

Mona Sani

GRAPHIC DESIGNER & ILLUSTRATOR

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PROFILE

Graphic Designer and Illustrator with 10+ years of experience creating visual communication across retail, print, packaging, editorial, and illustration. Four years of Canadian retail design experience at Whole Foods Market, producing promotional campaigns, hand-illustrated signage, environmental graphics, and in-store communications within established brand standards. Combines strong illustration skills with practical design experience, from concept development and layout through production-ready execution.

CORE SKILLS

SKILLS Graphic Design · Illustration · Retail & Environmental Graphics · Campaign Design · Packaging · Print Design · Digital Content · Layout & Typography · Signage · Brand Consistency · Production Artwork · Art Direction · Hand Lettering · Digital Painting

TOOLS Adobe Photoshop · Adobe Illustrator · Adobe InDesign · Procreate · After Effects · Microsoft Office

EXPERIENCE

Store Graphic Artist

January 2021 – August 2025

Whole Foods Market — Toronto, ON

- Designed and produced promotional, seasonal, and informational graphics across a high-traffic retail environment.
- Created original chalkboard illustrations, hand lettering, product promotions, and large-format department graphics.
- Maintained visual consistency across signage while following Whole Foods Market regional and brand standards.
- Managed signage requirements across multiple departments, from weekly promotional changes to permanent graphics.
- Collaborated with store teams to translate merchandising and operational needs into clear visual communication.
- Prepared and updated print-ready artwork while balancing quality, accuracy, and fast turnaround requirements.

Illustrator & Graphic Designer

2017 – 2020

Hoodis Pars Printing Complex — Tehran, Iran

- Designed packaging, promotional materials, logos, brochures, flyers, posters, and editorial graphics for a range of brands.
- Developed visual concepts through typography, illustration, color, and layout.
- Contributed to packaging projects from initial concept through production preparation.
- Coordinated design work and reviewed creative output to maintain project requirements and visual quality.

Graphic Designer

2014 – 2017

Payame Ma Group Newspaper — Karaj, Iran

- Designed editorial layouts and visual elements for an environmental newspaper.
- Created illustrations, typography, and graphics supporting environmental stories and campaigns.
- Helped maintain visual consistency across recurring editorial content.

Freelance Illustrator & Graphic Designer

2012 – Present

Independent practice

- Create illustration and graphic design work for educational, environmental, cultural, and commercial projects.
- Developed wildlife illustrations for environmental-awareness initiatives involving endangered species in Iran.
- Illustrated an educational book series introducing native birds to young readers.
- Produce branding and print materials including logos, labels, brochures, postcards, and other visual communications.
- Participate in exhibitions and independent fine-art and illustration projects.

EDUCATION

Bachelor's Degree — Graphic Design / Illustration

2010 – 2012

University of Applied Science and Technology — Karaj, Iran

Associate Degree — Visual Arts / Painting

2005 – 2007

Islamic Azad University — Eslamshahr, Iran

ADDITIONAL TRAINING

User Interface Design — University of Tehran

2019

User Experience Design — University of Tehran

2019

SELECTED EXHIBITIONS & PROJECTS

Color Pencil Birds — Drawing House Gallery

2019

Picasso Event for Children — Kids Drawing House

2018

Contemporary Art Teaching Methods Workshop — Kids Drawing House

2017

Impressionism Festival — Kids Drawing House

2016

Shahnameh Exhibitions — Golestan Palace & Iranian Academy of Arts

2014 – 2015

Selected Watercolor Exhibitions

2013 – 2015

LANGUAGES

ENGLISH**FARSI**

Fluent

Native