding,
| Workshop Posters, Stationery Design

Sep 2019 - Dec 2019
Motion Graphic Designer
Cheshmeh Publication | Radio Gousheh - Tehran, Iran

| Motion Graphic Design
| Social Media Visual Identity

Projects

- **'Alone Together' Social Campaign Design** | Tehran University of Art
  `Jan - Feb 2020` `Tehran, Iran` `Academic Project`
  | Creator, Graphic Designer

- **KhonaKadim 4: The Spirit of Life** (Revival of Historical Houses in Gerash) ⬀
  Gerash ICOMOS NGO `Mar - Apr 2019` `Gerash, Iran`
  | Graphic Designer, Installation Designer/Artist

- **KhonaKadim 3: A Step Closer to Gerash Museum of Anthropology** (Revival of ⬀
  Historical Houses in Gerash) | Gerash ICOMOS NGO `Mar - Apr 2017` `Gerash, Iran`
  | Art Director and Graphic Designer

- **KhonaKadim 2: Time Traveling in the Old House 2.0** (Revival of Historical Houses ⬀
  in Gerash) | Gerash ICOMOS NGO `Mar 2016` `Gerash, Iran`
  | Art Director and Graphic Designer

- **KhonaKadim 1: Life Flows again in Alipour's Old House** (Revival of Historical Houses ⬀
  in Gerash) | Gerash ICOMOS NGO `Mar - Apr 2015` `Gerash, Iran`
  | Art Director and Graphic Designer

- **'HamrahCard' Application UX Design and Analysis** | Tehran University of Art
  `Apr - Jul 2020` `Tehran, Iran` `Academic Project` `Teamwork`
  | Creator, Visual Designer

- **13th Kal Short Film Festival** | Gerash, Fars, Iran
  `Dec 2017` `Gerash, Iran`
  | Head of Advertising Team and Graphic Designer

- **Adidas Footwear and Shana Honey Packaging Design** | Tehran University of Art
  `Jan - Feb 2020` `Tehran, Iran` `Academic Project`
  | Creator, Graphic Designer

- **ATTAR Foundation's Summit 30**; The Integrity of Urge, Hypophysis ⬀
  In collaboration with SUMS and Shiraz University `Apr 25 - May 5, 2016` `Shiraz, Iran`
  | Graphic Designer and Member of Media Team

Publications

- **Sorkhi, S.**, 2018. Cinema and Architecture; Too Far, Too Close. 35mm Art Quarterly, Issue 5, Spring 2018.

- Marcus, A. 2006. Cross-Cultural User-Experience Design (Translate to Persian: **Sorkhi, S.**). International Conference on Theory and Application of Diagrams (Diagrammatic Representation and Inference), pp. 16-24.

Memberships & Activities

- **Official Member**, Iranian Graphic Designers Society (IGDS), Member of International Council of Design (ico-D)
  Oct 2022 - Present

- **Board Member and Head of Cultural and Art Department**, Gerash ICOMOS (International Council on Monuments and Sites) NGO Gerash, Iran Feb 2017 - 2019

- **Active Membership**, Gerash ICOMOS (International Council on Monuments and Sites) NGO
  Gerash, Iran May 2014 - Present

Volunteer and Community Services

- Member of Founding Board, **Nardeban Educational Development NGO** ⧉
  Gerash, Iran Sep 2017 - Present

- Member of Media Team, **Student Cooperation Office (SCO)** ⧉
  Shiraz, Iran Apr 2016 - Jan 2017

- Manager of Graphic Design and Media Committee, **5th Session of 'Zibazyaft' National Competition**
  Shiraz University, Iran Spring 2017

- Member of **Shiraz University Film and Photo Forum** at the Faculty of Art and Architecture
  Shiraz University, Iran 2015 - 2019

- Member of **'Behmaan' Student Committee** ⧉
  Shiraz, Iran Summer 2018

- Member of the Executive Team of Manufacturing and Installing **Largest Paper Dinosaur (Origami) in Iran** ⧉
  Shiraz, Iran November 2018

Workshops, Courses and Professional Development

- **Google UX Design Professional Certificate** by Instructors Group. Google
  Coursera May 2022

- International Graphic Symposium in Shiraz; On the **Identity in Graphic Design**. In the presence of **Niklaus Troxler**. Lucerne University of Applied Sciences and Arts and Iran Graphic Academy
  Shiraz, Iran April 2018

- **Methods and Statistics in Social Sciences Specialization (Basic Statistics)** by Instructors Group. University of Amsterdam
  Coursera May 2022

- **Programming for Everybody (Getting Started with Python, Data Structures) Course** by Charles Severance. University of Michigan
  Coursera May 2022

- **Introduction to Augmented Reality and ARCore** by Instructors Group. Google
  Coursera Aug 2022

- **Create a no-code responsive website with Webflow** by Angelo Paolillo. Coursera Project Network
  - Coursera | Aug 2022

- **Typodiversity 01: Exploring the Arabic Script World.** Department of Typography & Graphic Communication, University of Reading (UK).
  - Online | Nov 2023

- Seminar and Specialized Workshop on **Persian Typeface Design Basics** by Reza Bakhtiarifard. Shiraz University International Division (SUID)
  - Shiraz, Iran | Jan - Feb 2019

- **Design Ethnography** Seminar. Zign Design Research Community
  - Online | November 2021

- Shiraz ArtUp: **Art and Market Entrepreneurship.** Shiraz Art University, Entrepreneurship Center
  - Shiraz, Iran | December 2018

- **Stop-Motion Animation Workshop** by Aghil Hosseinian. Art House of Shiraz (Khane Honar Shiraz)
  - Shiraz, Iran | November 2018

- **Fundamental User Experience Design Course** by Instructors Group. Rahnema College
  - Online | May 2022

- **Solar Decathlon Building Science Education Series Course** by Solar Decathlon. US Department of Energy
  - HeatSpring | December 2021

Skills and Abilities

Tools & Technologies

Adobe Creative Cloud™

Adobe **Photoshop**	●●●●●
Adobe **Illustrator**	●●●●○
Adobe **InDesign**	●●●○○
Adobe **Lightroom**	●●●●○
Adobe **Premiere Pro**	●●●○○
Adobe **After Effects**	●●●○○
Maxon **Cinema 4D**	●●●○○
Figma	●●●●○
Python	●●○○○
Microsoft **Office**	●●●●○

Language

Persian (native)
English (fluent)

IELTS
Overall Band Score: 7
Listening: 8 | Reading: 7.5
Writing: 6.5 | Speaking: 6

Interpersonal Skills

Teamwork
Responsibility

Logical Thinking
Creativity

Hobbies

Photography — Freelance Photographer
2013 - Present 500px

Art Cinema — Film Criticism
35mm Art Quarterly, Shiraz University

References

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Tehran University of Art

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Shiraz University

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