

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 - 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 • **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, Competitive Analysis, Personas, User Scenarios, User Story, Task Analysis, Sitemap, User Journey Map, User Interface Analysis

Design Principles;
Alignment, Repetition, Contrast, Hierarchy, Balance, etc.

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

Branding and Visual Identity;
Corporate Identity Design, Social Media Campaigns

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

-  • 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




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





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 • Create a no-code responsive website with Webflow by Angelo Paolillo. Coursera Project Network 





 Courseera  Aug 2022
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 • 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)	 IELTS Overall Band Score: 7 Listening: 8 Reading: 7.5 Writing: 6.5 Speaking: 6
English (fluent)	

Interpersonal Skills

Teamwork	Logical Thinking
Responsibility	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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