

Parisa Zardast

Graphic Designer

+ 1 - 4 3 8 4 5 3 5 0 1 6

parisazardsst@gmail.com

parisazardast.me

Montreal, QC, Canada

SUMMARY

Montreal-based graphic designer with experience creating cohesive brand identities, social media content, marketing materials, and digital visuals for both print and web. Combines strong visual storytelling with thoughtful, audience-focused design to create engaging and effective brand experiences.

EXPERIENCE

- **Graphic Design Intern, Sports Girls Club** Jan 2026 – Present
 - Designed branded social media graphics and templates for Instagram and X to support Sports Girls Club campaigns, events, and digital engagement.
 - Helped strengthen Sports Girls Club's visual branding by creating more cohesive and updated graphics.
 - **Graphic Designer, University of Lethbridge & University of Alberta** May 2024 – Jan 2026

From July 2025 onward, the project became a collaboration between the University of Alberta and the University of Lethbridge.

 - Supported two University of Lethbridge startups as a Graphic and 3D Designer, spanning brand, product, web, and prototyping.
 - For Neurocage: developed the visual identity across print and digital; delivered the HomeLab-1.0 product catalog, pitch decks, marketing visuals, and the company website.
 - Communicated complex scientific concepts through clear, cohesive, and accessible design; produced product animations and UI concepts to illustrate system workflows.
 - Applied 3D scanning and 3D printing to support prototyping and product development, translating research ideas into testable prototypes.
 - For Synaptag: led branding, including the visual identity and color system, web design, and simulation work for product development in feedlot contexts.
 - Built environmental simulations to derive technical specifications, helping avoid costly field verification.
 - **Graphic Designer, Bavan Marketing Agency** 2023
 - Designed Instagram Stories and social media assets that supported brand goals, reinforced visual identity, and improved the agency's online presence through cohesive, engaging content.
-

EDUCATION

- Certificate in Adobe Photoshop and Illustrator, Tehran Institute of Technology - 2023
 - Bachelor of Business Administration, Azad University (Iran) - 2020–2023
-

TOOLS

- Adobe Creative Cloud / Canva / Figma / Microsoft Office Suite / Blender / Wix / After Effects / Premiere Pro