

Education



Sep 2019 - Present

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: [In Progress] | Supervisor: Dr. Maryam Kahvand



Sep 2014 - Dec 2018

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 (Energytechure Team)
- 2019 - 2022 • **Full Scholarship Awarded** for 2 Years **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.
- 2019 • Graduated **Ranked 7th** among B.S. Architecture Students of Shiraz University Based on Cumulative GPA.
- 2014 - 2019 • **Full Scholarship Awarded** for 4 Years **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 Academic Courses

Methods of Research on Art;

Qualitative Research, Quantitative Research, etc.

User Experience & User Interface Design;

Design Strategy, Task Profile, Competitive Analysis, Personas, User Scenarios, User Story, Task Analysis, Sitemap, User Journey Map, User Interface Analysis

Social Campaign Design;

Goals, Concept, Visual Moodboard, Design

Design Principles;

Alignment, Repetition, Contrast, Hierarchy, Balance, etc.

Research Interests

Visual Culture;

Cultural Studies, Art History, Critical Theory, Anthropology

UX/UI Design;

Visual Design, User Research, High-fidelity Prototyping

Media and Visual Communication;

Contemporary Media; Social Media, Digital Journalism and Video Games

Branding and Visual Identity;

Corporate Identity Design, Social Media Campaigns

Work/Industry Experience



Sep 2020 - Jul 2021

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 Pub. | Radio Gousheh - Tehran, Iran

Motion Graphic Design
Social Media Visual Identity

Projects

- **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
- **KhonaKadim 4: The Spirit of Life** (Revival of Historical Houses in Gerash)
Gerash ICOMOS NGO  Mar - Apr 2019  Gerash, Iran
| Graphic Designer, Member of Installation Executive Group
- **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
- **'Alone Together' Social Campaign Design** | Tehran University of Art
 Jan - Feb 2020  Tehran, Iran  Academic Project
| Creator, Graphic Designer
- **'HamrahCard' Application UX Design and Analysis** | Tehran University of Art
 Apr - Jul 2020  Tehran, Iran  Academic Project  Teamwork
| Creator, Visual Designer
- **Adidas Footwear and Shana Honey Packaging Design** | Tehran University of Art
 Jan - Feb 2020  Tehran, Iran  Academic Project
| Creator, Graphic Designer
- **13th Kal Short Film Festival** | Gerash, Fars, Iran
 Dec 2017  Gerash, Iran
| Head of Advertising Team and Graphic Designer

Publications

-  • **Sorkhi, S.**, 2022. Visual Culture and Identity of Everyday Urban Spaces – A Case Study of Tehran Cafes.
-  • 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.
-  • **Sorkhi, S.**, 2018. Cinema and Architecture; Too Far, Too Close. 35mm Art Quarterly, Issue 5, Spring 2018.

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

Voluntary Works

- **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


Seminars, Workshops and Courses

-  • **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
-  • **Seminar and Specialized Workshop on Persian Typeface Design Basics** by Reza Bakhtiarifard.
Shiraz University International Division (SUID)
 Shiraz, Iran  Jan - Feb 2019
-  • **Programming for Everybody (Getting Started with Python, Data Structures) Course** by 
Charles Severance. University of Michigan
 Coursera  May 2022

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 • **Methods and Statistics in Social Sciences Specialization (Basic Statistics)** by Instructors Group. 
 University of Amsterdam
 Coursera  May 2022
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 • **Shiraz ArtUp: Art and Market Entrepreneurship.** Shiraz Art University, Entrepreneurship Center
 Shiraz, Iran  December 2018
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 • **Stop-Motion Animation Workshop** by Aghil Hosseinian. Art House of Shiraz (Khane Honar Shiraz)
 Shiraz, Iran  November 2018
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 • **Fundamental User Experience Design Course** by Instructors Group. Rahnema College 
 Online  May 2022
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 • **Introduction to Augmented Reality and ARCore** by Instructors Group. Google 
 Coursera  Aug 2022
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 • **Design Ethnography Seminar.** Zign Design Research Community
 Online  November 2021
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 • **Solar Decathlon Building Science Education Series Course** by Solar Decathlon. 
 US Department of Energy
 HeatSpring  December 2021

Skills and Abilities

Tools & Technologies

 Adobe CreativeCloud™	
Adobe Photoshop	● ● ● ● ● ●
Adobe Illustrator	● ● ● ● ● ●
Adobe InDesign	● ● ● ● ● ●
Adobe Lightroom	● ● ● ● ● ●
Adobe Premiere Pro	● ● ● ● ● ●
Adobe After Effects	● ● ● ● ● ●
Maxon Cinema 4D	● ● ● ● ● ●
Figma	● ● ● ● ● ●
iMovie	● ● ● ● ● ●
Microsoft Office	● ● ● ● ● ●

Language

Persian (native) | **IELTS**
 English (fluent) | Will be taken soon...

Interpersonal Skills

Teamwork Logical Thinking
 Responsibility Creativity

Hobbies



References

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