

SELECTED WORK · 2026

AMIN SHIRAZI

Art Director · Senior Designer
Multidisciplinary Storyteller

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Design becomes memorable when it carries a story.

I build identities, campaigns and experiences across brand, digital, print, photography, motion and performance.

15+

years in visual design

The work that follows is selected for range, clarity and the ability to translate an idea into a complete visual world.

Axio

An audiobook experience shaped around mood, discovery and shared listening. The identity combines an audio waveform with the intimacy of a human voice.







Whalence

A calm, credible identity for emotional wellbeing
—balancing clinical trust with an approachable,
human atmosphere.

Identity · visual system · mobile experience · campaign applications

Logo Concept

LOGO CONCEPT

The Whalence logo is inspired by the simplified form of a whale, symbolizing quiet strength, emotional depth, and movement through still waters.

BRAND IDEA

Whalence is a conceptual wellness and lifestyle brand built around calm, reflection, and inner balance.

Calm

•

Depth

•

Balance

Visual System

Our visual system is inspired by ocean calm—balanced, thoughtful, and built to create clarity.

COLOUR PALETTE

Deep Ocean Blue

#17384A

Soft Mist

#EEF4F2

Whale Grey

#6E7B83

Warm Sand

#D6B48A

Night Blue

#0E1D26

TYPOGRAPHY

PRIMARY TYPEFACE

Inter

Aa Bb Cc 123

Find calm beneath the noise.

SECONDARY TYPEFACE

Cormorant Garamond

Aa Bb Cc 123

Find calm beneath the noise.

TOPE OF VOICE

Calm. Clear. Reflective. Human.

Mobile App Experience

A calm, pocket-sized space for reflection and well-being.

BRAND IDENTITY • CONCEPT BRANDING • VISUAL DIRECTION

Brand Applications

Quiet objects for deeper living.

Kamali Group

A high-visibility campaign system designed to move consistently across outdoor advertising, print collateral, environmental graphics and sales materials.





Goussan Theatre

An identity built around the force of language, performance and cultural memory—expressed through posters, editorial design and digital communication.

GOUSSAN
THEATRE
COMPANY

Co-founder · brand direction · poster design · website



SleepJet

A soft, practical identity for better rest. The visual language combines reassuring colour, accessible information and applications designed for everyday life.



Arsam

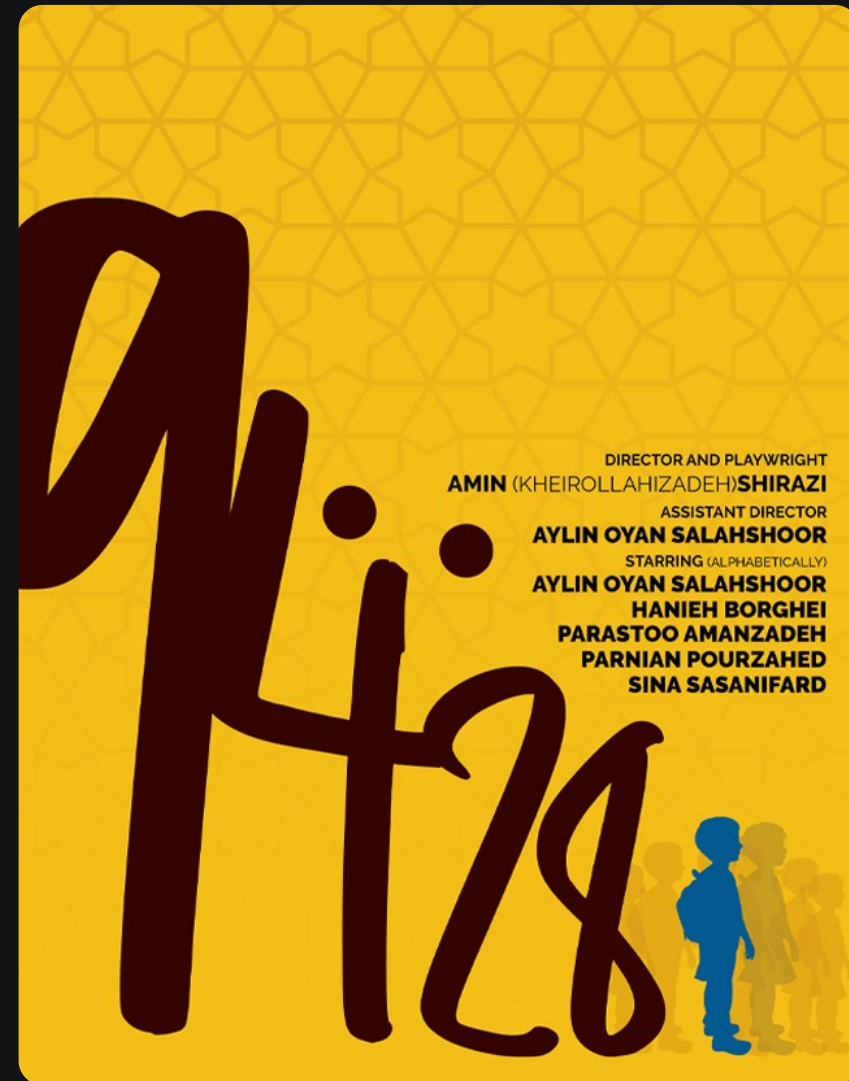
A flexible cultural identity carried across editorial, event and promotional applications.



Identity should survive the real world.

Packaging, apparel and objects reveal whether a visual system can remain distinctive beyond a logo.







Design that moves through every channel.

Campaign thinking translated into email, social content, paid creative, web assets and multi-format audience communications.

- EMAIL CAMPAIGNS
- SOCIAL CONTENT
- PAID MEDIA
- WEB + LANDING PAGES
- CONTENT SYSTEMS



SOCIAL CAMPAIGN



PAID + PROMOTIONAL CREATIVE



EMAIL + CUSTOMER JOURNEY

A multidisciplinary creative practice.

My work connects art direction, graphic design, branding, photography, video and theatre. That range helps me see both the system and the human story inside it.

15+ years

visual design

8 people

largest team led

25+ clients

freelance and studio work

Toronto-based · Iranian-Canadian · English + Persian

Strategy

Creative direction
Brand positioning
Campaign concepts
Visual storytelling

Design

Identity systems
Editorial and print
Digital experiences
Environmental design

Content

Photography
Video and motion
Email and social
Art and set direction

Adobe Creative Cloud · Figma · WordPress · HTML/CSS · Email platforms · AI-assisted creative workflows

Selected recognition: Toronto Fringe New Play Contest · démART-Mtl / Geordie Productions

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