

Faraz Khadivdjam

Brand Designer / Illustration, Lettering & Image-Making

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Brand designer with **10+ years** of making identities, packaging and campaign worlds across consumer goods, fashion and music, and a background in calligraphy that shapes how I draw letters. I build systems with enough structure to hold together, then look for the **strange, human thing** that makes them memorable.

EXPERIENCE

Faraz Design

2018 – Present

Senior Brand & Packaging Designer · Independent studio, Montreal

- **Dark Matter:** full identity and packaging for a space-concept pre-roll line. Developed the visual language and delivered press-ready artwork across all SKUs.
- **100 Vape's, Cali, Gumpilow:** brand systems that stay recognisable at scale (140+ SKUs for 100 Vape's), plus marketing assets and websites.
- **UFO Fashion (founder):** designed the 2018 men's collection and directed its photography; campaigns drove a 40% increase in online sales. Also: Actualize This board game (2025), Squishlist.

Canadian College of Business, Science & Technology

Jan 2024 – Apr 2026

Graphic Design Instructor · Toronto

- Taught typography, layout, UI/UX and Adobe Creative Suite; wrote all course materials and 20+ original assessments, with an 85–90% class success rate.

The Printing House

Oct 2022 – 2023

Imaging Specialist · Toronto

- Colour-corrected and prepped files for large and grand-format print, keeping client jobs on spec and on time.

Uniqueness Music

Oct 2020 – Nov 2021

Senior Designer · Frankfurt, remote

- Redesigned the brand from the ground up: typography system, colour language and a full icon set across four YouTube channels, with guidelines the team could run alone.
- Motion graphics package drove an 80% increase in YouTube viewer acquisition.

Elyas Sania

Mar 2019 – Oct 2022

Senior Graphic Designer · Mashhad

- Led campaign design, motion graphics and product photography, and designed 10–12 packaging lines; ad performance improved 56% under the new design standards.

Earlier design roles from 2015 are listed at [linkedin.com/in/faraz-kh](https://www.linkedin.com/in/faraz-kh)

SIDE PRACTICE

Lettering, Calligraphy & Murals

- Hand-drawn letterforms merging Arabic/Farsi calligraphy with Western blackletter, from sketchbook to wall; live painting at Montreal events including Art Night MTL.

SKILLS

Making

Illustration, hand lettering, motion graphics, photography

Brand

Identity systems, typography, packaging, art direction

Tools

Illustrator, Photoshop, InDesign, After Effects, Figma, Lightroom

EDUCATION

B.A. Visual Communication

2015 – 2020

IAUCTB, Tehran · UI/UX Design Specialization (Coursera) · Foundations of UX Design (Google)