

Mahtab Sarem Aslani

Graphic Designer | Brand Identity, Packaging & Hospitality Design

Toronto, ON | +1 (647) 512-5518 | mahtabsarem@gmail.com

www.mahtabsaremaslani.com

Graphic Designer with 10+ years of experience in brand identity, packaging, print and visual communication, with a particular focus on food, hospitality and consumer brands. Experienced in developing visual concepts from initial direction through final artwork and production, with additional experience in illustration, food and product photography, and real-world brand applications.

Work Experience

Freelance Graphic Designer

2020 - Present | Toronto, ON

2015 - 2020 | Tehran, Iran

- Specialize in brand identity, packaging and print design, with a focus on food, hospitality and consumer brands.
- Develop visual concepts from initial direction through final artwork and production, including logos, packaging, menus, illustration and promotional materials.
- Provide food, product and brand photography for packaging, websites, social media and promotional use.
- Collaborate directly with independent brands and hospitality clients to create distinctive and practical design solutions across print and digital applications.
- Recognized by the Iranian Packaging Designers Biennial for selected and award-winning packaging work.

Selected Projects

Burdock Brewery | Toronto, Canada
Bomou Artisanal Bakery | Toronto, Canada
Myselfment | Toronto, Canada
Aish | Toronto, Canada
Marben Restaurant | Toronto, Canada
Golabatoon Floral Design Studio | Istanbul, Turkey
Made of Sugar & Saffron by Tara | Toronto, Canada
Daikand Butcher Shop | Tehran, Iran
Arta Floor | Melbourne, Australia
Charles Mag | Atlanta, USA
Wistore | Tehran, Iran
Fresh Box Salad | Tehran, Iran
Bingo Pet Food | Tehran, Iran

Graphic Designer | KLO Design Studio | Tehran, Iran

Jun 2014 – May 2015

- Developed brand identities, logos, packaging and pattern-based design systems for a range of clients.
- Created design concepts based on client briefs and prepared final artwork for print production.

Graphic Designer | Hami Design Studio | Tehran, Iran

Sep 2012 – Apr 2014

- Worked across packaging, print and identity projects, developing a strong foundation in prepress, press and post-production.
- Created packaging templates and patterns and contributed to industrial and interior photography projects.

Awards & Recognition

- **Special Basteha Award**

3rd Biennial Exhibition of Iranian Packaging Designers | Tehran, Iran | 2020

- **Featured Designer**

3rd Biennial Exhibition of Iranian Packaging Designers | 2020

2nd Biennial Exhibition of Iranian Packaging Designers | 2017

- **Selected Packaging Design**

Iranian Packaging Designers Showcase | Tehran, Iran | 2018

Core Skills

- Brand Identity & Logo Design
- Concept Development
- Stationery & Print Design
- Packaging & Label Design
- Pattern & Motif Design
- Illustration & Character Design
- Print Production & Prepress
- Food & Product Photography

Design Tools

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign

Education

- **Graphic Design** | *INVERSE School of Art & Design | Tehran, Iran | 2014 – 2018*

- **Bachelor of Industrial Management** | *University of Science and Culture | Tehran, Iran | 2008 – 2013*