

Mohammad Khodaei

Curriculum Vitae

Email: info@mohamamdkhodaei.com / Add: No2., Negareh Bldg., Molavi St, Urmia, Iran / Cellphone: +98 912 414 3829

Experiences

Business Owner & Manager

NEGAREH ADVERTISING AGENCY (2010- Present)

NEGAREH Advertising Agency was established in 2009 in Urmia, the agency started its activities with the aim of providing specialized and professional services in the field of advertising by purchasing modern printing equipment and up-to-date computer systems and employing professional staff. In a short period of time, due to the high quality of services, several orders received from manufacturing factories, organizations and companies in the field of printing, graphic design, packaging, environmental advertising, design and implementation of corporate sites and portals, commercial photography and internet marketing, branding, digital marketing, design and implementation of exhibition booths and printing services, etc. Having several professional departments and a subsidiary company, this agency was able to meet the needs of most companies and organizations in the northwest of the IRAN in terms of advertising and information technology. In 2015, by designing the website of Urmia Municipality, the agency was able to obtain the first rank of the best website design company in Iran in the field of government organizations, Also, in 2012, according to an investment contract with the Urmia Municipality, for the first time, this agency built and operated a new advertising structure called 'Lamppost Banner' in the Urmia.

- ❑ Supervise the work of 10 full time employees being conversant with all relevant designs and web developments and all other aspects of the work.
- ❑ Carry out more than 100 high various projects such as Logo, Brochure, Poster, advertising and web design for clients
- ❑ Design and developments over 100 organization and personal clients web sites, portals over asp.net platform via DNN CMS or NEGAREH Custom content management system.
- ❑ Consulted clients in designing marketing and advertising packages for their companies.
- ❑ Led a team of six graphic designers to create corporate logos, graphics, and layouts.
- ❑ Designed raster and vector marketing based artwork using Adobe Photoshop and Illustrator.

- ❑ Ensured client satisfaction during ideation, development, and presentation of finished artwork.
- ❑ Streamlined printing production processes to implement successful creative and marketing initiatives
- ❑ Supervised and mentored a design and copy staff
- ❑ Conducted yearly performance reviews and established goals
- ❑ Art directed outside photographers, printers and freelancers to discuss project concept and goals

Graphic Designer

SAROUNEH P.J.S Co. (SHADLEE)- (2003-2010)

SAROUNEH P.J.S Co. is one of the major producers of concentrate and fruit juices, with over 80 kinds of products in various packaging located in Urmia city in Iran. The company was founded in 1983 and has different departments including advertising and marketing departments. More than 90% of its products are exported to the USA, Italy, Russia, Japan, Poland, Netherlands, Korea and Germany.

- ❑ Managed ad placements for both trade and consumer publications,
- ❑ Recruited to lead design, photography and advertising department
- ❑ Managed clients interface and produced the company's first integrated brand for special **Tetra Pack packaging for the first time in Iran** and Made promotional campaigns for the new products.
- ❑ Supervised the designer team members to meet deadlines and remain within budget.
- ❑ Developed and maintained company media plans for print and outdoor advertising
- ❑ Planned the advertising, including which media to advertise in, such as radio, television, print, online, and billboards
- ❑ Extensive commercial photography for catalog and web images
- ❑ Managed and coordinated the graphic design and photography projects from concept through completion
- ❑ Meet with clients or the art director to determine the scope of a project
- ❑ Advise clients on strategies to reach a particular audience

- ❑ Determine the message the design should portray
- ❑ Create images that identify a product or convey a message
- ❑ Develop graphics for product illustrations, logos, and websites
- ❑ Select colors, images, text style, and layout
- ❑ Present the design to clients or the art director
- ❑ Incorporate changes recommended by the clients into the final design
- ❑ Review designs for errors before printing or publishing them
- ❑ Conducted needs assessments to inform design and implementation strategies.
- ❑ Collaborated across departments to provide subject matter expertise in financial planning software and strategies, Salesforce.com implementation, Thomson One trade execution and adoption of best-in-class marketing and practice management tactics.
- ❑ Delivered live training one-on-one and to group audiences, consistently achieving excellent satisfaction results and measurable behavior change.
- ❑ Applied adult learning principles and interactive design to ensure training effectiveness and proven results.

Graphic Designer Leader

AZAR GRAPHIC ADVERTISING AGENCY (1999-2003)

Hired as a junior designer and promoted several times into positions of progressive responsibility. As lead designer, supervised team and coordinated with print production and sales teams to ensure client satisfaction.

- ❑ Design and produced over 100 projects a year including logo, print advertisement, visit card and poster
- ❑ Participated in production of print and promotional items for key clients under direction of the Marketing Department.

Education

- ❑ Master's Degree in Computer Software Engineering, Islamic Azad University of Urmia, Urmia-Iran, 2017

- ❑ BC in Computer Software Engineering, Islamic Azad University of Salmas, Salmas-Iran, 2014

Professional Memberships

- ❑ Associate Member, Association of Iranian Graphic Designers Society (IGDS), Tehran-Iran, 2012

Awards & Recognitions

- ❑ Certificate of appreciation *successful Implementation of Urmia municipalities websites*, Urmia, Iran, 2019
- ❑ 6th Iran Web Festival award winner for designing the site of Urmia city municipality (www.urmia.ir) as the best portal in governmental websites section, 2014
- ❑ Certificate of appreciation for *Art and Design Graphics*, West Azerbaijan Province Directorate General of Cultural and Islamic Guidance