

AYSUN KHANAGHA

SENIOR GRAPHIC DESIGNER

Brand, Campaign, Digital and Art Direction

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Location: Sydney, NSW

[Portfolio: aysunkhanagha.com](https://www.aysunkhanagha.com)

PROFILE

Senior Graphic Designer with 9+ years of experience spanning brand identity, campaign, digital, print and motion design across international markets, including four years leading in-house design teams and departments. A versatile, hands-on creative who moves fluidly between concept and execution, translating business objectives into sharp, on-brand visual direction and building visual systems that hold up across every channel. Comfortable owning creative from concept through final delivery, mentoring designers, and working directly with leadership, clients and cross-functional stakeholders to keep creative work distinctive, consistent and commercially grounded. Now seeking a senior graphic design or art direction opportunity in Sydney.

SKILLS

Brand identity | Art direction | Campaign development | Digital design | Motion graphics | Figma | Adobe Creative Suite | Design leadership & mentoring

SELECTED CONTRACT EXPERIENCE

From 2024, moved from in-house Head of Design leadership positions into senior graphic design and art direction contract work, taking on hands-on creative delivery for a range of clients and brands. The roles below were held on a contract basis and in some cases ran concurrently.

Senior Graphic Designer (Contract) — SHG. Project

Feb 2026 – Present

- Own brand strategy and creative direction for the business on a contract basis, working directly with leadership to set visual and messaging direction.
- Lead concept development and execution across campaign, digital and print assets, keeping every touchpoint consistent with brand guidelines.
- Manage relationships with internal stakeholders and external partners to keep campaigns and creative on brief and on schedule.

Senior Graphic Designer (Contract) — Smartizer

Feb 2025 – Sep 2026

- Delivered art direction and design across integrated campaigns spanning digital, social and print for the agency's client base.
- Worked within a design team through production, from initial concept to final delivery, maintaining creative quality across every output.
- Presented creative concepts and campaign direction to clients and internal stakeholders, translating briefs and business objectives into visual storytelling.

Senior Graphic Designer (Contract) — AI Innovation Global co.

Oct 2024 – Dec 2025

- Delivered brand and visual identity work across digital and traditional channels, working closely with leadership on brand direction.
- Produced campaign design and creative execution, translating business objectives into consistent, on-brand communication.
- Contributed to brand guidelines used across the organisation to keep creative output aligned as the brand grew.

CORE EXPERIENCE

Head of Design Department — Achareh

Mar 2024 – Feb 2025

- Led the design department, setting creative standards and overseeing output across branding, digital and print projects for the organisation's client base.
- Managed the team's workflow and creative process, mentoring designers and reviewing work to maintain consistent quality.
- Worked directly with clients and internal stakeholders to translate briefs into design direction across the department.

Head of Design Team — Hamrahe Aval (MCI)

Sep 2022 – Mar 2024

- Directed a design team producing visual content across branding, digital and print projects.
- Mentored designers and oversaw creative output to maintain consistency and quality across concurrent projects.
- Collaborated with cross-functional stakeholders to align design work with broader business and marketing objectives.

Senior Graphic Designer — TURKAPP.ir

Aug 2021 – Sep 2022

- Produced branding, digital and print design work across the platform's product and marketing needs.
- Worked closely with product and marketing stakeholders to deliver on-brand visual assets to deadline.

Senior Graphic Designer — Iranvendor

Jan 2020 – Jan 2021

- Led design output for the ecommerce platform's marketing and product needs, working across branding, digital and campaign assets.
- Collaborated with marketing and product stakeholders to deliver on-brand visual assets to deadline.

Graphic Designer — Shariati Hospital

2019 – 2020

- Produced graphics and presentation materials to support internal and external hospital communications.
- Worked with hospital stakeholders to translate information into clear, accessible visual content.

Photographer — Allstar

Jan 2018 – Jan 2019

- Directed and shot photography for the brand's marketing and campaign needs.
- Delivered art-directed imagery used across marketing and promotional materials.

Freelance Graphic Designer (Concurrent) — Upwork

2017 – 2021

- Delivered branding, digital and print design projects for international clients sourced through Upwork, alongside the roles above held during this period.
- Managed client relationships, project scope and delivery independently, from concept through final execution.

EDUCATION

Bachelor's in Graphic Design — Pars University of Architecture and Art (2018–2021)

Associate Degree in Visual Arts — Pars University of Architecture and Art (2016–2018)

RECOGNITION, PUBLICATIONS & EXHIBITIONS

- Author — "Art and Technology: An Introduction to NFTs in the World of Art"
- Certification — IOAS
- 3rd Provincial Rank — Scientific and Practical Competitions
- Pars Group Exhibition — Milad Tower
- International Exhibition Participant — Iran Art
- 1st Place — Pars University of Art and Architecture (Associate Degree)
- International Exhibitions — Mexico, Spain and Antalya