

Kourosh Jeddi

Visual & Product Designer | Creative Director

www.kouroshjeddi.com | kouroshjeddi@gmail.com



Innovative designer with a decade of experience crafting exceptional B2B and B2C solutions. Bridging the gap between user needs and business objectives, I lead projects from ideation to execution. By combining data-driven insights with a user-centered approach, I develop strategies and designs that boost engagement, streamline functionality, and elevate brand identity. Specializing in Visual Design, I bring a deep understanding of user interface aesthetics to create compelling digital experiences.

Key Skills

Expertise:

User Research, Data Analysis, Wireframing, Visual Design, Prototyping, Graphic Design, Branding, Motion Graphics, Presentations and Infographics, Problem Solving, Project Leading

Technical Proficiency:

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, XD) HTML, CSS, JS, Wordpress, Klaviyo, Ai Gen

Marketing:

E-Commerce PDP Optimization, Shopify, Email design and flows, Social media content creation, Google Suite

Education

2022

MFA in Studio Art
University of Florida

2012

BA in Graphic Design
Art University of Teran

Career History

Oct 2022 -
present

Lead Designer | PuffCuff LLC | Atlanta, GA Full-time

- Created over 20 dynamic and static landing pages for various campaigns, increasing user engagement and conversions by analyzing Shopify data and user feedback. Utilized Shopify page builders like Shogun, Page Fly, HTML sections, and custom code for optimized structures. [Sample 1](#) | [Sample 2](#) | [Sample 3](#)
- Designed the CurlyFam mobile app in Figma, enhancing the shopping experience, educating customers about products, and fostering community connections. [Project summary](#)
- Designed more than 150 emails for multiple campaigns, achieving a 2.4% increase in click-through rates. [Sample](#)
- Led the design of digital marketing assets to boost engagement on social media platforms. [Sample](#)
- Created Amazon and Sally Beauty PDP visuals, improving product visibility and driving sales. [Amazon Store page](#)
- Produced motion graphics and video content for social media to strengthen brand engagement. [Sample](#)
- Designed compelling presentations and pitch decks.

Nov 2023 -
May 2024

Graphic Designer | RICE Retail Academy RRA | Atlanta, GA Freelance project

- Developed a visual identity system reflecting the academy's mission, values, and energy, ensuring a cohesive and impactful brand presence. This included designing the logo, promotional materials, presentations, email templates, and print assets. [Project summary](#)
- Designed the academy's landing page to effectively communicate its mission, showcase key programs, and maintain consistency with the *Russell Innovation Center for Entrepreneurs (RICE)* brand identity.
- Created social media content for announcements, programs, speakers, kickoff events, and more, boosting engagement and awareness.

June 2016 -
May 2022

Senior Graphic Designer | United Nations | UNDP, UN Women, UNDAF Project Based Contracts

- Designed interactive and print publications, end-of-cycle progress reports, infographics, a distinctive pictorial book history of partnership with the United Nations, and advocacy materials, aligned with global standards. [Sample](#)
- Design the photo presentation slides for the anniversary exhibition, UN-Kazakhstan: 30 Years of Cooperation to Promote Gender Equality and the Empowerment of Women, held at the UN Headquarters in New York.

July 2019 -
March 2022

Art Director | SeaBuzz Quarterly | Vancouver, BC | Contractor Freelancer

- Directed creative and marketing teams to establish a cohesive brand identity for a growing publication.
- Increased circulation from 1,000 to 4,000 by delivering innovative layouts and compelling visual designs.
- Oversaw the production process, ensuring quality and consistency across print and digital platforms. [Link](#)

Oct 2012 -
June 2019

Lead Graphic Designer | Rath Graphic Full-time

For 7 years, I've designed and led numerous solo and team projects for prestigious national and international organizations and companies, including Japan International Cooperation Agency (JICA), MTE Flooring Company (Dubai and Washington), TCI, ILI, and many more. I collaborated with art directors, data analysts, programmers, photographers, and print professionals, and trained interns to support these efforts. [Sample](#)