

Hamed Yahyaei

Details

Nationality Iranian
Current position Graphic Designer/ Art Consultant
Email hamedyahyaei@gmail.com



B.A. degree in Graphic Design

M.A. degree in Visual Communication

M.A study in “Interaction Design”

Official member of IGDS

Leadership experience in art direction and project management

Teaching experiences in: Logo Design, Typography, Principles of visual arts, Perspective Computer Graphics and Principles of colours

Strong communication skills achieved from teaching at Universities and presentation experience

Skilled in managing all phases of the creative process
Specialist in TV’s on-screen graphics and Channel Visual Identity

Solid knowledge of computer skills, IT and new media
Excellent work experience in different kinds of media including Television Broadcasting Industry

Education and professional status

2010 – Present -- Master of Interaction Design- Malmö University, K3 (School of Arts and Communication), Sweden

Swedish Film and Television Culture - Stockholm University, Sweden

2005 –2008 – Master of Visual Communication - Art and Architecture Faculty, Tehran Azad University , Iran

2005- 2006 – Industrial Design Course- Tehran Art University

2004 – 2005 -- Computer Graphics - Tehran University, Iran

2003-2004 – IT and Computer Hardware- Sharif University, Iran

2001-2005 – English language course (Intermediate to Advanced Course, TOEFL and IELTS), at Tehran University Language Institute, Iran

2000 –2005 Bachelor degree from Tehran azad University, Iran

Language ability

Persian	mother tongue
English	fluent
Arabic	Intermediate

Key Experience

Deep understanding of vector based graphics

- Corel Draw X5
- Adobe Creative Suite (CS5)

Logo design expert:

- Corel Draw
- Adobe Illustrator
- Adobe Photoshop

Interaction design expert

- Arduino, physical computing
 - User interface design
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<p>Experience record 2009-2010</p> <p>2007-2010</p>	<p>University teacher in Graphic Design in several Art Universities of Iran: I have worked as a university teacher at Iran Art Faculties in the following subjects: Logo Design, Typography, Principles of visual arts, Perspective Computer Graphics and Principles of colours</p> <p>Decorated Logos Project</p> <p>In this project I was responsible for designing whole of IRIB TV4 decorated logos. It was based on my innovative suggestion to the Head of Channel 4 as a part of my Master Thesis named Channel Identity. This brand new project in IRIB TV history could easily create a distinctive visual identity for TV4. In my project inspired by Google doodles, I did interactively mix visual elements of any special events with the official TV4 logo in order to avoid any unwanted visual rush despite other channels. In the first step of my project, I have been asked to redesign the official logo of TV4 and then decorate it according to each special day of Persian calendar. In my project besides designing a dedicated decorated logo for any special day, I did successfully extend the project through introducing serial decorated logos concept according to some continuous occasions.</p>
	<p>On-screen TV graphics</p> <p>In this project I was responsible for designing the IRIB TV4 on-screen graphics. Through this design task I communicated efficiently with viewers' visual memory in order to create a new visual identity for TV4. IRIB TV4 on-screen graphics includes very different components such as program name being currently played on air or the next and later programs; TV4 various contact information; the duration time of each program; Multi-Distinctive lower-third information bars and etc. I could successfully create a dedicated color coding</p>

	<p>system via my design for any part of this task. It was successful enough to receive excellent feedback from viewers.</p> <p>IRIB TV4 In-Program Pointers</p> <p>I designed TV4 In-Program Pointers using an apple in 3 colors, inspired by traffic light to communicate with viewers.</p> <p>IRIB TV4 Distinctive Graphic Icons</p> <p>I designed a dedicated visual identity based on TV4 logo and the various contacting ways for its viewers including website, Email, Telephone and SMS.</p> <p>Magazine Art Director</p> <p>I was responsible for rebranding of Koodak Magazine which is published for parenting in Iran. I designed a new logo, a new uniform, website and stationary graphics for the magazine. The project was successful and very appreciated by the owner, chief editor and many readers of the magazine.</p>
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2004 - 2005	M.A. degree: Master of Visual Communication - Art and Architecture Faculty, Tehran Azad University , Iran
	My thesis was entitled “Channel Identity” and was focused on the visual elements of TV channels.
2007-2008	<p>Channel Identity, IRIB TV4 and Art and Architecture Faculty, Tehran Azad University</p> <p>My master thesis work titled "Channel Identity" achieved the best university score and was ranked as one of the best researches in my faculty. It was successfully applied and used in IRIB TV4.</p> <p>My dissertation was in advanced about TV Media. As a part of this thesis, I did forecast some of new technologies which could be used in Interactive TV</p>

	channels like distinctive smells for a channel or program, Customized on-screen graphics and etc.
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1999-2001	Tehran Azad University, Art and Architecture Faculty
	Trademark Research about the most successful brands and trademarks of the world, In depth history review of trademark in past till now

Interests	<ul style="list-style-type: none"> • Illustration • Photography • Painting • Travelling • Reading book
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Reference Available upon request