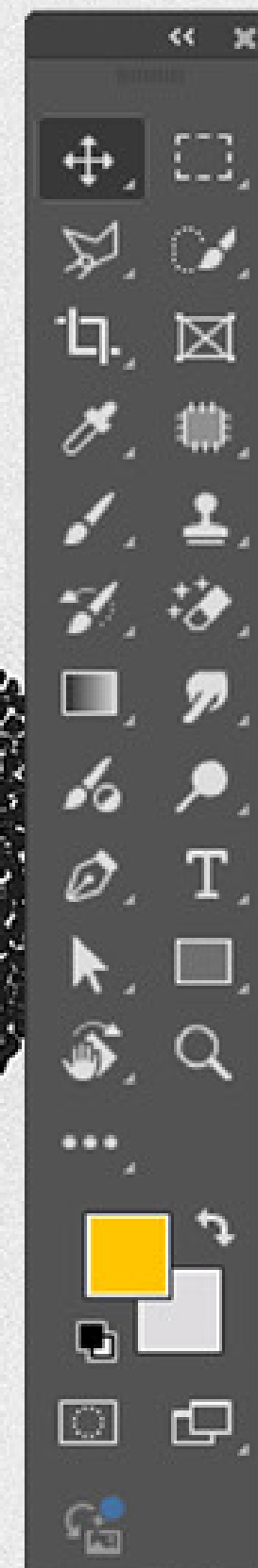


# PORT FOLIO

2025

Graphic designing







**Elaheh Etminani**

the Founder and Creative Director at Fara, a creative agency where strategy, design, and storytelling come together to build brands that people remember and trust. My journey began in graphic design and evolved into leading multi-disciplinary creative teams, delivering brand identities, campaigns, and digital content for diverse industries. At Fara, we don't just design — we shape how brands are perceived, understood, and chosen. Our approach is human-centered, strategy-driven, and crafted for long-term impact.

**i do...**

**Brand & Visual Identity Design**  
(systems, packaging, stationery, guidelines)

**Motion Graphics & Digital Content Production**

**Web/UI Art Direction & Implementation Oversight**

**Creative Leadership & Brand Direction**  
(from strategy to execution with a dedicated team)

## Experience

**2007** Official launch of consultancy, design, supervision, and execution of advertising projects, the starting point for creating lasting experiences in visual communications.

**2014** Membership in the Iranian Graphic Designers Association; reaffirming our commitment to professional design and visual communication standards.

**2018** Official publishing license; enabling the production and publication of valuable books in culture, art, and design.

**2021** Entry into the world of motion graphics and animated visual content; producing advertising, educational, and cultural clips with a focus on storytelling and visual appeal.

**2022** Strategic presence in the digital ecosystem; designing and implementing communication solutions across social media and online platforms.

## Education

**Bahar Educational Institute**  
Master of Business Administration , Business Management  
**Jan 2019 – 2018**

**Scientific and Applied University of Culture and Art**  
Bachelor's degree, Public Relations  
**Jun 1993 – Jul 1995**

**Najafabad Government College**  
Associate's degree, Graphic Design

## Languages

- **Persian** (Native)
- **English** (Basic/Intermediate)
- **Arabic** (Basic/Intermediate)

## Contact

-  [www.linkedin.com/in/elaheetminani](https://www.linkedin.com/in/elaheetminani)
-  [www.elaheetminani.ir](http://www.elaheetminani.ir)
-  [@elahe\\_etminani](mailto:@elahe_etminani)
-  +98 912 848 2035

## Softwares





# what sets us *apart*

- Creative + Strategic mindset (not design alone)
- Proven leadership in complex multi-scope projects
- Team-based execution, not a single freelancer
- Consistency, scalability, and reliability
- Experience with industrial and international clients

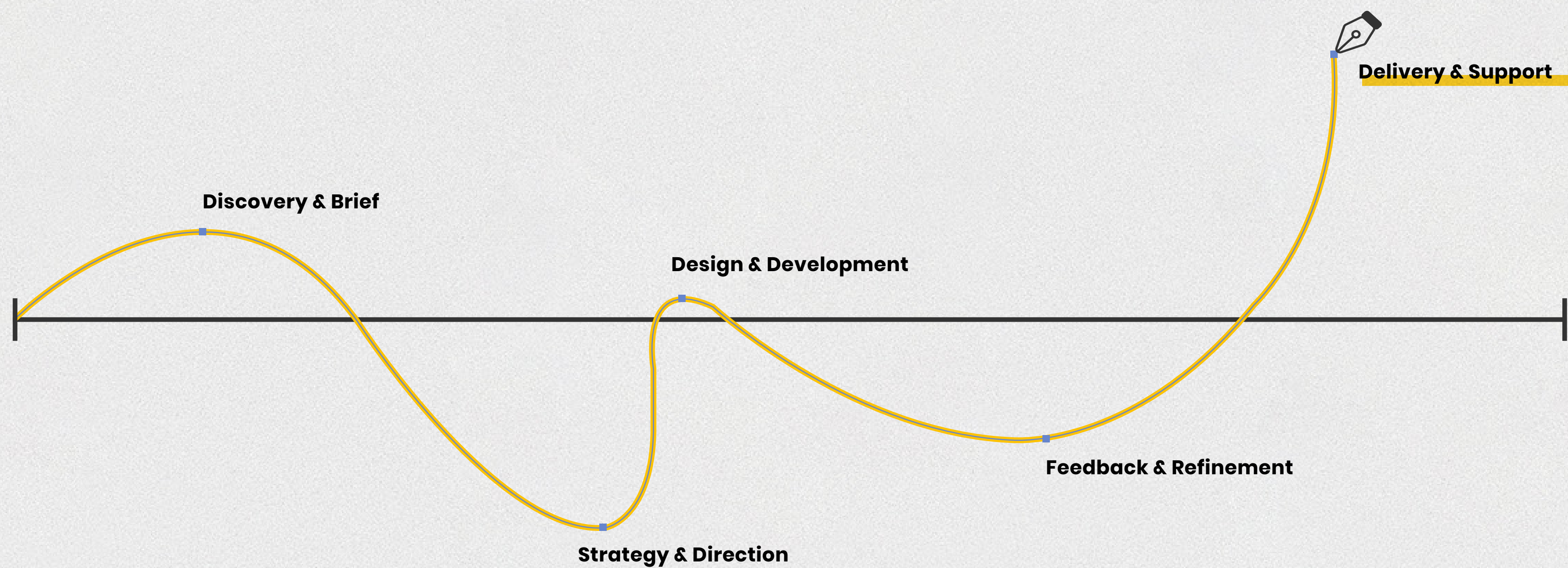
Filter	
Sharpen More	Alt+Ctrl+F
Sharpen Edges	
Sharpen	
Convert for Smart Filters	
Neural Filters...	
Filter Gallery...	
Adaptive Wide Angle...	Alt+Shift+Ctrl+A
Camera Raw Filter...	Shift+Ctrl+A
Lens Correction...	Shift+Ctrl+R
Liquify...	Shift+Ctrl+X
Vanishing Point...	Alt+Ctrl+V
Blur	▶
Blur Gallery	▶
Distort	▶
Noise	▶
Pixelate	▶
Render	▶
Sharpen	▶
Stylize	▶
Video	▶
Other	▶

Sharpen
Sharpen Edges
Sharpen More
Smart Sharpen...
Unsharp Mask...





# *How* we work together

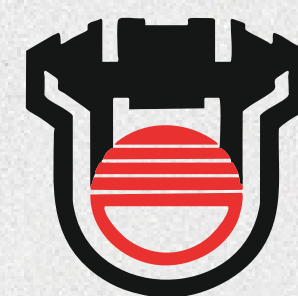


In the end, it's all about designing something that feels real and connects with people in a way that just makes sense.



# Meet Our Clients

We have delivered branding and creative projects for major industrial and commercial brands including:



Esfahan Steel Company



شرکت توسعه معادن پارس تامین

Pars Tamin Mines Development Company



HAJM STEEL COMPANY

Industrial Casting of Steel & Cast iron

S.F.H



Etesalat Polymery iran Co.

**and others...**

We also completed projects for international clients in Europe and the Middle East.



**B** **BRAN** *BR* **..ING**

Logo Design | Brand Identity | Visual Systems | Concept Development



# TFP – Tiran Polymer Fittings

<b>CLIENT:</b> TFP (Tiran Polymer Fittings)	<b>INDUSTRY:</b> Industrial manufacturing – Polymer Pipes & Fittings
<b>ROLE:</b> Creative Director, Project Lead	<b>YEAR:</b> 2013–2023

## Project Scope

A comprehensive brand identity development and creative rollout including:

- Brand logo and visual identity system
- Executive business cards for management
- Corporate stationery set
- Product catalogs and promotional brochures
- Custom packaging design for industrial products
- Sample exhibition kits and trade show materials
- Industrial product photography
- Nowruz greeting cards & seasonal marketing design
- Exhibition booth visuals and stand design
- Ongoing creative direction and visual consultation

## My Role

As a Graphist and the Creative Director and Project Manager, I led the full branding journey, from initial research and concept development to final production and delivery. I supervised a multi-disciplinary team and ensured every deliverable met both functional and aesthetic goals.

## Outcome & Impact

- Created a cohesive and recognizable brand identity
- Boosted brand perception and trust among clients and industry partners
- Supported sales growth through professional catalogs and packaging
- Helped position TFP as a leading brand in its sector
- Strengthened their presence in national exhibitions and B2B marketing









# CreativeHolzwelt <sub>GB</sub> (Germany)

<b>CLIENT:</b> CreativeHolzwelt GmbH	<b>INDUSTRY:</b> Wooden Structures & Furniture (Sustainable Woodworking)
<b>ROLE:</b> Creative Director – Visual Branding Consultant	<b>YEAR:</b> 2024–2025

## Project Scope

- Logo Design
- Logo Animation (Logomotion)
- Workshop Entrance Signboard
- Social Media Visual Identity & Templates
- Product & Service Brochure Design

## Project Highlights

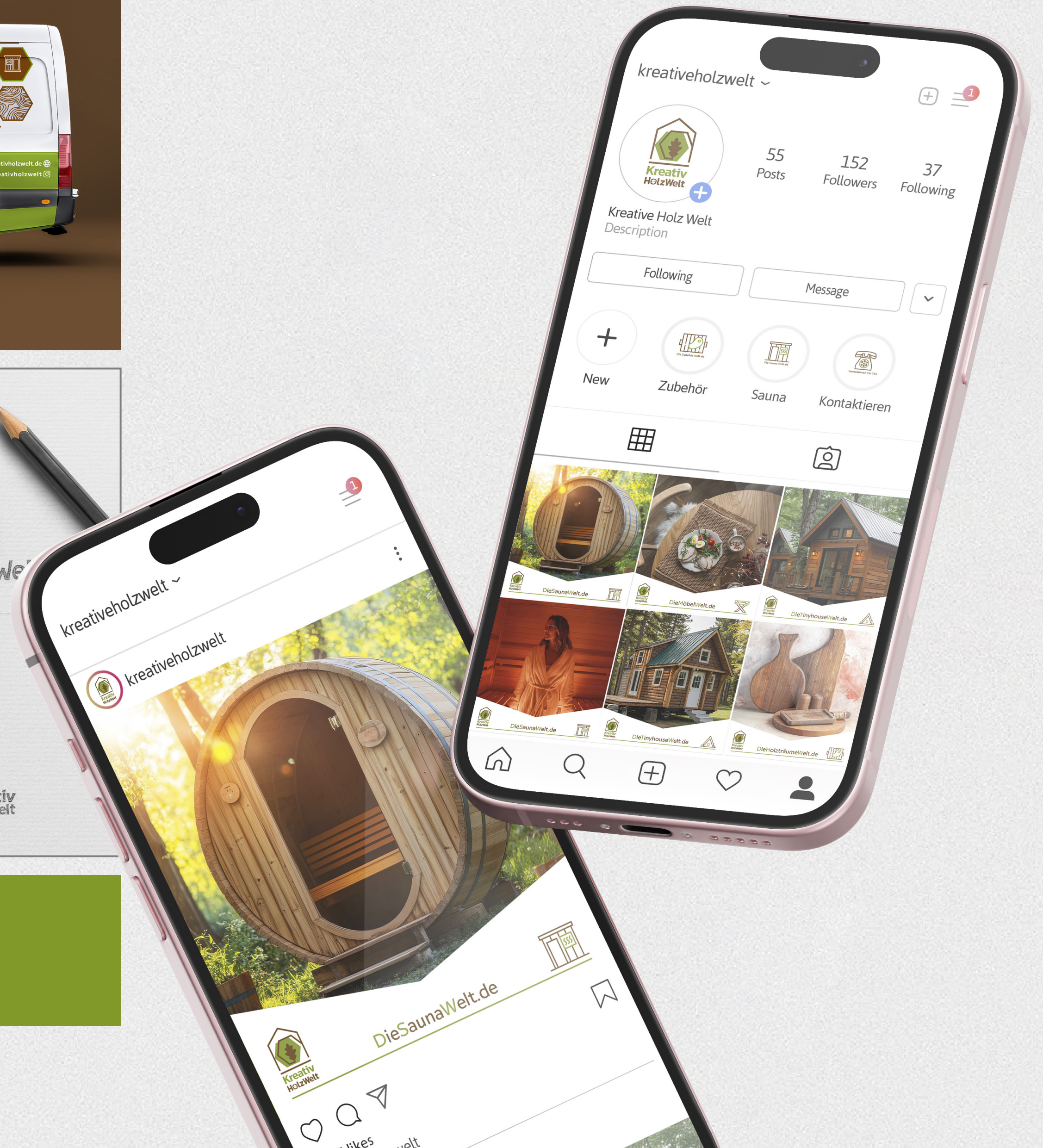
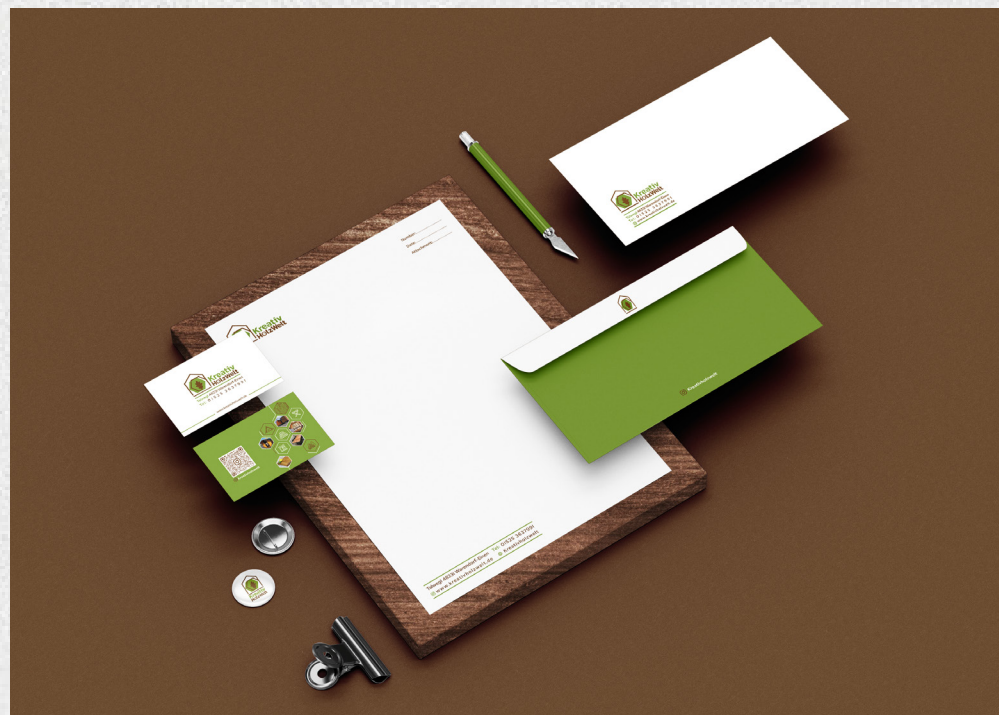
As Creative Director, I led the visual transformation of the CreativeHolzwelt brand. The new logo and motion identity were designed to reflect the brand’s deep connection to nature, craftsmanship, and innovation in wooden architecture and design. The brochure and social media templates created a consistent and professional visual tone, supporting both marketing efforts and customer trust. The signboard at the workshop entrance also helped enhance brand visibility and in-person experience for visiting clients.

## Outcome & Impact

- A distinct and authentic visual identity aligned with the brand’s eco-friendly values
- Improved brand consistency across all platforms
- Strengthened customer perception and sales communication
- Smooth integration of visual assets into both digital and physical touchpoints









Gradient

# GB Virjeh – Data Hamdis Co.

**CLIENT:**

Data Hamdis Virjeh Co.

**INDUSTRY:**

Software Development for Oil, Gas & Petrochemical Industries

**ROLE:**

Art Director & Branding Consultant

**YEAR:**

2018

## Project Scope

- Logo & Visual Identity Design
- Executive Stationery & Business Card Design (CEO & Management)
- Company Profile & Corporate Brochure
- Custom Software Product Packaging
- Exhibition Materials & Stands
- Motion Graphic Teasers
- Visual Assets for Digital Platforms

## Project Highlights

Virjeh, a leading software solutions provider in the oil, gas, and petrochemical sector, needed a sophisticated and trustworthy brand image that matched the complexity of its services.

As Art Director, I oversaw the entire visual branding process—from concept to execution—ensuring consistency and clarity across all touchpoints.

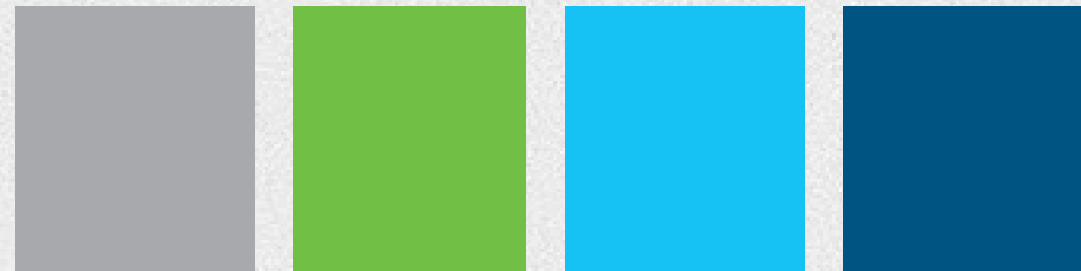
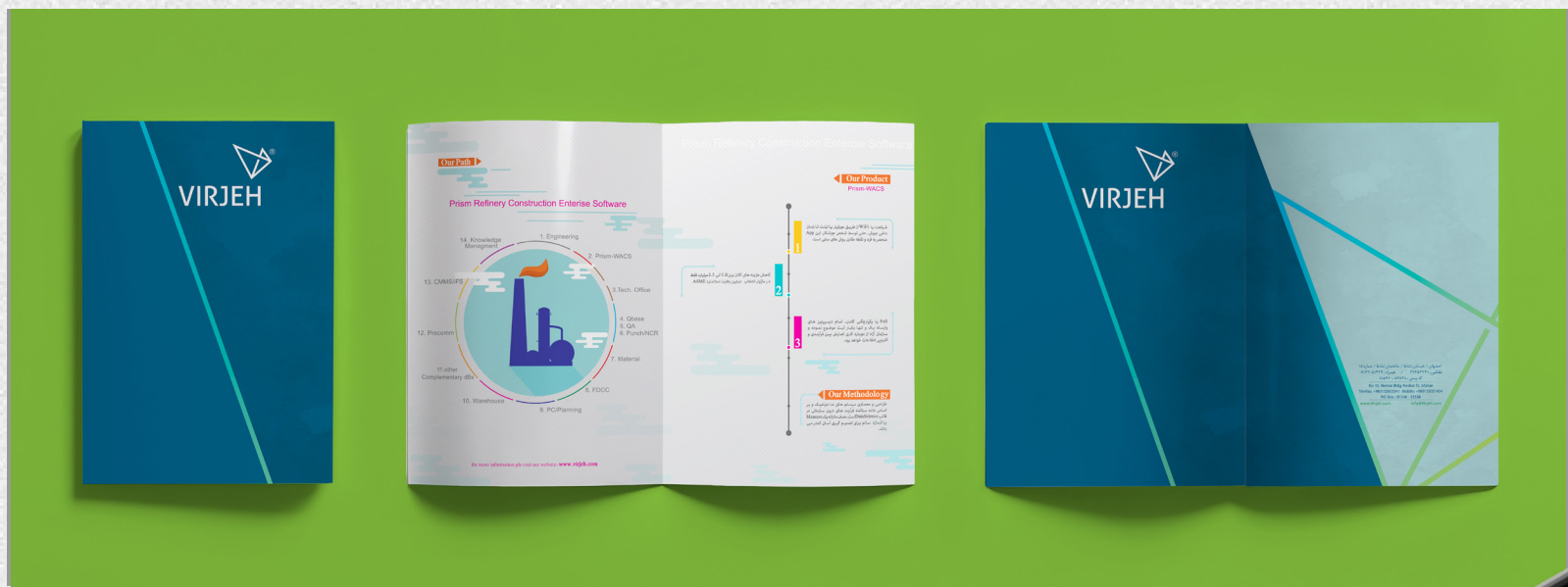
Our team designed a clean and professional identity that highlighted the brand's technical depth, reliability, and innovation. The collateral, from executive cards to exhibition kits, was tailored to reflect Virjeh's role as a forward-thinking tech partner.

## 📌 Outcome & Impact

- A refined and professional visual identity
- Improved brand perception and credibility in B2B communications
- Enhanced impact in exhibitions and industry events
- Boosted client engagement and software product visibility









# Testimonials or Client *Feedback*



## Share feedback

Did you find this feature helpful?

Yes

No

You can also provide feedback through your creative cloud account.

Share Feedback

## Letter of Recommendation for Elahe Etmnani

### Visual Identity Design – KreativHolzWelt

We at KreativHolzWelt had the pleasure of collaborating with Elahe Etmnani and her talented design team on the development of our complete visual identity. The scope of the project included our logo design, logo animation, corporate stationery set, workshop signage, as well as the uniform design, vehicle branding, and custom visual identity for our Instagram unit .

From the very beginning, the team approached the project with creativity, precision, and a deep understanding of our brand values. Their process was structured, collaborative, and attentive to detail. They took the time to understand our vision and translated it into designs that authentically reflect the spirit and philosophy of our brand – not only in print and digital formats but also in our physical presence and team representation.

The final outcome not only met but exceeded our expectations. We are extremely satisfied with the results and highly impressed by their professionalism, design quality, and commitment to excellence across all deliverables – from brand visuals to uniforms and branded fleet design.

We wholeheartedly recommend Elahe Etmnani and her team to any business seeking a thoughtful and impactful visual identity. Should you wish to know more about our experience, please feel free to get in touch with us:

**Sincerely,Stephan Hader**  
**KreativHolzWelt GmbH**



## Client Testimonial for Elahe Etmnani

### Website Design Project – Malihe Mirzakhanian

Working with Elahe Etmnani and her IT team on the design and development of my personal/professional website was a truly smooth and rewarding experience. From the earliest planning stages through to the final launch, the collaboration was marked by clarity, creativity, and a true attention to detail.

What impressed me most was their ability to listen deeply, understand both the technical and emotional dimensions of what I envisioned, and bring that vision to life with elegance and precision. Their approach combined aesthetics with functionality, delivering not just a beautiful site, but one that performs flawlessly across devices and platforms.

Throughout the process, the team was consistently responsive, solution-oriented, and genuinely invested in creating something meaningful. I felt heard, supported, and creatively empowered at every stage.

I am genuinely pleased with the outcome and would confidently recommend Elahe and her team to anyone seeking a thoughtful, user-centered web presence. Their blend of design sensibility, technical skill, and professional ethics truly sets them apart.

Should you wish to know more about our collaboration, please feel free to contact me:

**Sincerely,**

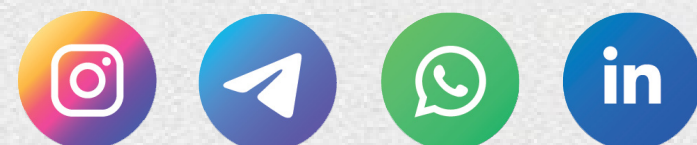


# CALL TO *Action*

If you are looking to build a meaningful and lasting brand presence, let's talk.

At Fara, we help you tell your brand's story through design that is strategic, human, and impactful.

For collaboration or consulting, feel free to reach out via LinkedIn or email.



[www.elaheetminani.ir](http://www.elaheetminani.ir)

