PERSONAL PORTFOLIO

artist name: masoud.yekta

Graphic designer

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Masoud M.Yekta

Tehran, Born 1986

Iran, Tehran

Associate Degree
in Graphic Design

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ares.eyes@gmail.com

My name is **Masoud Yekta**, a **Graphic designer** with **19 years** of experience in the field. I began my career in the press industry and gradually expanded into other areas such as publishing, advertising agencies, and manufacturing companies. I am proficient in Adobe design software including Photoshop, InDesign, and Illustrator, and I have solid knowledge of print production processes.

My experience in packaging design includes the following categories:

1. Food products
2. Cosmetics
3. Hygiene products
4. Tableware packaging

Additionally, i've worked on packaging for automotive parts, although since it hasn't been a major focus, i haven't included it as a main category.

I also work professionally in various other design areas, including:

1. Catalogs
2. Brochures
3. Infographics
4. Social media content
5. Posters
6. Visual identity
7. Logos
8. Banners, and more

Apart from the technical skills, i bring a disciplined and focused approach to every project. I stay committed to the task through to the end, and i prefer a quiet, distraction-free environment—my best companion at work is a pair of headphones. I'm not drawn to drama or conflict; i value professionalism and clear communication.

Full Time:

Years	Company Name	Industry	Position
2025-	Candoo	Telecommunications	Art Director
2023–2025	Safarbazi	Tourism	
2022–2023	Sam Aray	Cosmetics & Hygiene	
2021–2022	Tebkaran Polymer	Polymer Industry	Senior Graphic Designer
2021	Arashimi	Cosmetics	
2020–2021	Natural Resources Org	Environmental	
2019–2020	Badran Gostaran	Food & Hygiene Products	
2018–2019	Gaj	Publishing	
2017–2018	Mehromah	Publishing	Graphic Designer
2013–2017	Hamshahri Newspaper	Press	
2005–2012	Various Weekly Journals	Press	

MENU OF CONTENT

EVERY ICON IS CLICKABLE

LOGO · BROCHURE · BANNER · INFOGRAPHIC · MOTIONGRAPHIC

ICON · CATALOGUE · SOCIAL MEDIA · PACKAGING · BOOK COVER

Id Ps Ai Canva

GOLINGEN

THE KNIGHT IN THE KITCHEN



Logo Design

create a logo for companies which valued creativity
In every design, I used colors and shapes that reflect the company`s field of work.

Gohar Darya
Gostar Arvand

NAKMARKET

BAADRAAN LIFE

Market

2021
E.I.A
IRAN AFGHANISTAN EXH







Themed logo

for every event, for example i made safarbazi`s logo customized.















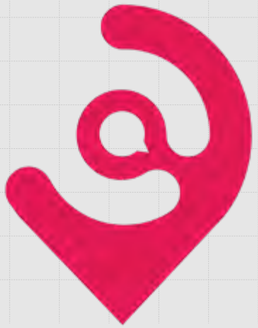




Icon Design

Icons for applications and sub-brands, or simplified versions of the organization`s logo for various uses.
In every design, I used colors and shapes that reflect the company`s field of work.

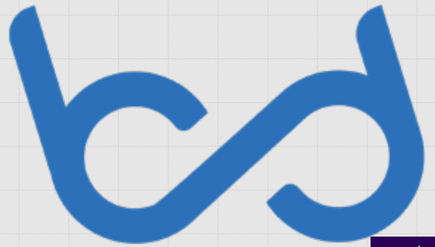
















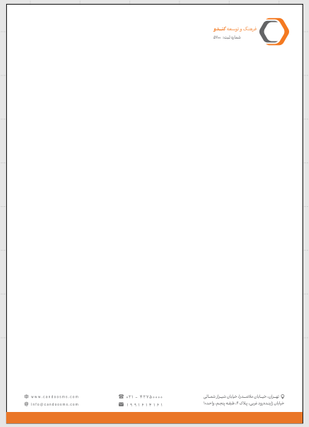
Stationery Set

A cohesive set of branded materials including business cards, letterheads, and envelopes—designed to reflect the visual identity of the brand.





















Social Banners

These banners are designed for social media promotion and can also be adapted for print across various platforms.











Product Banners

These banners were designed for use in print, billboards, and in-store displays, showcasing versatility across various promotional platforms.









Posters

Designed impactful event posters with bold visuals and clear typography to effectively capture attention and communicate key details at a glance.

City Banners

Crafted visually striking event banners tailored for both digital and print platforms. Focused on clear messaging, brand alignment, and eye-catching layouts to drive engagement and attendance.

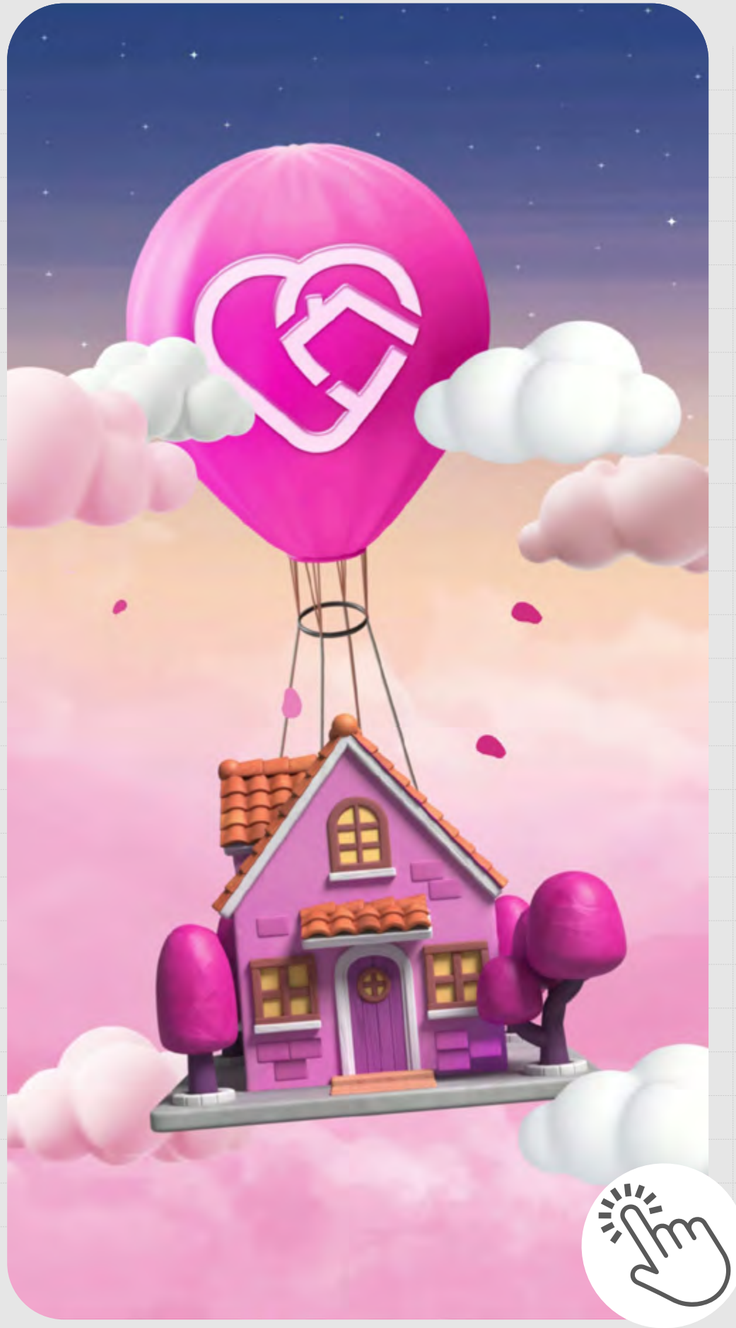














Motiongraphics

Crafted visually striking event banners tailored for both digital and print platforms. Focused on clear messaging, brand alignment, and eye-catching layouts to drive engagement and attendance.


BE
TOUGH
SAM
SAM
MATT &
HAIR


safarbazi.com
Summer
تا آخر
تابستون
چیزی نمونده
shahrivar06
کد تخفیف برای رزرو
تا آخر شهریور از سفربازی


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Book Cover

Book cover design focused on visual appeal and conveying the content’s concept in a creative and professional way.













Catalogue Design

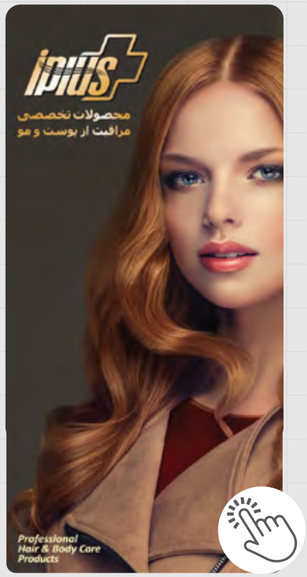
Catalogue design combines layout, imagery, and typography to showcase products effectively, emphasizing clarity and brand identity in a portfolio.

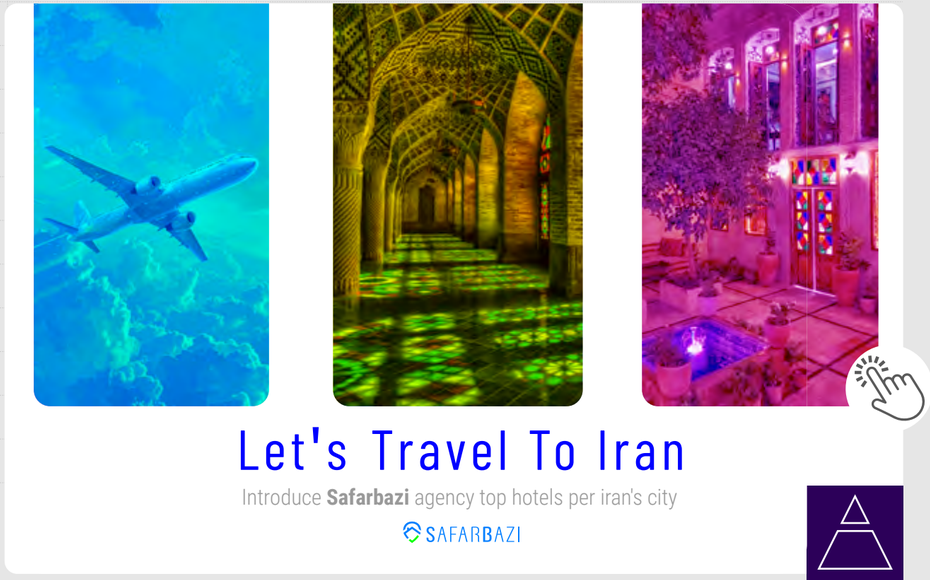


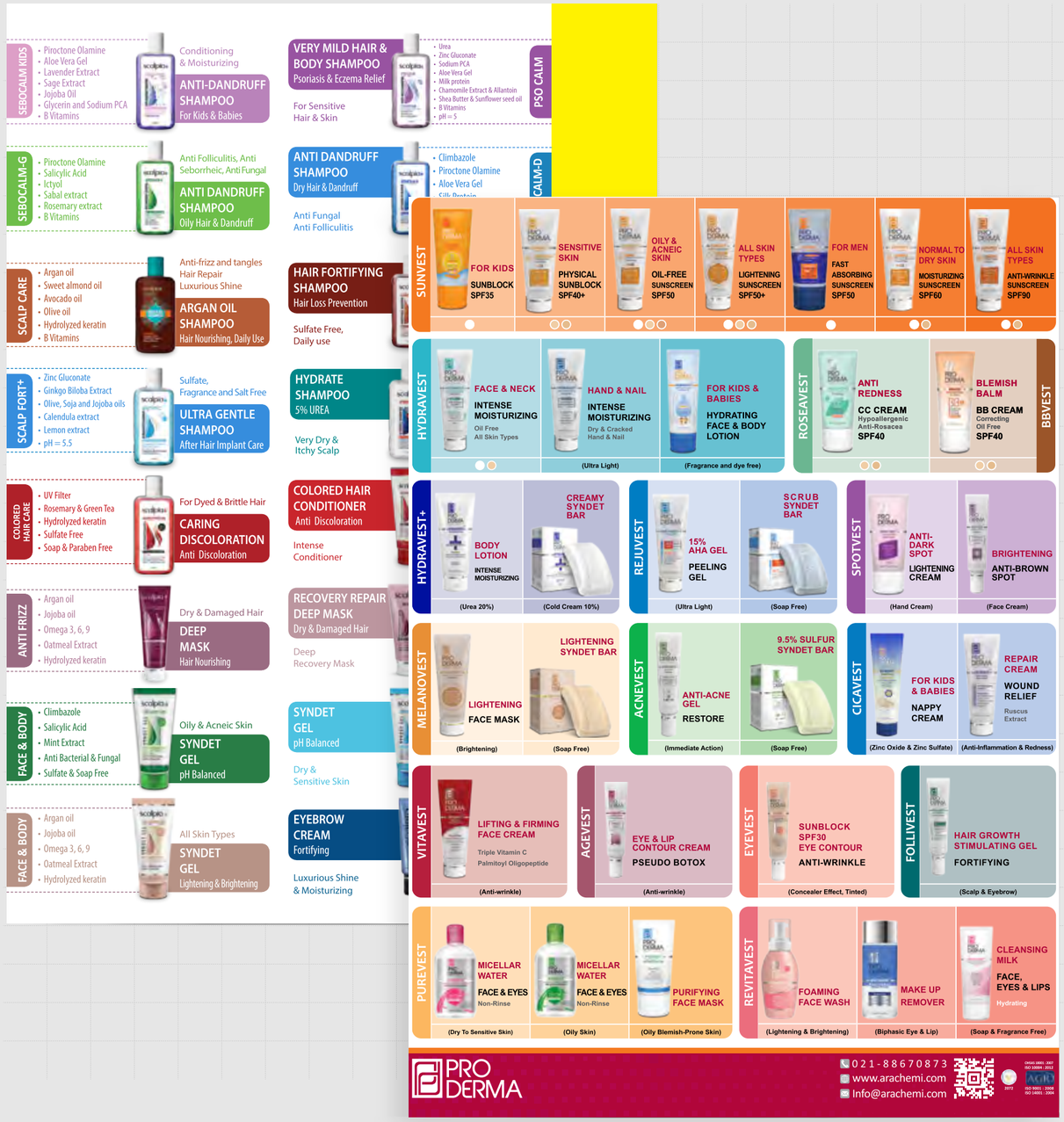














Brochure & Product Card Design

Brochure design combines layout, imagery, and typography to present information clearly and attractively, enhancing brand communication and user engagement.

Product Card Design

Product card design focuses on clean layout, striking visuals, and clear information to showcase products effectively, enhancing brand appeal and consumer engagement.



Cosmetics Design

Cosmetics label design merges elegance, branding, and clarity to create visually appealing packaging that communicates product benefits and enhances shelf presence.




SOFTCare
PROTEIN
Macadamia Oil & Milk
AVOCADO
Seaweed Extract
RINSE OFF


PRO-CARE
LIMPIO
Cleansing Milk
Herbal Touch
Hydro-Cleansing
Cucumber & Aloe Vera Extract
. Skin refreshing & moisturizing.
. Impurity remover.
. All skin type.
. Vitamin E.
DAILY USE
250 ml


SOFTCare
HYDRATE
COMPLEX
%100
24H
Seaweed Extract
NORMAL &
OILY SKIN


LIMPIO
Plus
ANTI
DANDRUFF
D-PANTHENOL
SHAMPOO
Rinse - Off
DAILY USE
DEEP
CARE
1%
ZINC PYRITHIONE
HERBAL EXTRACT


LIMPIO
Plus
HAIR FALL
RESCUE
CAFFEINE HAIR
SHAMPOO
Rinse - Off
DAILY USE
DEEP
CARE
D-PANTHENOL
LIMPIO
Plus
HAIR
CONDITIONER
KERATIN
SHAMPOO
Rinse - Off
DAILY USE
DEEP
CARE
D-PANTHENOL

Food Production Lable & Package Design

Food label design blends branding, typography, and imagery to create appealing, clear, and informative packaging that attracts consumers and communicates product details effectively.












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PROTECTION
BPA FREE
HOME
PICNIC
3
PCS
900-1250-1500 cc
Hygienic Food Container


Family
CHICKEN SEASONING
NET WT
1.25 OZ (35.4g)


20
Pads
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UNDERARM SWEAT PADS
ANTI-STAIN
UNIVERSAL SIZE
NEW
OPEN HERE
Nazgol
UNDERARM SWEAT PADS


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Almas
PREMIUM
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Pieces
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Picnic
BOWL 400
6
pcs


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LES FERMES
Dairy
Labneh
Baladeh
From Fresh
Natural Milk
100%
Ca
CALCIUM
1KG

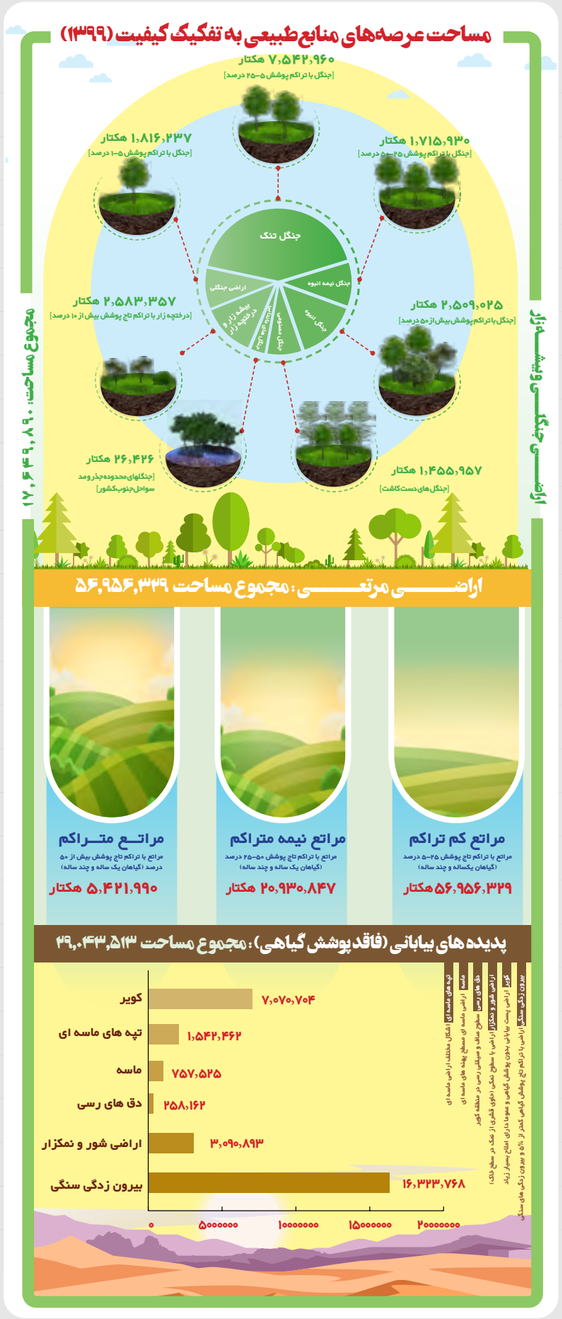

3×60
Picnic
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Garbage
Bag
Never Leaks
90×70
LARGE SIZE
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Celebrate the life
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PRIME
Picnic
DIPLOMAT
PREMIUM
Large Plate


24 set
SQUARE FOOD CONTAINERS
HOME
Picnic
It's All Quick and Easy
24 set
(24x3pcs+lid)
SQUARE FOOD CONTAINERS

Infographics design

Infographics design combines data, visuals, and typography to communicate complex information clearly and engagingly, enhancing understanding and impact.







END OF STORY

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IF YOU`RE
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