

Mohsen Hosseinkhani
Senior Graphic Designer & Art Director

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SUMMARY

Senior Graphic Designer and Art Director with 9 years of experience across visual identity, branding, advertising, and art direction for international and local brands, publishers, and magazines. Work includes the Persian logotype for Toshiba (featured on Roozrang), brand books and visual identity systems for companies including Vista Kimiaye Pars and ELIXIR, and editorial art direction for Ayra Publication and Poshtebaam Magazine.

EXPERIENCE

Art Director — Ayra Publication

Tehran, Iran | 2026 – Present | (Freelance)

Lead art direction and define the overall visual language for the publisher's book list. Design cover systems and visual guidelines applied across the full publication catalogue. Direct cover art for Embracing Hope (Viktor E. Frankl, trans. Mahmoud Gholipour) and Life Skills in a Troubled World (Ahona Guha, trans. Emadeddin Ghasemipour).

Senior Graphic Designer — New Vision Marketing Agency

Tehran, Iran | Feb 2025 – Feb 2026 | On-site

Authored advertising campaigns and visual concepts for international brands entering the Iranian market, including Toshiba, LG Electronics, and HONOR. Designed the Persian logotype for Toshiba, adopted for use across Iranian and Persian Gulf markets — later featured on Roozrang. Led logo, brand identity, and campaign design from concept to final execution across print, digital, and event formats.

Art Director — Poshtebaam Magazine

Tehran, Iran | Apr 2021 – Present | Freelance

Freelance art direction for the publication's overall visual language, run concurrently alongside full-time roles. Design editorial layouts, covers, and visual content each issue. Collaborate directly with writers, editors, and photographers on visual storytelling.

Senior Graphic Designer — Poshtebaam Magazine

Tehran, Iran | Nov 2018 – Apr 2021 | Freelance

Designed editorial layouts, covers, and visual content for each issue ahead of taking on art direction for the publication.

Compulsory Military Service

Iran | 2022 – 2024

Completed mandatory national service, as required of Iranian male citizens.

Graphic Designer — New Vision Marketing Agency

Tehran, Iran | Jul 2021 – Dec 2022 | On-site

Designed print advertising and social media campaigns for LG Electronics, Gplus, Goldiran Co., and other clients.

Created visual concepts for integrated advertising campaigns from brief to delivery.

Photography Editor — 13 Magazine

Tehran, Iran | 2020 – 2021 | Freelance

Directed photographic content and visual selection for each issue.

Curated editorial imagery and coordinated with contributing photographers.

Graphic Designer — Parsi Studio

Tehran, Iran | Nov 2018 – Feb 2021 | On-site

Designed brand identity and corporate identity (CI/BI) systems for clients including Ghoghnoos Travel Agency, Saderat Bank, Fanavaran, and Vista Kimiaye Pars.

Authored brand books and visual identity guidelines defining brand standards and applications.

Designed the Vista Kimiaye Pars and Exir brand books.

Junior Graphic Designer — Parsi Studio

Tehran, Iran | Sep 2016 – Oct 2018 | On-site

Supported CI/BI and branding projects under senior art direction.

Produced print advertising and social media content for client campaigns.

Publications & Professional Recognition

Roozrang (specialist graphic design platform) — featured the Toshiba Persian logo design.

Poshtebaam Magazine — critical review published following MIM, solo exhibition, Dena Gallery, Tehran, 2026.

Exhibitions & Festivals

MIM — Solo Exhibition, **Dena Gallery**, Tehran, Iran, 2026

Group Photography Exhibition, **Dena Gallery**, Tehran, Iran, 2017 (curated by Hamid Janipour)

Education

B.A. in Photography — Islamic Azad University, Central Tehran Branch, 2018–2022 Diploma in Graphic Design — Tehran Fine Arts School, 2014–2017

Skills

Design & Creative: Branding & Visual Identity · Art Direction · Advertising Campaigns · Editorial Design · Print & Digital Design · Photography · Packaging Design

Software: Adobe Illustrator · Photoshop · InDesign · Lightroom · After Effects

Professional Strengths: Creative Problem Solving · Team Collaboration · Negotiation · Adaptability · Workflow Planning · Print Production Supervision.

Professional Membership

Iranian Graphic Designers Association — Member