

OMID GANJI

ART DIRECTOR AND SENIOR GRAPHIC DESIGNER

PROFILE

Experienced Graphic Designer and Print Process Specialist with over a decade of expertise in print and packaging design. Demonstrated success in managing large-scale projects from concept to completion, with a focus on packaging design and pre-press processes. Proficient in using industry-standard software like Adobe Illustrator, Photoshop, and Corel Draw. Adept at collaborating with leading Iranian brands and contributing to the launch of more than 100 FMCG products.

EXPERIENCE

**Maz Maz
Industrial
Group**
2019 - Present

Design and Print Department Manager

- Lead and manage the design and print department, overseeing the production of high-quality print materials.
- Collaborate with cross-functional teams to align branding and marketing strategies.
- Direct the design and execution of packaging, advertising, and promotional materials.

**Freelance
Graphic
Designer**
2015 - Present

Graphic Designer

- Provide graphic design services with a focus on packaging, visual identity, and advertising materials.
- Collaborate with renowned Iranian brands to develop packaging, from concept to final production.
- Design point-of-sale marketing tools (POSM) to enhance brand visibility at retail locations.

**Plate
Packaging &
Print**
2011 - 2019

Prepress Designer & Product & Packaging Engineering Expert

- Managed pre-press design projects, ensuring precision and quality in final outputs.
- Engineered packaging solutions to optimize material use and reduce production costs.
- Provided consultancy on packaging materials and designs tailored to meet client specifications.

EDUCATION

- Tehran University** ● **Bachelor's Degree in Print Processes, Tehran, Iran**
2008 - 2012
Description of the education/course.

KEY SKILLS

- **Graphic Design:** Visual identity design, packaging structure design, POSM tool design, advertising poster design, label design.
- **Technical Expertise:** Proficient in print and packaging materials (cellulose, polymer), economic calculations, file preparation for various printing processes.
- **Software Proficiency:** Adobe Illustrator, Adobe Photoshop, Corel Draw, advertising, and product photography.
- **Marketing & Branding:** Strong understanding of marketing strategies, branding concepts, and advertising campaign management.

CONTACT

- 🏠 Tehran-Iran
- ☎ +98 912 579 5149
- ✉ info@Omidganji.com
- 🌐 www.omidganji.com
- 📷 @omidganji_studio
- 📌 Omid Ganji