



Sudeh Samiei

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Deutschland

Graphic and Brand Identity Designer with **+10 years** of experience in **+10 projects** focused on **branding and visual identity systems**, **+20** projects of advertising, **+5** projects of POSM & retail design, **+50** SKUs of packaging, **+50** social media content, and **+10** UI/UX projects. **I have collaborated** with international companies in Germany, Iran, the UAE, Spain, and Canada, both in-house and remotely. My strengths include developing cohesive brand systems, designing retail communication materials, and creating user-centered digital interfaces.

I hold a BA and MA in Graphic Design and a **second Master's**

degree in Expanded Media from Hochschule Darmstadt.

Based in Germany, I am currently seeking opportunities in graphic design and brand identity.

WORK EXPERIENCE

Brand & Graphic Designer

SET . Frenvi . PitchDepartment – Germany – Work Study

November 2023 – October 2025

During this period, I contributed to a variety of branding, visual communication, and digital design projects across different companies.

My responsibilities included:

- Creation of visual assets for marketing, presentations
- UI/UX concepts & digital platforms
- Illustration & motion graphics
- Image editing, photography, & content creation
- Preparation of presentations & communication materials

Senior Brand & Graphic Designer

SLZ, Tehran . Iran (Printing . FMCG)

January 2018 – July 2023

During this period, I contributed to a variety of branding, visual communication, and digital design projects across different companies.

My responsibilities included:

- Designing brand identities, packaging systems
- Marketing materials for FMCG products
- Managing print production , including flexo / Offset printing, prepress
- UI/UX Design
- Developing logos, stationery, & corporate visual assets
- Collaborating with marketing & production teams to ensure consistency
- Conducting photography & image editing for brand and product

WORK EXPERIENCE

Brand Manager & Graphic Designer

Lifeboard Parseh . Iran (IT Software Services)

September 2015 – January 2018

During this period, I contributed to a variety of branding, visual communication, and digital design projects across different companies.

My responsibilities included:

- Developing brand identity & visual guidelines
- Designing marketing materials & corporate communication assets
- UI/UX designs for web and software interfaces
- Managing print materials and ensuring consistency across all touchpoints
- Designing stationery & supporting overall brand development
- Creating marketing assets for showrooms & in-store environments

WORK EXPERIENCE

Remote, Part Time

Graphic Designer

SERVICIALSOY, Madrid, Spain (Retail . Shop)

July 2021 – March 2022

UI/UX Designer

Datamatix, Dubai, UAE (IT Software Services)

July 2021 – March 2022

Graphic Designer

BC Marketing, British Columbia, Canada (Marketing & Media)

May 2019 – March 2020

EDUCATION

M.A. in Expanded Media (storytelling)

Darmstadt University of Applied Sciences,

Apr 2023 - Sep2025 / Darmstadt, Germany

M.A. in Graphic Design (Graphic Design)

University of Science and Culture

Feb 2013 – July 2016 / Tehran, Iran

B.A. in Graphic Design (Visual Communication)

UCNA University

Feb 2007 – Feb 2009 / Tabriz, Iran

SKILLS

Design: Branding & Identity, Packaging, POSM, Typography, UI/UX

Tools: Adobe Creative Cloud, PowerPoint, AI Generative Tools

Soft: Creativity, Communication, Attention to Detail, Time Management

Additional: Social Media Design, Corporate Identity, Motion Graphics.