



# PARISA ZARDAST

GRAPHIC DESIGNER

## CONTACT

✉ parisazardsst@gmail.com

☎ +1-438-453-5016

## EDUCATION

2020 - 2023

AZAD UNIVERSITY (IRAN)

- Bachelor of Business Administration

## SKILLS

- Visual Story Telling
- Logo Design
- Typography & Layout Design
- Vector Illustration
- 3D Visualization
- 2D Animation Principle
- Market Research
- Web design

## SOFTWARES AND TOOLS

- Illustrator
- Photoshop
- InDesign
- Figma
- Blender
- 3D Scanning and Printing
- Canva
- After Effects
- Vectary
- Wix

## PROFILE

Graphic designer and ceramic artist based in Montreal creating brand identities, print and digital materials, motion, and product visuals for tech teams and research labs, grounded in business-led goals and a sharp sense of form and balance.

## WORK EXPERIENCE

### University of Lethbridge

MAY 2024-JULY 2025

#### Graphic Designer

- Supported two University of Lethbridge startups as **Graphic & 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** with clear, cohesive, 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 **rebranding** (visual and color system), **web design**, and **simulation work for product development in feedlot contexts**.
- Built environment simulations to derive technical specifications, **helping avoid costly field verification**.

### Khavar Seir (Travel Agency)

2023

#### Digital Marketing Designer

- **Digital Marketing Designer** for a travel agency; produced Instagram Stories and **social assets** aligned to brand goals.
- Shaped the brand look and feel with cohesive, attention-grabbing visuals and clean aesthetics.
- Created **story-first campaigns** optimized for reach and retention across Instagram.
- Helped **boost the agency's online presence** through consistent visual systems and on-brand content.

### Bavan (Marketing Agency)

2023

#### Graphic Designer

- Led **Bavan's website design** (with Figma), delivering a clean, modern layout that showcases global presence and professionalism
- Built a **fully responsive** site for a seamless cross-device experience
- Collaborated with the client team to create social media content aligned with brand voice and marketing goals