

AMIN SHIRAZI

ART DIRECTOR
SENIOR DESIGNER
VISUAL STORYTELLER

Toronto, Ontario | 647-202-8355
amin.shirazi@gmail.com
aminshirazi.com
www.linkedin.com/in/aminshirazi/

CREATIVE PROFILE

Multidisciplinary designer and art director with 15+ years across identity, campaigns, editorial, digital experiences, photography, motion, environmental design and live performance.

15+ years in visual design

25+ independent clients

8 largest team led

CORE PRACTICE

Creative direction
Brand identity systems
Integrated campaigns
Editorial and print
UX/UI and web
Photography and video
Motion titles and graphics
Environmental design
Team leadership

SELECTED EXPERIENCE

Graphic Designer & Content Creator

BRIDGGROUP OF COMPANIES | ONTARIO | 2024-2026

- Shaped creative across multiple financial-services brands, spanning recurring television and YouTube programming, social, email, print, photography, events and internal communications.
- Directed the visual approach for Financial Room and Lunch Room content from storyboard and concept through editing, sound, executive review and multi-platform delivery.
- Introduced AI-supported ideation and production workflows while maintaining brand control, realism and human creative review.

Senior Graphic Designer

KAMALI GROUP REALTY | GREATER TORONTO AREA | 2022-2023

- Led a company-wide rebrand and built a scalable visual system across billboards, bus shelters, feature sheets, presentations, events, sponsorships, web, email and social.
- Translated commercial goals into coherent concepts, typography, colour systems, templates and technically accurate production standards.
- Partnered with marketing, sales, leadership and vendors to present solutions, manage feedback and deliver high-visibility placements.

Visual Designer

MSMU / PLAY&SYNC; | TORONTO | 2018-2021

- Created 50+ commercials and motion-graphics projects alongside identities, campaign concepts, photography, websites and email programs for a streaming startup and seven external brands.
- Worked with marketers, product teams and developers to translate evolving briefs into cohesive creative across video, digital and print.
- Supported UX and product storytelling through wireframes, landing pages, interface concepts and presentation-ready visuals.

WORK THAT BUILDS WORLDS

AMIN SHIRAZI

Brand, image and story carried from first idea to final production.

INDEPENDENT & CULTURAL WORK

Brand Designer, Art Director & Creative Lead

INDEPENDENT / GOUSSAN THEATRE | 2016-PRESENT

- Built identities, websites, campaigns, posters, photography, newsletters and audience experiences for 25+ clients across arts, culture, hospitality, startups and small business.
- Co-founded Goussan Theatre Company and led its identity, WordPress presence, show marketing, visiting-artist communications and the Vazhe-Ha festival campaign.
- Develop creative worlds for live performance as a playwright, art director and set designer, connecting narrative, space, objects, audience movement and production realities.

Graphic & Layout Designer

HAFTEH MAGAZINE | MONTREAL | 2015-2016

- Redesigned and produced layouts, covers and advertising for 16 weekly issues while maintaining publication standards and tight deadlines.
- Led and mentored designers across 20+ advertising campaigns, reviewed work and communicated directly with clients.

EARLIER CREATIVE LEADERSHIP

Think Tank Administrator, Parmoon Tarh (2013-2014)

Led ideation workshops, research and campaign planning for brands including LG, MSI and Toshiba.

Lead Visual Designer & Photographer, KSM Group (2012-2013)

Developed brand standards, subsidiary identities, brochures and 25+ large-format billboards; directed photography and sports-video teams.

Lead Graphic Designer / Co-founder, Vahid Advertising (2001-2003)

Co-led an advertising startup, mentored creatives and produced client marketing work.

CAPABILITIES

Direction

Creative strategy - concept development - art direction - presentations - mentoring - critique

Design

Identity - typography - editorial - advertising - digital - social - email - environmental - accessible PDFs

Image & motion

Photography - retouching - video editing - storyboards - title animation - sound editing

Production

Print and large-format - prepress - HTML/CSS - WordPress - campaign systems - templates

TOOLS

Adobe Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Audition and Acrobat
Figma, Sketch, Adobe XD, WordPress, Webflow and HTML/CSS
ChatGPT, Firefly, Canva AI, Copilot, Murf, Opus and ElevenLabs

EDUCATION & DEVELOPMENT

Master's Degree, Dramatic Literature - Soore University

Bachelor's Degree, Computer Science - Azad University

Creative Leadership Diploma (2025)

Google UX Design Professional Certificate

Concordia certificates in Graphic Design, Photoshop and Digital Imagery

RECOGNITION & PERSPECTIVE

Toronto Fringe New Play Contest - First Prize (2020)

demART-Mtl / Geordie Productions - 650-hour residency (2018)

English and Persian