

## Personal info

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# PARISA TASHAKORI

## Visual Designer

With over twenty years in the field, I have worked with ad agencies, publishers, art schools, and festivals and have done visual branding for exhibitions, events, foundations, and over two dozen companies.

I have also been active in international design communities for many years. In 2017 I was granted an Artist Visa, EB1 (green-card) and moved to Colorado. As a bilingual designer who has traveled to and presented in many countries, I bring a nuanced, global perspective to my projects and teaching methods, and am able to work in English, Persian, and Arabic.

## Professional Skills

Critical Thinking  
Creative Thinking  
Art Direction  
Concept Development  
Time Management  
Public Speaking  
Online Teaching

## Tech Skills

Adobe Design  
Softwares:  
Illustrator  
Indesign  
Photoshop  
Sketch  
Print systems

## EDUCATION

- BA in Graphic Design  
From IAU- Tehran Branch
- MA in Graphic Design  
From IAU- Tehran Branch

## Teaching Experience

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2020 -  
Present

### Full time faculty

#### University of Colorado, Boulder, APRD Department

- ◆ Taught CMCI Studio graduate courses: APRD5003 Branding Design, APRD5011 BookLab
- ◆ Taught CMCI undergraduate courses: APRD3400 Concept Design, APRD3001, Visual Design
- ◆ Provided creative lectures, hands on support, and critical feedback to 50+ diverse students per semester
- ◆ Connected students to the global design community by inviting local and international designers from around the world to present for each class
- ◆ Designed 6-10 researched-informed assignments for each course, with a strong emphasis in relevancy in terms of social issues, environmental consciousness and evolving technology
- ◆ Engaged with and brought “real world” clients in CMCI studio to work with students

2018-19

### Part time faculty

#### Front Range Community College, Westminster MGD Department

- ◆ Taught: Graphic Design II, Packaging Design and Introduction to Production Design
- ◆ Designed 5-7 assignments for each course
- ◆ Provided creative lectures and hands on support and feedback to 15+ diverse students per semester

2010-17

### Part time faculty

#### Iran Broadcasting University, Tehran

- ◆ Taught: Graphic Design III, Branding and Portfolio design
- ◆ Designed 5-7 assignments for each course
- ◆ Provided weekly hands on support and feedback to 10+ students per semester

2009-11

### Part time faculty

#### Azad Art and Architecture University

- ◆ Taught: Poster Design, Packaging Design and Layout
- ◆ Designed 3-6 assignments for each course
- ◆ Provided weekly hands on support and feedback to 15+ students per semester

2012 -  
present

### **Workshops**

- ◆ Led three-day workshop at Kharkiv State Academy of Design and Fine Arts in Kharkiv, Ukraine
- ◆ Led two-day workshop at University of Alabama at Birmingham, USA
- ◆ Led book cover design workshop in San Ignacio University (USIL), Lima, Peru
- ◆ Led three-day workshop entitled “Joy of Design” in La Paz, Bolivia
- ◆ Led workshop on the occasion of International Day of Peace at Oklahoma State University, USA
- ◆ Led Workshop with the theme of “ALL” based on Persian typefaces in Missouri state university, US
- ◆ Led social issues poster workshop in Hsing Wu University, Taipei, Taiwan
- ◆ Led poster workshop with the theme of child abuse in University of Morelia (UNLA), Mexico

### **Professional Experience**

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2008 -  
present

#### **Co-Founder & Executive Art Director Parisa Tashakori Design Studio, Tehran**

- ◆ Collaborated with junior designers and freelance artists
- ◆ Collaborated with publishers, museums, embassies and municipalities
- ◆ Designed a variety of promotional materials including posters, billboards, magazines, brochures, stationery and textiles to generate extensive brand visibility

2017

#### **Graphic Designer Brain Boelts Studio, Boulder**

- ◆ Managed design projects from concept to execution
- ◆ Designed logotypes, pictograms, icons and digital banners

2007-08

#### **Art Director Mideast Solution Web and Interactive Agency, Tehran**

- ◆ Collaborated with professional developers
- ◆ Led design training sessions for web developers
- ◆ Ensured design quality

2001-07

#### **Art Director & Senior Graphic Designer Daarvag International Advertising Agency**

- ◆ Collaborated with multiple departments, such as creative directors, movie directors, photographers, copywriters and printers
- ◆ Managed the project budget
- ◆ Led branding development for various cultural and commercial international clients like Unilever and P&G
- ◆ Directed and mentored junior designers to enhance the quality of the creative product
- ◆ Ensured design quality

## Highlighted Projects

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- 2021 **Boulder Arts Showcase Corporate Identity**  
**Client: Boulder Office of Arts And Culture**
- ◆ Designed a corporate identity, visual system and opening credits for a series of videos for the City of Boulder's Boulder 8TV
- 2021 **AIGA Detroit Nowruz Workshop: Celebrating the Persian New Year**  
**Client: AIGA Detroit**
- ◆ Held a greeting card online workshop for the occasion of Nowruz and the spring. The workshop was sponsored by AIGA Detroit. Provided students with Persian motif stencils, and led them in creating greeting cards through a hands on process
- 2020 **A Collaborative Project with Arizona State University and NREL**  
**Client: Center for Science and the Imagination of Arizona State University**
- ◆ Created an original illustration through a two-day collaborative workshop, based on a scientific utopian story, "The Scent of the Freetails," which was generated through team brainstorming and finalized by team writer
- 2019 **Public Art Installation**  
**Client: City of Boulder**
- ◆ After winning a grant, produced a public art project over three months. The concept was to promote public engagement with themes of diversity and equal voices. This was done by weaving the word "hello" on an entry fence in different languages. This project engaged more than 4000 people who passed the library everyday
- 2019 **Design Trail, Solo Exhibition**  
**Client: City of Boulder**
- ◆ Exhibited 50 poster designs along with an interactive station to invite visitors to play with Persian letters and enjoy the poetic visual sense the alphabet

## Awards

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- 2019 ◆ Third prize, 21st Colorado International Invitational Poster Exhibition(CIPE) at CSU, USA
- 2007 ◆ Honorable Mention, The 3rd COW!!! International Design and Illustration Festival, Ukraine
- 2005 ◆ Third prize, The 10th Ekoplagat'05 International Poster Triennial, Slovakia
- 2004 ◆ Honorable Mention, The logotype exhibition of "Tandis" Visual Arts Biweekly, Iran
- 2004 ◆ Third prize, The 8th Tehran International Poster Biennial, Iran
- 2003 ◆ Honorable Mention, The 5th International Ecoposter Triennial of Ukraine, "4th Block"
- 2002 ◆ Top Award, The graphics section of the first exhibition of Material Recycling, Tehran