

Faranak Motevasseli

Graphic Designer

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PROFILE

Multidisciplinary graphic designer and illustrator skilled in branding, editorial design, packaging, and visual storytelling. I work across digital and print with a balance of concept, craft, and detail. Running Fortiva has strengthened my creative direction, experimentation, and commitment to continuous learning. I'm driven by curiosity and a desire to grow across every project.

SKILLS

- Graphic Design & Branding
- Content Creation & Social Media Strategy
- Visual Storytelling & Editorial Direction
- Conceptual Design
- Precise Feedback & Iterative Collaboration
- Business Planning & Creative Entrepreneurship
- Digital Illustration
- Typography
- AI design

SOFTWARE PROFICIENCY

- Adobe Suite: Firefly, Photoshop, Illustrator, InDesign
- Canva
- Pro Create
- Microsoft Office Suite

LANGUAGES

- Native Farsi, English (C2), Spanish (B2)

EDUCATION

Bachelor in Visual Arts Visual Communication Design

Ferdows University, Mashhad, Iran
| March 2018

Interior Design (Course)

September 2024

Technical & Vocational Certificate – Adobe Photoshop

October 2012

Professional Photography Course – Artin Gallery

January 2018

WORK EXPERIENCE

Founder & Creative Director – Fortiva

Torrevieja, Spain | 2025–Present

- Built Fortiva from concept to launch, overseeing design, branding, marketing, and operations
- Designed statement t-shirts and sweaters inspired by nostalgia, movies, and personal stories
- Developed Fortiva's visual identity
- Managed social media and content strategy to grow brand awareness and engagement

Freelance Graphic Designer & Illustrator

Spain & International | 2020– Present

- Created branding systems, visual identities, and packaging designs for small businesses and startups
- Designed editorial layouts, promotional materials, storefront signage, and print-ready assets
- Produced custom illustrations for apparel, campaigns, and digital content
- Developed social media content strategies and designed multi-slide carousels, ads, and short-form videos
- Provided precise creative direction and iterative feedback to ensure high-quality deliverables
- Collaborated with clients from Iran, Spain, Italy, Canada, and the UAE, adapting design styles to diverse markets

Graphic Designer – Medad Sefid Advertising Agency

Mashhad, Iran | April 2019–January 2020

- Branding, Visual identity, Packaging
- Typography
- Publishing materials

Graphic Designer – Mandegar Rasaneh Shargh Advertising Agency

Mashhad, Iran | January 2018–February 2019

EXHIBITIONS

Painting Group Exhibition

Mashhad, Iran- August 2018

Painting Group Exhibition

Mashhad, Iran- May 2016

Silk-Screen Print Group Exhibition

Mashhad, Iran June 2015

Typography Exhibition

Mashhad,Iran- June 2014