

Parisa Zardast

GRAPHIC DESIGNER

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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 – July 2026
 - 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 Alberta** Jul 2025 – Jan 2026
 - Designed the brand identity, website, pitch decks, and marketing materials for Synaptag, a University of Alberta startup.
 - Created 3D environmental simulations that helped define technical requirements, prevent potential issues, and reduce the need for costly field testing.
 - **Graphic Designer, University of Lethbridge** May 2024 – Jul 2025
 - Supported Neurocage, a University of Lethbridge startup, as a Graphic and 3D Designer, working across branding, web design, product visuals, and prototyping.
 - Developed Neurocage's visual identity, product catalog, pitch decks, marketing materials, website, animations, and UI concepts.
 - Communicated complex scientific concepts through clear, cohesive, and accessible design.
 - Used 3D scanning and 3D printing to support product testing and development while reducing prototyping costs.
 - **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.
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EDUCATION

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

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