TOP SECRET

Police Department

Criminal Record Sheet

Name: Sheyda Rashidi
DOB.: 18/04/1996
Charge: Crime Of Passion
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Email: srashidides@gmail.com
Location: Vancouver, BC

I am a service designer with a background in communication design. I specialize in branding and translating complex concepts into digestible communication materials and infographics. I work across media, print, digital, and spatial, to design engaging narratives that connect with diverse audiences and drive meaningful impact. I bring a systems thinking lens to every project, ensuring that visual outputs are not only beautiful but strategically aligned with the project objectives.

Work Experience

Freelance, Vancouver
Designer
- Interaction and communication design projects, including AstroMunch package design.

Health Innovation Hub, Ministry of Health, Vancouver
Designer, Collaboration Specialist
- Managed multiple **human-centered** and community-based research projects from conception to the final design. Coordinated timelines, budgets, and community/stakeholder engagement session agendas to ensure alignment with ministry and community objectives. Such as the Agile nicotine strategy, virtual senior's care and etc.
- Designed **print material and knowledge mobilization materials, including infographics, brochures, posters and collaboration tools** for use during engagement events.
- Designed and facilitated participatory research data collection. Used interviews, co-design workshops, surveys, journey mapping, and system mapping to generate actionable insights across multiple health innovation projects. Synthesized the qualitative and quantitative data to inform decision making.
- Led equity-centered Indigenous communities' engagement through initiatives like the UBC Drone Transport Project and Agile Nicotine Strategy, applying Two-Eyed Seeing, trauma-informed practices, and community-led co-design Methods.

BIPOC Foundation, Vancouver
Community Engagement Manager
- Developed **community engagement strategies** rooted in the BIPOC entrepreneurs' lived experience, aligning program design with systemic equity goals.
- Built reciprocal, trust-based network of partners with community organizations, creating mutually beneficial collaborations that supported grant outreach, educational programming, and capacity building.
- Designed **communication and marketing strategies**, adjusting brand mission, vision, the tone of voice and visual identity.

ISM Arts & Culture, Vancouver
Service Designer
- Conducted UX research and co-created solutions for arts and culture programs.
- Designed educational frameworks and presented workshops for community stakeholders.
- Mentored emerging designers and developed communication strategies.

City of Vancouver + Emily Carr University, Vancouver
Researcher, Designer
- Developed participatory action-research project plans to conduct systemic and service analysis for food businesses. Created new context-tailored co-creation tools (or adapting existing ones such as journey mapping, surveys, interviews, fly-on-the-wall, and etc.) to capture participant insights.
- Co-developed ideas for interventions and facilitated on-site idea testing and prototyping, and documented participants' experiences and journeys.
- Managed end-to-end planning and logistics for stakeholder engagement sessions, including stakeholder outreach, session facilitation, and risk assessment, to ensure effective and safe execution of on-site and hybrid activities.
- Documented learning outcomes through visual representations of complex topics, storytelling and academic writing.

Carno studio
Graphic Designer
- Social Media Content Creation – MazMaz (Top Iranian Snack Manufacturer)
- Social Media Content Creation – Farmand (Top Iranian Chocolate Manufacturer)
- Package Design – Abidi Pharmaceutical
- Outdoor Advertisement – MazMaz
- Package design & print ad – Danone

Cipa & Took House
Graphic Designer
- Social Media Content Creation – Papco (Top Iranian Stationary Producer)
- Package Design – Papco
- Notebook Design – Papco
- Print Advertisement – Papco
- Visual Identity Development – Hoorsan Bistro, Fuel Station Gym

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Education

Emily Carr University of Art and Design
Master of Design

Art University of Tehran
Bachelor of Communication Design

Skills

Hard Skills
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Figma
Miro
Mural

Soft Skills
Creative thinking
Problem-solving
Attention to detail
Curiosity
Critical thinking
Visual communication
Active listening

Evidence:

Eram Zoo Rebranding

In this project the primary goal was to address the needs of their target audience which was mainly children and their guardians.
Since studies has proven that 2D, simple curvy shapes can help children comprehend better, throughout the identity and environmental design, I used the shape across to create all the elements.

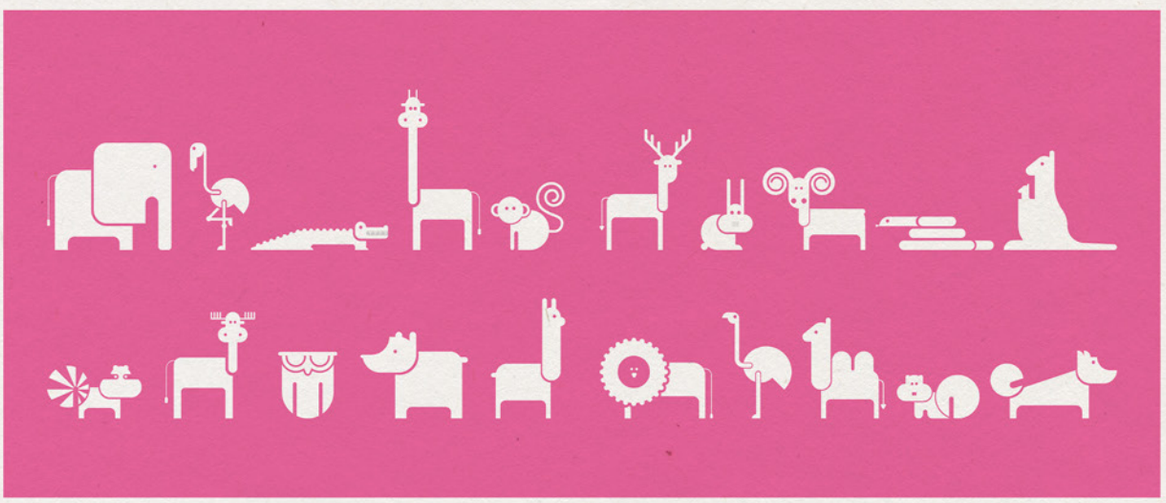
Inspirations

Logo

Business Card

Stationery

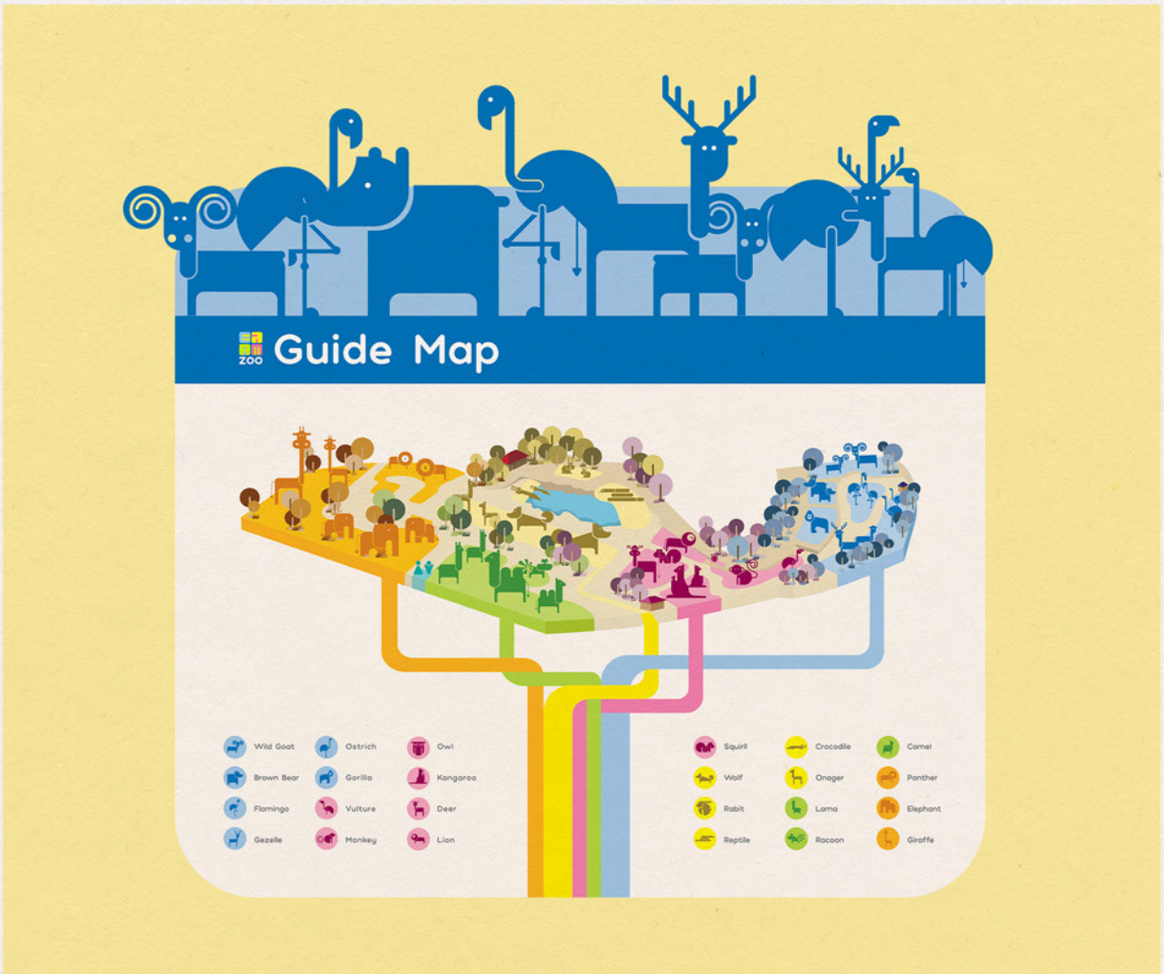
Icons



Eram Zoo Environmental Design - Interactive

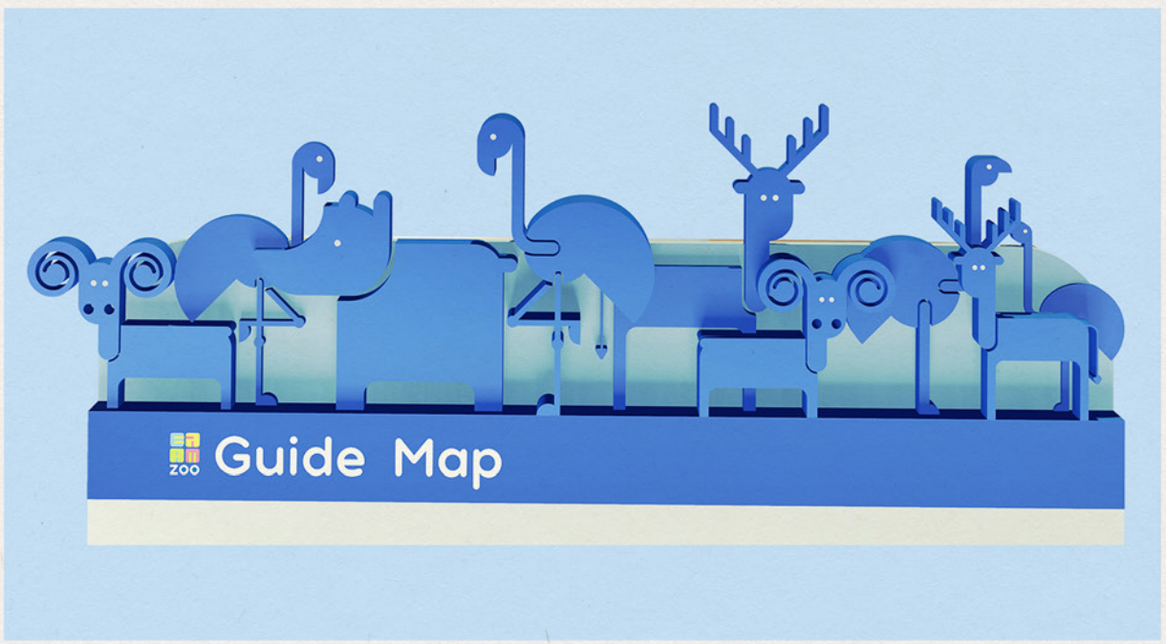
The main idea in signage design was to create an interactive atmosphere in which even p-reschool children can learn about animals without reading any sign and navigate without any difficulty.

Main Map



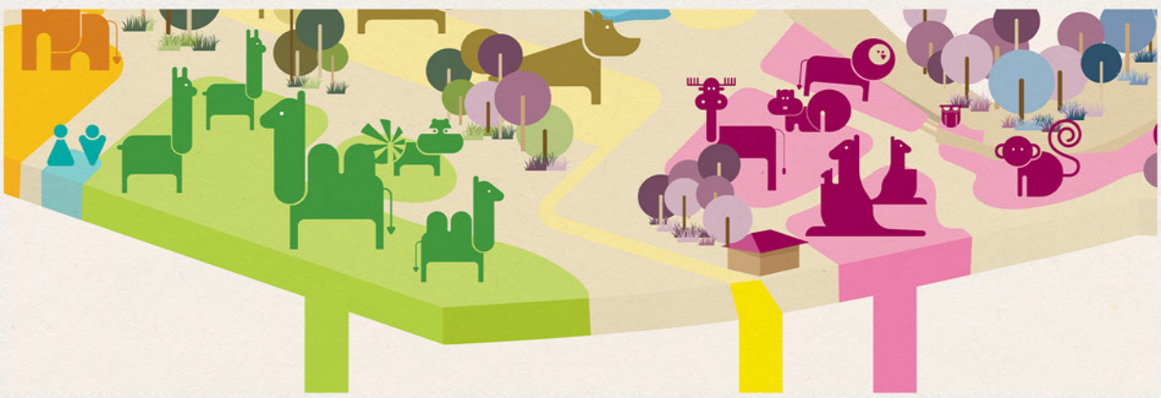
Using the minimum amount of text, for a child friendly wayfinding, I divided the zoo into colored zones that are connected to the main map via the same color line and leads the visitors to each zone.

This signage design was majorly inspired by candy canes and lollipops stripes and each colored line begins from the map and leads to the related zone.



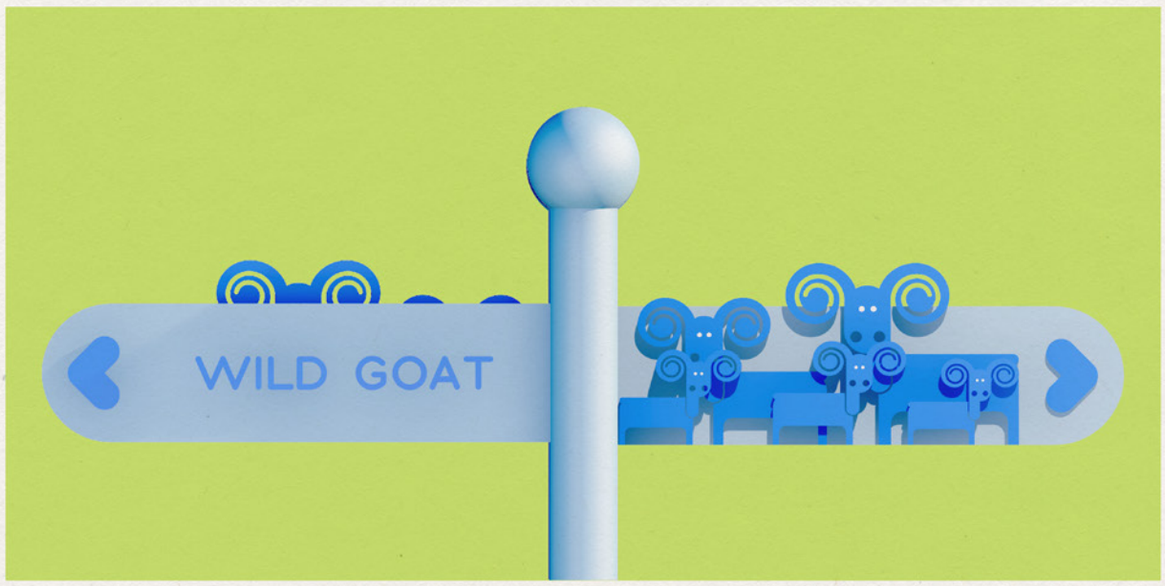
The color and the animals used in the header of the map varies depending on the color of the zone in which it is located. Therefore in each zone the animals of that zone are used in the header.

Map Details



Direction Signs

The diretion signs are connected to the colored lines that indicate each zone.



Interactive Statues

Each statue has a motion detector system that gets activated when children pet it. The audio recording is designed to provide information about the specefic animal that the statue represents.

Back To School Charity Event Poster Design

The inspiration for this design comes from a nostalgic folk song, taught at primary schools in Iran. The goal was to remind the viewers of their childhood memories and motivate them to donate school supplies to the less fortunate children.

Here you can read a rough translation of this school song:

A hundred rubies, sitting side by side
In many groups, in an order and with discipline
A hundred rubies, sitting side by side
In many groups, in an order and with discipline
Each of them is colorful and is shining
There is a white heart in each one's breast
My God has wrapped the rubies
Together, in some soft cloth
Both sour and sweet, and also juicy
Red and beautiful, it's a pomegranate

This song has been the symbol of primary school across multiple generations, and it fit my idea perfectly because I didn't want to show children in need and create a sense of pity in my audience. As mentioned, my goal was to make the audience recall their memories of childhood and make them feel sympathetic toward these children.
Here is the detail of children going to school and the left-out child. The sign says “ The Pomegranate Primary school".

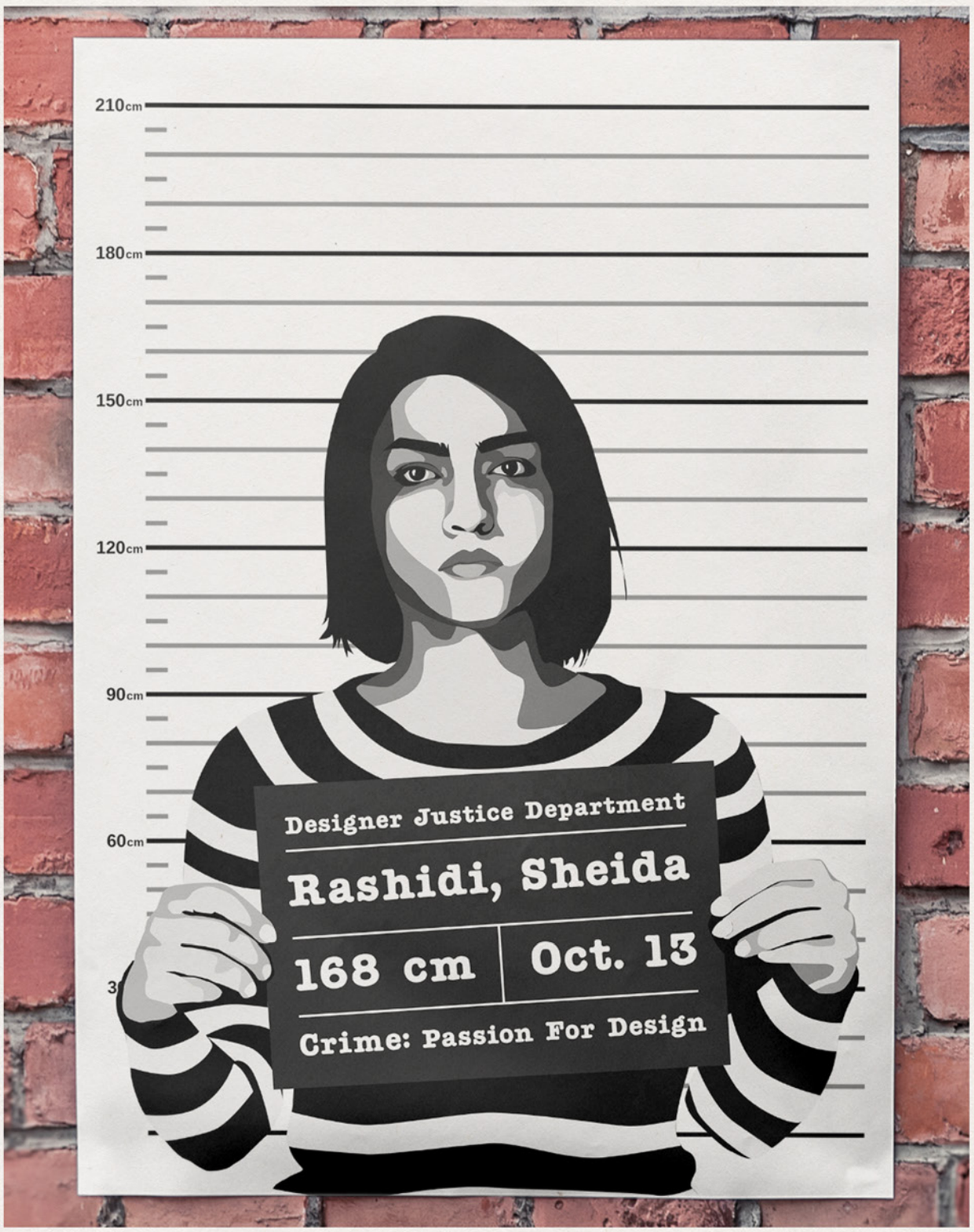
Fashion Designer Appreciation Poster Design

The target audience of this design is the designers and people who work in the fashion industry. Therefore I tried to illustrate the value of their job by comparing it to the life-saving profession of surgeons. Furthermore, since I wanted to experiment with non-digital techniques, I made figures out of clay and dressed them in handmade scrubs, masks and equipped them with tailoring tools.

My handmade clay figurines.

Self Poster Design - Arrested for “Crime of Passion”

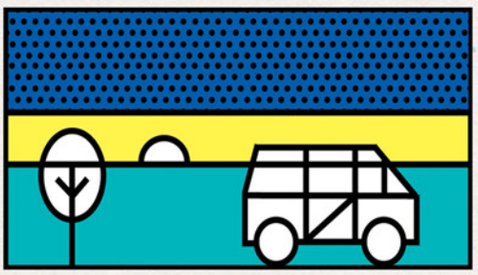
Finally, it all caught up with me!
In Iran, it is not uncommon to get into trouble with the authorities for no justified reason. This design was inspired by the number of artists, writers, and journalists that have been wrongfully arrested over the years in Iran. It has dark humor for me because it shows how my passion can cause me trouble.

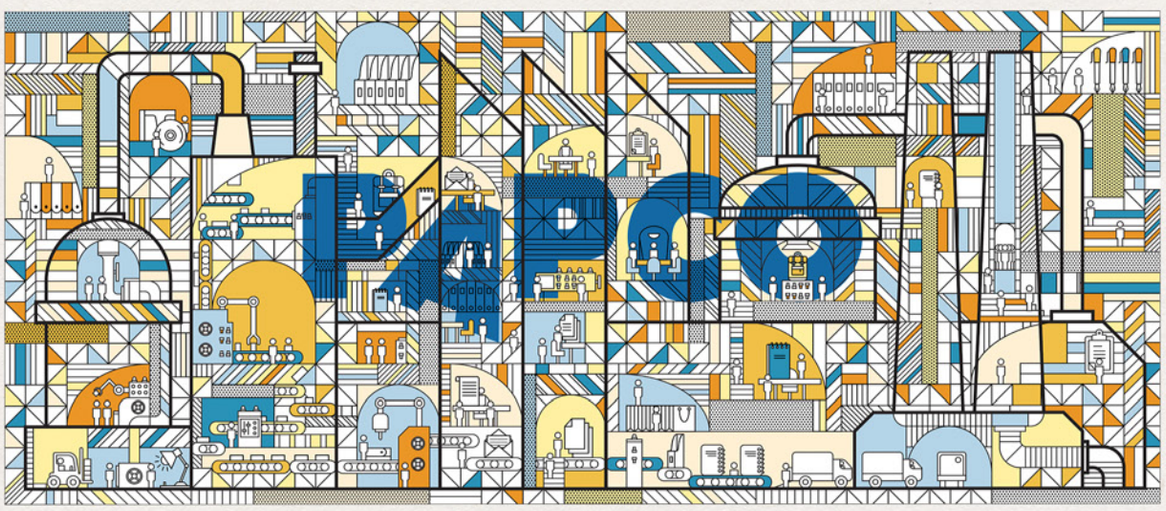


Papco Truck Sticker - Factory

Papco is a well-known stationery brand in Iran, however, the pattern used by this brand was sold as an original design by a person who didn't value copyrights. Since this brand was already known with this pattern, I was challenged to change the parts of the design that were copied without changing the whole identity of the brand.

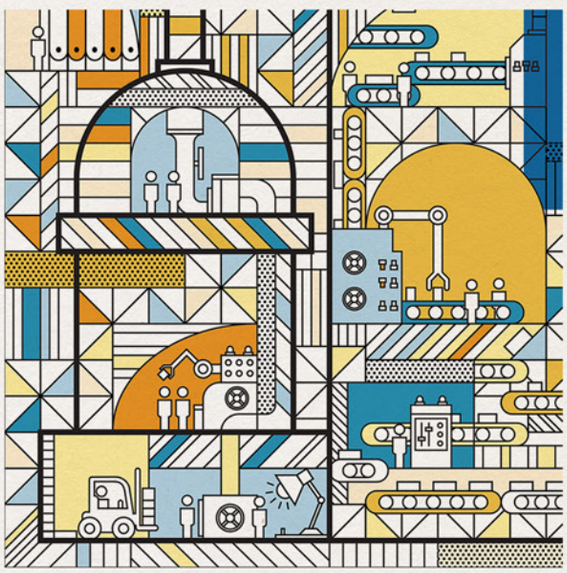
Pictures across show the parts that were copied from a package design created by **Packlane** for **Fort Point Beer** Company. All in all, I was assigned to subtly change the design and keep the identity intact.





The picture above was created as a sticker for the company's truck. The idea was to show the production line of the factory within the pattern. This sticker is roughly 4.5 to 2 m, and each square is about 8 cm.

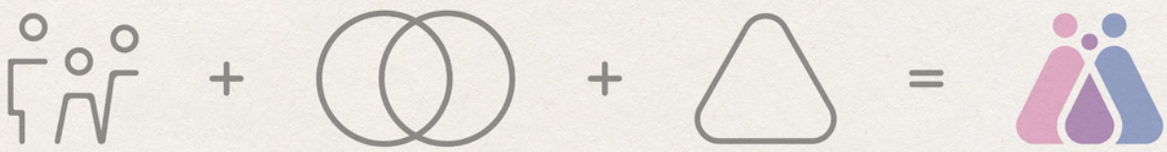
Details



Good Enough Parenting - Visual Identity - Solution #1

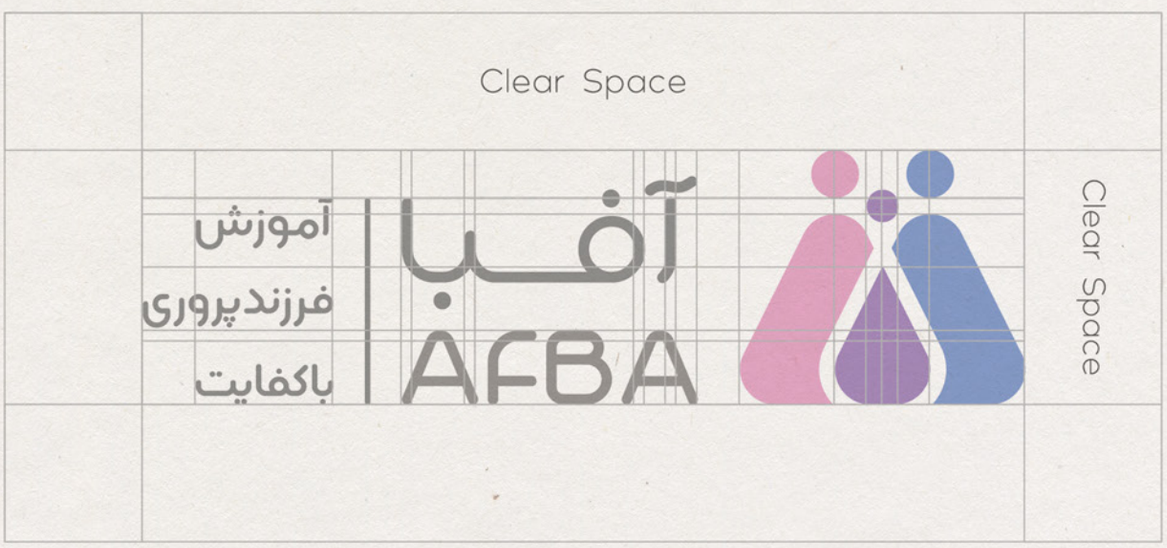
Influenced by the Good Enough Parenting institution located in Singapore, AFBA is determined to teach effective communication and upbringing to families.
They believe the impact of both parents on children's personality or mental issues is undeniable, and educating parents beforehand can change lives.

Idea



Family | Combination | Abstract Shapes

Logo Structure and Clear Space



Type & Color Guide

Primary Color
R=185 G=150 B=222
C=35% M=46%
Y=0% k=0%
#B996DE

Secondry Color
R=244 G=181 B=215
C=2% M=39%
Y=0% k=0%
#F4B5D7

Secondry Color
R=146 G=170 B=221
C=48% M=29%
Y=0% k=0%
#92AADD

R=255 G=255 B=255
C=0% M=0%
Y=0% k=0%
#FFFFFF

R=157 G=157 B=156
C=0% M=0%
Y=0% k=50%
#9D9D9C

R=87 G=87 B=86
C=0% M=0%
Y=0% k=80%
#575756

POLLY- ROUNDED
Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

? ! / | \ ( ) : ; , .

یکان-بلد

ا ب پ ت ث ج چ ح خ د ذ ر ز ژ س ش
ص ض ط ظ ف ق ک گ ل م ن و ه ی
؟ ! : | ( )

POLLY- ROUNDED
Light

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

? ! / | \ ( ) : ; , .

یکان-معمولی

ا ب پ ت ث ج چ ح خ د ذ ر ز ژ س ش
ص ض ط ظ ف ق ک گ ل م ن و ه ی
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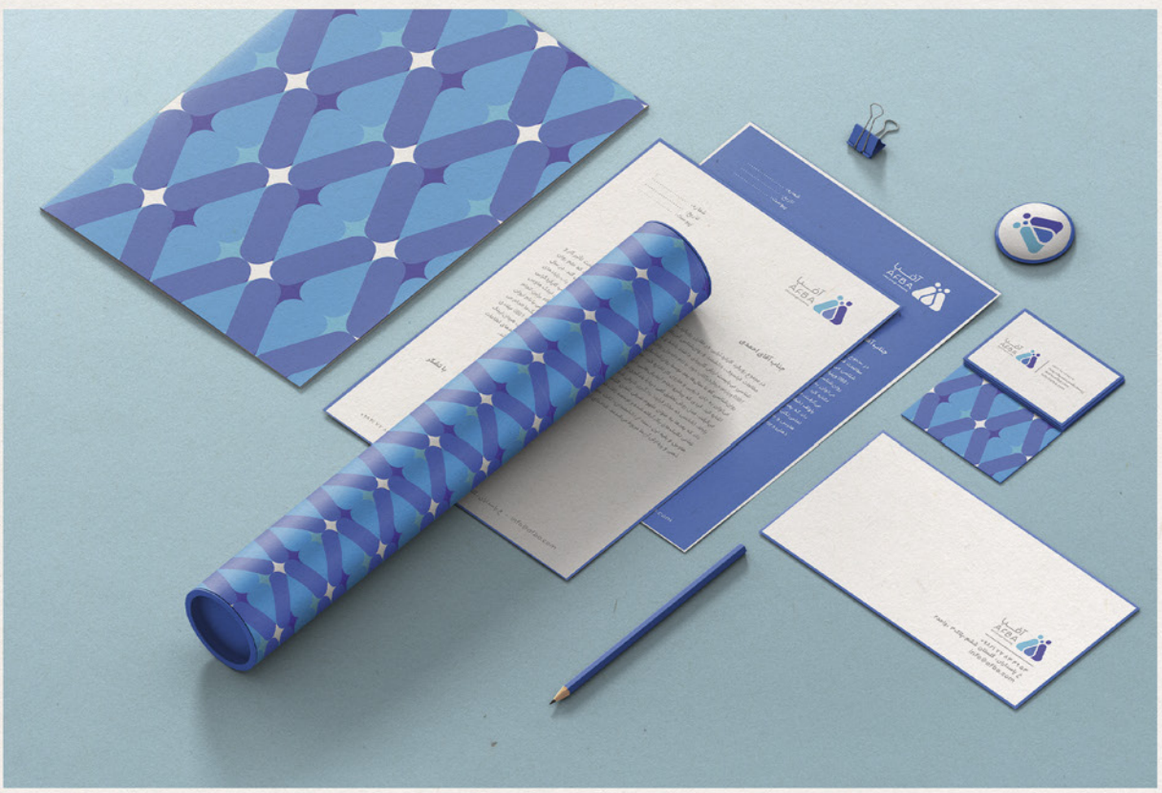
Color Tests

Here I used the same core design with various colors and developments.



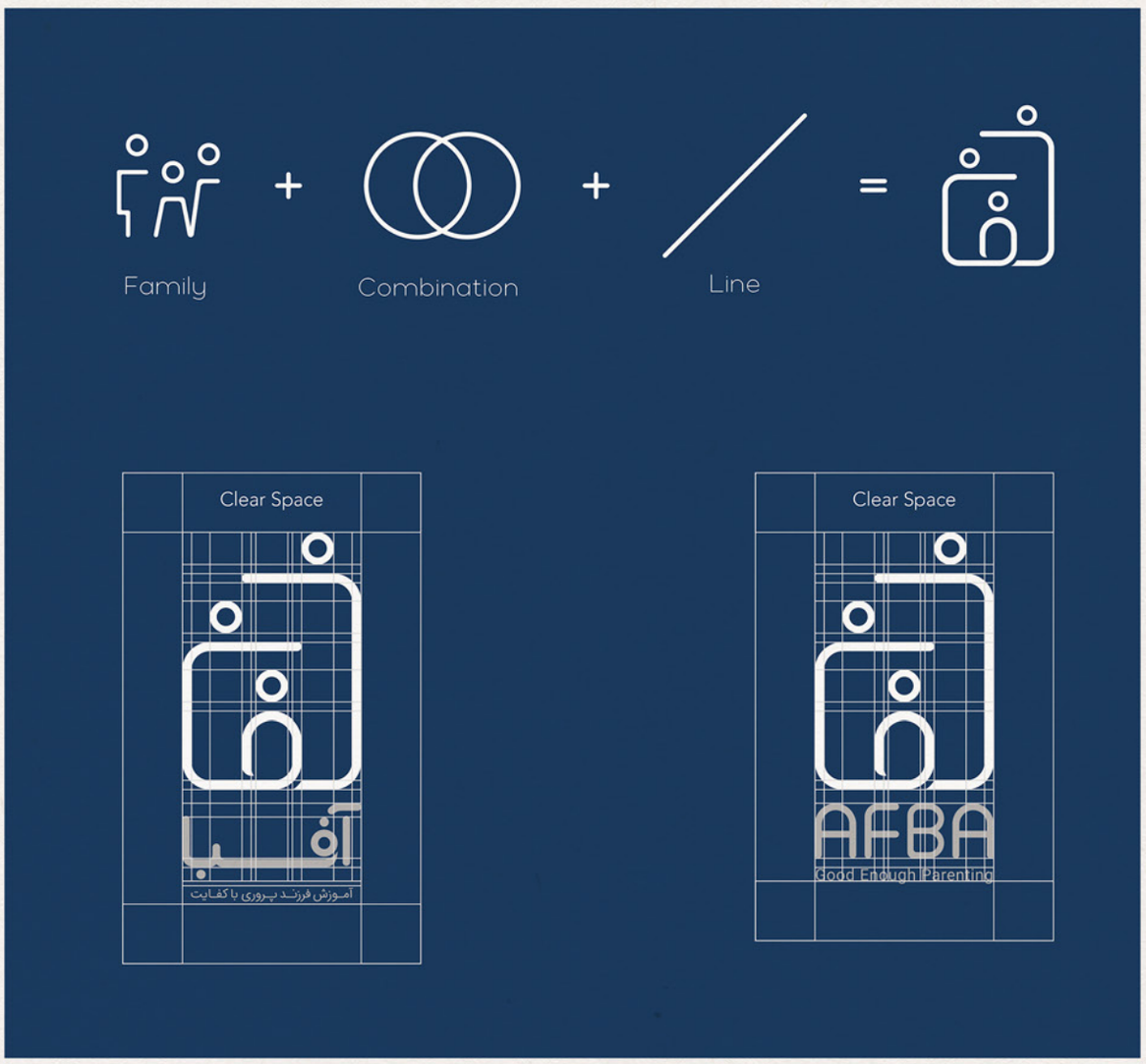
Good Enough Parenting - Visual Identity - Solution #2

Parents **Support** and **Protection** is vital for children.

Children's personality is often a **Combination** of their parents.

A happy family is a **United** family.

Idea



Combination,
Protection &
Unity...

Type & Color Guide

R=33 G=75 B=123
C=94% M=70%
Y=26% k=11%
#214B7B

R=255 G=255 B=255
C=0% M=0%
Y=0% k=0%
#FFFFFF

R=157 G=157 B=156
C=0% M=0%
Y=0% k=50%
#9D9D9C

R=87 G=87 B=86
C=0% M=0%
Y=0% k=80%
#575756

Avenir - Medium

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

? ! / | \ ( ) : ; , .

Avenir - Light

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

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یکان -بلد

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ص ض ط ظ ف ق ک گ ل م ن و ه ی
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یکان -معمولی

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ص ض ط ظ ف ق ک گ ل م ن و ه ی
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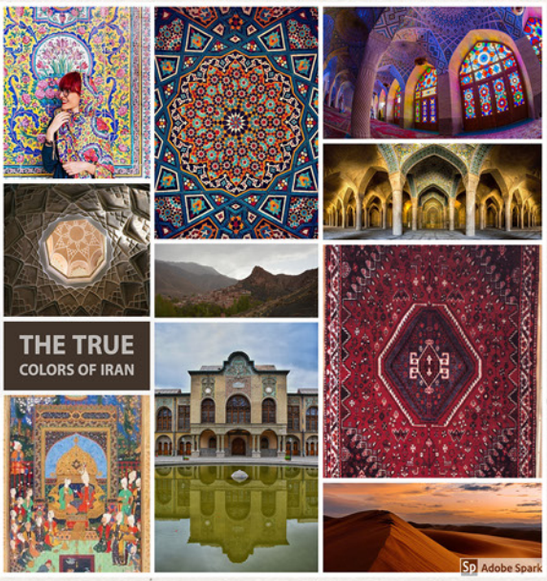
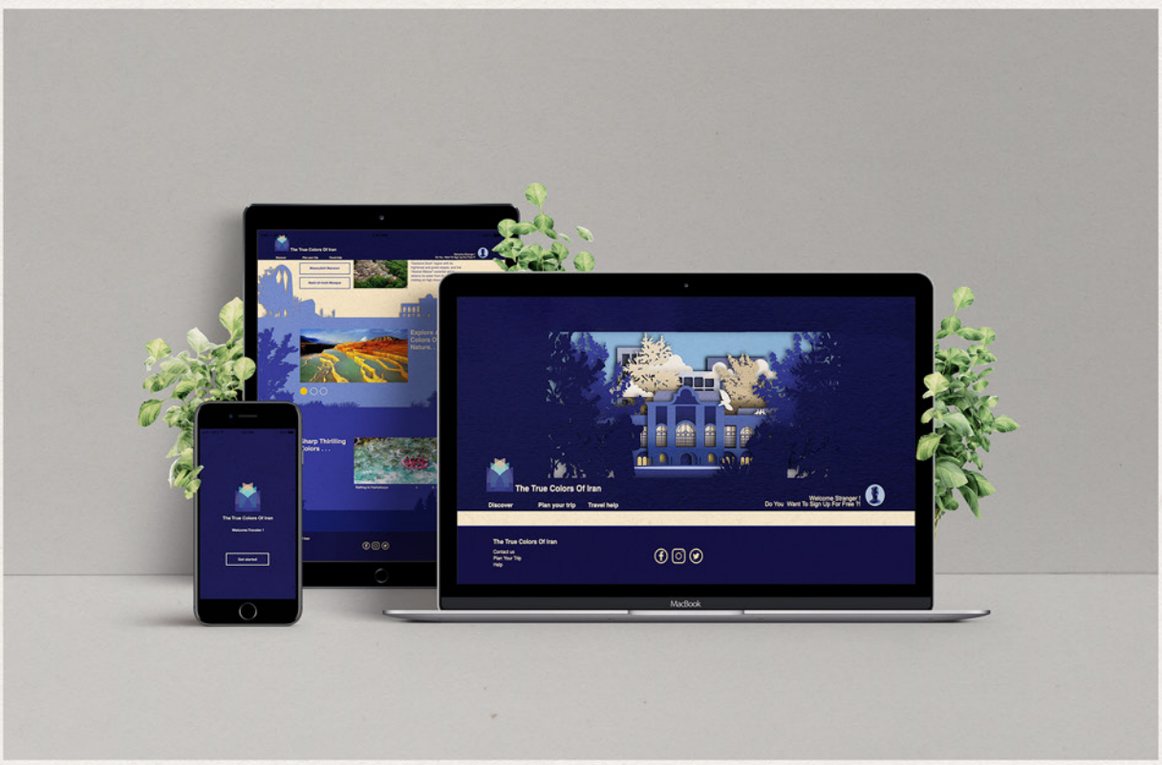
AFBA
Good Enough Parenting
22589056
info@afba.com
No. 23, 3th Boostan, Pasdaran ave., Tehran

True Colors of Iran - Tourist Attraction & Services

Iran is an ancient country with a very rich heritage. There are numerous historical attractions, monuments, handicrafts and other tourist attractions all over the country. However due to the goverment's incompetence, the torusim industry is not operationg to it's full potential. Furthermore, western media has illustrated a terrifying vision of Iran which can discourage many to visit this country. Though the media is to some extent accurate about Iran when it comes to it's authorities, there is a lot about the culture and the people that is left out.The True Colors of Iran was meant to

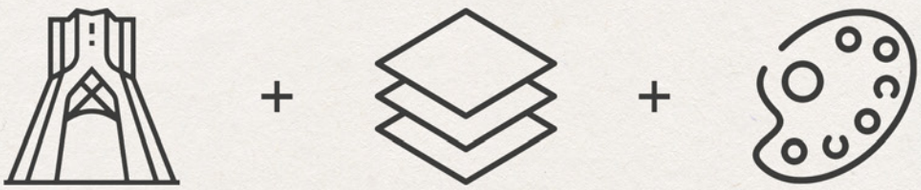


show an indepth vision of iran to the foreigners which could hopefully change their perspective. This project was special for me because it was my small contribution to my home country.



Idea

The main idea was to show that Iran has a layered identity which could not be defined with a quick glance and rather should be discovered and experienced to understand fully.

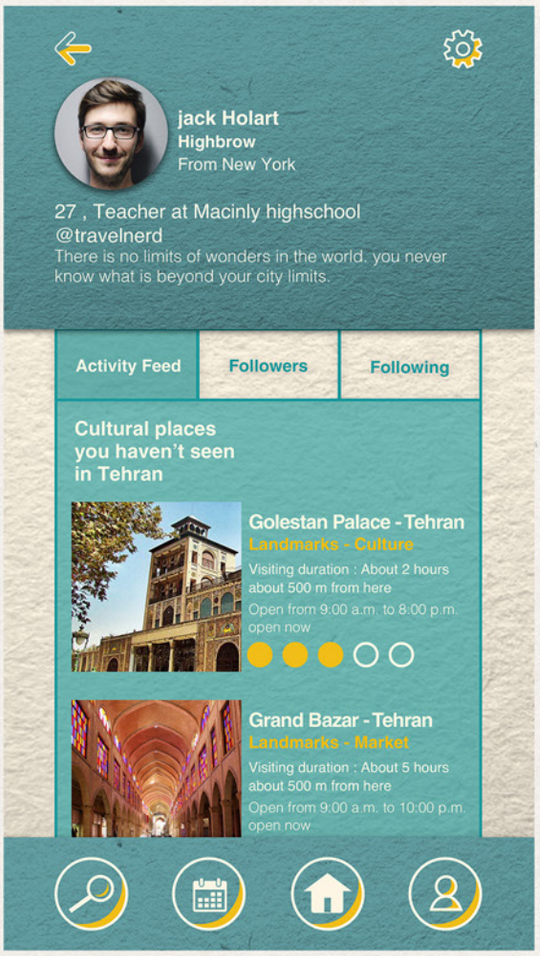


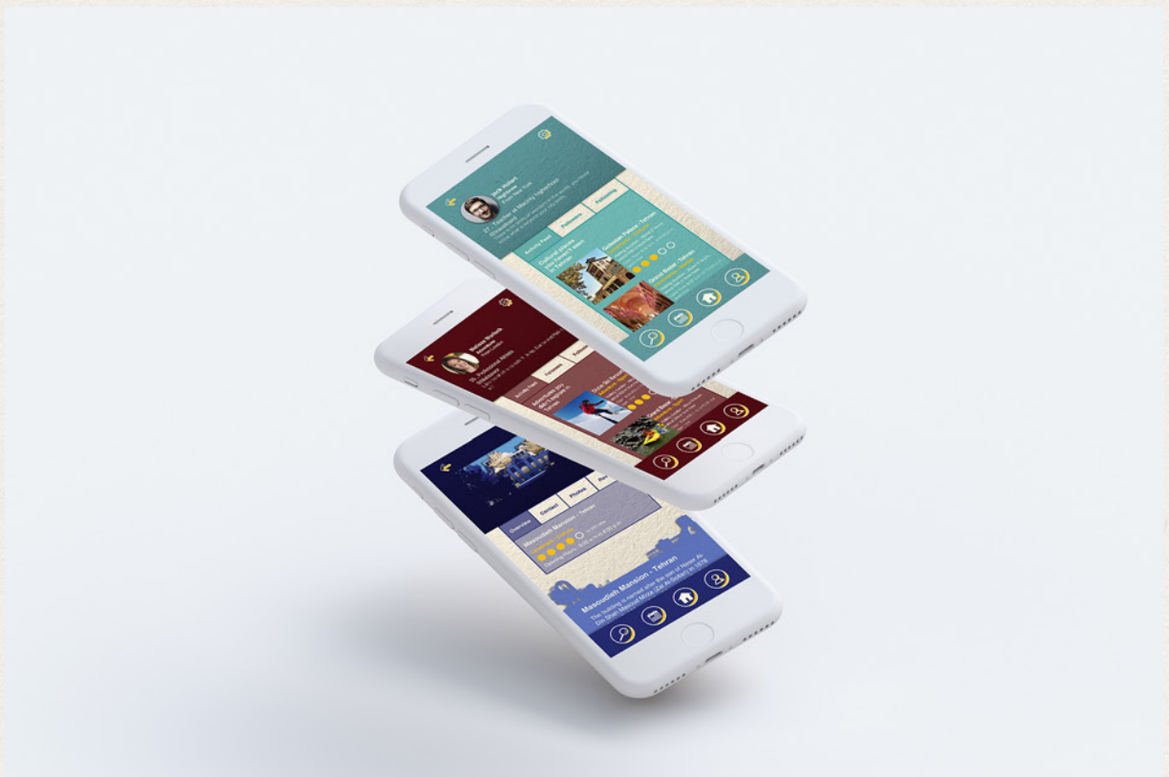
Monuments + Layered + Colorful

Logo

App Design

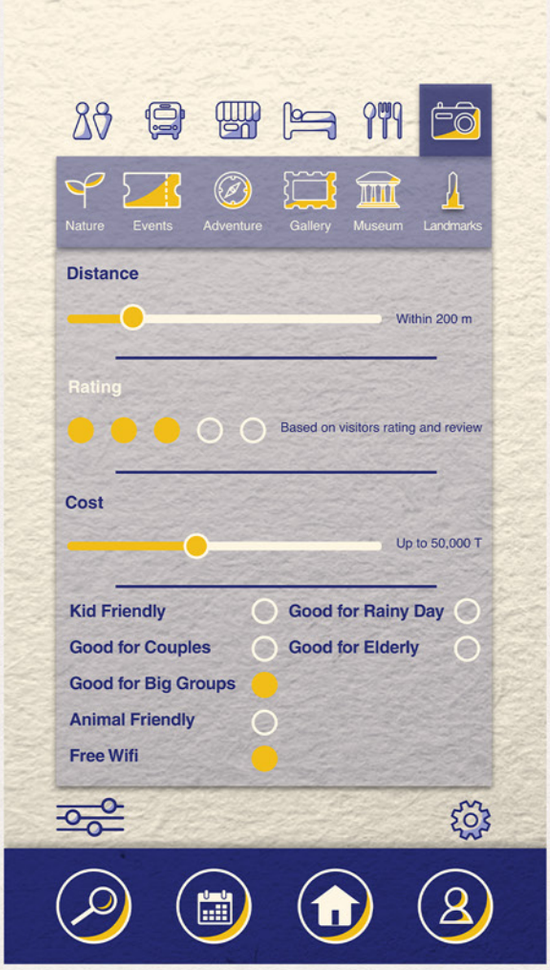
This app was designed to facilitate travelling to Iran every step of the way. The most important feature of the app is it's survey that can categorize each visitor based on a series of questions and offer them the exact experience they desire. According to my research in the pre-design phase there are many types of tourists, from backpackers to highbrows who love to visit the monuments an historical sights, and each type require different services that can be provided by the app.

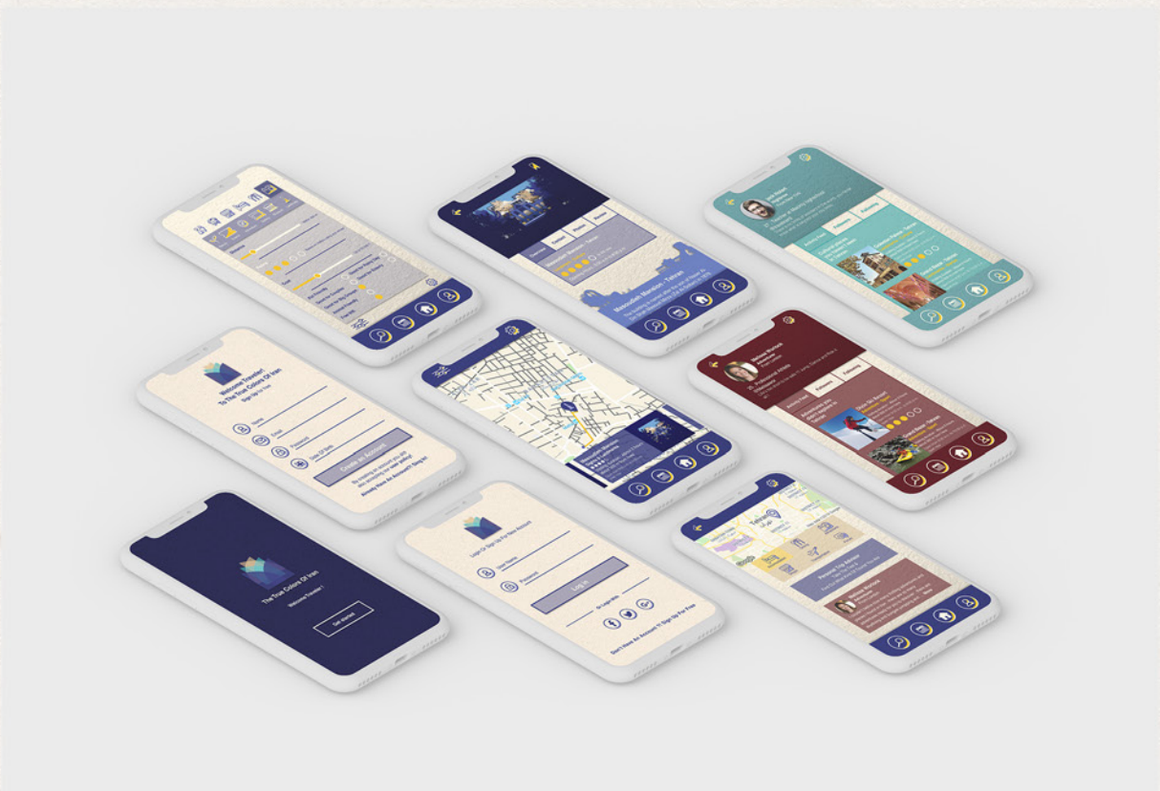




Services

in this page all the services required by the visitors can be found and sorted based on ratings, distance, cost and other preferences.
Also based on my research from actual visitors who visited iran from 2010 to 2018 their major difficulty was to find public restooms and wifi internet, therefore I tried to keep these needs in mind.
Finding **accomodation** based on preference was also seen in the design and it is possible to find hostels, hotels or even camp sights in this app.
Another feature of the app is the **transportation** assistant, that is quite handy in vactions.

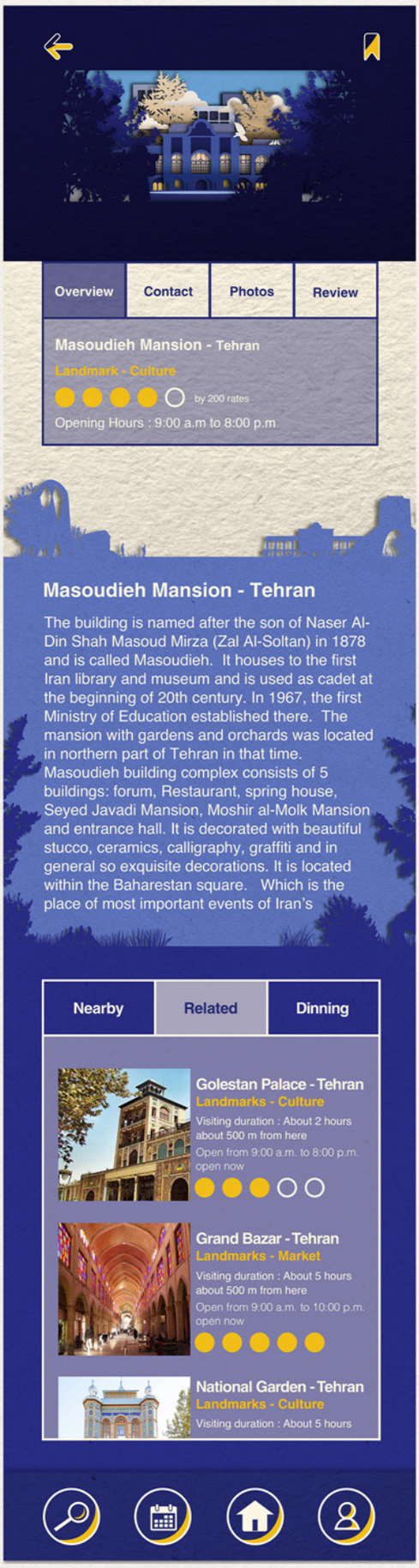




Website

The picture below shows a full website page which has the same features of the app (picture across) and can support those who prefer to use websites.

Finally I would like to mention that for more accurate prototyping, I used Sketch and Adobe Muse to present my designs.



Illustrations

For the illustrations I used a combination of techniques. Firstly I made a 2d vector replica of the sight. Afterwards I added a paper texture on all the elements, colored them, and finally gave each element shadows to look like the papercut technique.

The idea was to change the shadow intensity according to the time of the day that the user is online.

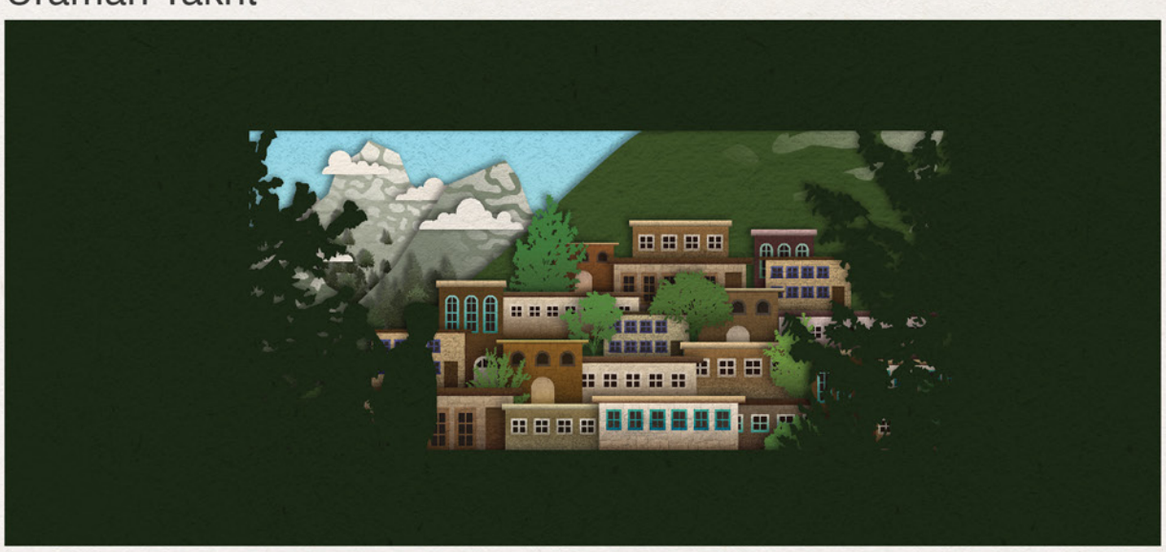
Vector

Texture

Shadows

Masoudieh Palace

Uraman Takht



Experiential ideas

For a final touch, I wanted to design a system that could use ultra reality to show the visitors each tourist sight in it's past form. The idea was to use the app to turn on the camera and look at the sight in the old times through the app.