

Mona Sani

GRAPHIC ARTIST & ILLUSTRATOR

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PROFESSIONAL SUMMARY

Graphic artist and illustrator with 10+ years of experience creating branded signage, hand-lettered chalkboards, packaging, editorial layouts, campaign materials, and educational illustration. Combines strong hand-drawing and painting skills with Adobe Creative Suite expertise to translate briefs into clear, engaging visual communication. Known for careful execution, dependable project organization, and consistent attention to brand standards.

CORE SKILLS

Design: Brand signage, promotional campaigns, packaging, editorial layout, posters, flyers, brochures, logos

Illustration: Chalkboard art, hand lettering, botanical and wildlife illustration, educational and children's art

Tools: Adobe Illustrator, Photoshop, InDesign, After Effects, Adobe XD; Microsoft Office

Fine Art: Watercolour, coloured pencil, acrylic, oil, calligraphy, glass painting, sculpting

PROFESSIONAL EXPERIENCE

Store Graphic Artist | Whole Foods Market | Toronto, ON

January 2021 - August 2025

- Produced and maintained promotional and permanent signage across store departments while following regional brand standards and visual guidelines.
- Created hand-lettered chalkboard illustrations for weekly promotions, seasonal campaigns, and permanent in-store displays.
- Managed signage requests from concept and layout through production, placement, and replacement, balancing multiple deadlines and department needs.
- Conducted regular store walks to check sign quality, accuracy, visibility, and consistency, replacing materials when required.
- Designed posters, back-of-house communications, contest materials, and other marketing assets in collaboration with store teams.

Illustrator & Graphic Designer | Hoodis Pars Printing Complex | Tehran, Iran

2017 - 2020

- Coordinated design-team deliverables and reviewed work against project requirements and production needs.
- Created packaging graphics, logos, campaign brochures, flyers, posters, magazine covers, and editorial page layouts.
- Selected typography, colour systems, illustration styles, and layouts to communicate brand concepts clearly.
- Developed multiple logo and visual-identity concepts for client review and refinement.

Graphic Designer | Payame Ma Group Newspaper | Karaj, Iran

2014 - 2017

- Designed and reviewed newspaper layouts for an environmental news publication, supporting clear editorial hierarchy and visual consistency.
- Created illustrations, typography, logos, and other graphic elements for environmental stories and campaigns.

ADDITIONAL EXPERIENCE

Freelance Illustrator & Artist | Independent | Iran / Canada

2012 - Present

- Contributed endangered-species illustrations to United Nations awareness projects in several regions of Iran.
- Illustrated educational materials introducing native bird species and regional wildlife to general audiences.
- Designed business cards, labels, logos, letterheads, brochures, postcards, and other visual materials for organizations and independent businesses.
- Created hand-crafted dolls and sculptural pieces inspired by art history and children's drawings, and collaborated with galleries, art stores, and gift shops.

EDUCATION

Bachelor's Degree in Graphic Design - Illustration

University of Applied Science and Technology, Karaj University Jihad, Iran | 2010 - 2012

Associate Degree in Visual Arts - Painting

Islamic Azad University, Eslamshahr Branch, Tehran, Iran | 2005 - 2007

LANGUAGES

Persian (native) | English (fluent)