



ABOUT

Alireza Vaziri Rahimi is a designer, creative director, and educator. He is a member of the American Institute of Graphic Arts (AIGA) and has been a professor at the University of Texas at El Paso. He earned his MFA in Design from the University of California, Davis and his BFA in Stage Design from the Tehran University of Art. He has received some prestigious design awards and his work has been featured in numerous exhibitions, books and museums around the world such as the Center for Contemporary Art, London International Creative Competition, Goethe-Institute, Graphis Magazine and etc. He is the founder of Vaziri Studio a brand and experience design firm based in TX, United States. Body of work: www.vaziri.studio

EDUCATION

MFA in Design / Sep 2019 - Dec 2021 | GPA 3.96/4.0
University of California, Davis, United States

BFA in Design / Sep 2006 - Feb 2011 | GPA 17/20
Tehran University of Art, Tehran, Iran

ACADEMIC APPOINTMENTS

Assistant Professor- Graphic Design / December 2021 - Current
University of Texas, El Paso, TX

Designing and teaching courses focused on graphic, interactive, interface, and experience design; advising and mentoring students; publishing creative works and research in peer-reviewed venues.

Teaching Assistant / September 2019 – December 2021
University of California, Davis, CA

Coordinated and led diverse group critiques and ideation in design classes; prepared lectures; developed weekly discussion sections; advised students during weekly office hours.

TEACHING / RESEARCH INTERESTS

Graphic Design, Visual Storytelling, Advertising, UI/UX, Interaction design, Immersive Media Design, Augmented Reality, Speculative Design, Social Design and Art/Design History.



AWARDS / HONORS

First Prize, International Juried Exhibition, Center for Contemporary Art, NJ, USA | 2022
Second Prize, Artifact, The Sechrest Gallery of Art, North Carolina, USA | 2022
Bronze Award, Poster Stellars, 1st Intercontinental Poster Competition, New York, USA | 2021
First Prize in GraphicArts, London International Creative Competition, London, UK | 2021
Selected designer, IMAGE + BIAS, Goethe-Institut, San Fransisco, USA | 2021
Appreciated designer, C2A Creative Communication Award, Los Angeles, USA | 2020
Silver Award Winner, Graphis New Talent Annual, New York, USA | 2020
Tuition Scholarship, MFA in Design, UC Davis, USA | 2019-21
UC Davis Dean's Graduate Fellowship, Davis, USA | 2020+2021
Appreciated designer, Moscow design Association Award, Moscow, Russia | 2018
Second Prize, Cow International Design Festival, Dnipro, Ukraine | 2017
First Prize, Iran's Package Design Festival (Basteha), Tehran, Iran | 2014
Appreciated designer, Team Melli Design Contest, Tehran, Iran | 2017
First Prize, Spilet Branding Competition, Tehran, Iran | 2013
Second Prize, Tehran Theater Festival, Tehran, Iran | 2009
First Prize, Telecomino Logo Design competition, Tehran, Iran | 2008

EXHIBITIONS

AIGA conference, Design for Democracy Exhibition, Seattle, USA | 2022
International Juried Exhibition, Center for Contemporary Art, New Jersey, USA | 2022
Artifact, The Sechrest Gallery of Art, North Carolina, USA | 2022
Dostoevsky 200, Global Biennale of Graphic Design, Saint Petersburg, Russia | 2021
Visualizing Bias with Augmented Reality, Vienna, Austria | 2021
What if, Manetti Shrem Museum of Art, California, USA | 2021
5th International Poster Exhibition for Social Change, Leipzig, Germany | 2020
Escucha Mi Voz Poster Competition, Mexico City, Mexico | 2020
CO | Show Poster Biennial, Colorado, USA | 2019
Graphic Stories Design Biennial, Nicosia, Cyprus | 2018
PDP Visual Communication Conference, Novi Sad, Serbia | 2017
Persian Garden Poster Exhibition, East Lansing, USA | 2016
Silver Cypress, 5th IGDS graphic design exhibition, Tehran, Iran | 2016
Silver Cypress, 4th IGDS graphic design exhibition, Tehran, Iran | 2014

INVITED TALKS / WORKSHOPS

Persian Typography (lecture) University of California, Davis, USA | 2022
Campaign design (workshop) Florida Atlantic University, USA | 2021
Interaction Design (Lecture) University of Texas, El Paso, USA | 2021
Art Direction (lecture) University of Science and Culture, Tehran, Iran | 2018
Poster Design (workshop) Arasbaran Cultural Center, Tehran, Iran | 2017
Iranian Graphic Design (lecture) Tehran University of Art, Tehran, Iran | 2016



SELECTED BIBLIOGRAPHY

Graphis Annual book - New Talent + Poster, New York, USA | 2021+2022
C2A Creative Communication Award | Los Angeles, USA | 2020
100KM | Moscow, Russia | 2018
PDP Design | Novi Sad, Serbia | 2017
Persian Garden | East Lansing, USA | 2016
Silver Cypress | Tehran, Iran | 2016
Basteha (best Iranian package designers) | Tehran, Iran | 2014
Karnama | Tehran, Iran | 2013

PROFESSIONAL EXPERIENCE

Creative Director | Jan 2015 – Jan 2019
Felesh Full Service Advertising Agency, Tehran, Iran | www.felesh.co

Led the creative team, determined how best to represent a concept creatively & visually; worked on designs to produce effective advertising and marketing campaigns, managed the ideation process for design projects, coordinated with the account department to meet timeline/budget. Clients: Samsung, Renault, Lenovo.

Senior Art Director | Jun 2013 – Aug 2015
Magnolia Advertising Agency, Tehran, Iran | www.magnoliaad.com

Directed the overall aesthetic aspects of print and digital artworks. Assigned and coordinated the work of designers, motion artists, photographers, and illustrators; reviewed and approved outsourced production projects such as videos and photography. Clients: Nestle, Sony, Lufthansa.

Junior Art Director | Jan 2012 – Jun 2013
Atibal Creative Studio, Tehran, Iran | www.atibal.com

Worked with the team to generate ideas, visualize and present them to the client. Coordinated activities with graphic designers and other creative departments. Clients: Kalleh, Cheetos, Unilever.

Graphic Designer | Mar 2010 – Apr 2012
PMG Advertising Agency, Tehran, Iran | www.pmgad.ir

Created visual concepts, developed the overall layout with typography and image, designed print and digital materials for offline and online advertising campaigns. Clients: Qatar Airways, LG.

MEMBERSHIPS

American Institute of Graphic Arts (AIGA) since 2019
www.elpaso.aiga.org/membership/member-directory/
www.teachingresource.aiga.org/author/alirezav/

Iranian Graphic Designers Society (IGDS) since 2013
www.igds.ir/asarProfile884



LEADERSHIP EXPERIENCE

Head of the Organizing Committee

Design Week, Tehran, Iran / 2017

Prioritized, planned and set goals for the Tehran Design week. Led the executive team for subcategory events.

Educational Workshop Director

Iran Advertising Week, Tehran, Iran / 2015

Arranged interviews. Selected and invited speakers/lecturers based on the topics and needs of the festival's content/programs. Led the executive team to organize workshops.

WHAT I DO IN DESIGN

Creative Leadership: Driving creative excellence for brands like Samsung and Unilever. I guide artists and copywriters to create best-in-class experiences.

Art Direction: Using design and photography to tell a visual story and connect with the customer is at the heart of what I love to do.

UX/UI Design: Maintaining a user-centric focus on experience and flowing visuals into it has been a critical component of my career as a designer.

REFERENCES

Jiayi Young

Associate Professor of Design
Chair, MFA Graduate Program
jdyoung@ucdavis.edu

Glenda Drew

Professor of Design
gadrew@ucdavis.edu

Amin Vatani

Director of Product Design
avatani@walmart.com

PORTFOLIO

Please find my online portfolio: **www.vaziri.studio**