

Aysun Khanagha

Senior Graphic Designer and Art Director | Brand, Campaign, Digital, Print and Motion

Sydney, NSW | +61 452 099 878 | khanagha.aysun@gmail.com

Portfolio: aysunkhanagha.com | LinkedIn: linkedin.com/in/aysun-khanagha-36136021b | Full working rights in Australia

Professional Summary

Senior Graphic Designer and Art Director with 9+ years of experience across brand identity, campaign, digital, print, packaging and motion design for brands in Australia and overseas. Spent more than two years heading in-house design teams and departments before moving into senior contract work in Sydney. Currently creating brand, social and video content for SHG Projects, a Sydney luxury home builder.

Hands-on from concept to final delivery: brand systems and guidelines, campaign and social assets, packaging and print production, scroll-based websites, photography and motion. Works directly with leadership and stakeholders, briefs freelancers and photographers, and mentors designers.

Skills

- **Design and art direction:** Brand identity and guidelines, art direction, campaign design, social and digital assets, packaging design and dielines, web design (UI/UX), typography (English and Persian)
- **Print production:** Print-ready artwork, liaising with external printers, quotes and pricing, press checks
- **Motion and imagery:** Motion graphics and animation, video editing, photography and videography, photo editing and retouching
- **Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, Klaviyo (EDM), AI-assisted workflow (Midjourney, Runway, Kling AI, ChatGPT)
- **Leadership:** Design team leadership and mentoring, stakeholder management, briefing and managing freelancers and photographers

Professional Experience

Senior contract roles in Sydney since 2024, some held concurrently, following in-house Head of Design roles.

Senior Graphic Designer (Contract) — SHG Projects, Sydney NSW

Feb 2026 – Present

- Create brand, social and video content for a luxury home builder, working directly with leadership on visual and messaging direction.
- Plan and run photo and video shoots on residential projects, then script, edit and narrate Reels on build progress, interiors and house features.
- Designed the company's 2026 brand book and the scroll-based website at shgprojects.com.au.
- Produce motion graphics and separate content for the brand's English- and Persian-language Instagram channels.
- Lead concept development and execution across campaign, digital and print assets, keeping every touchpoint consistent with brand guidelines.

Senior Graphic Designer (Contract) — Smartizer, Sydney NSW

Feb 2025 – Sep 2026

- Delivered art direction and design for integrated campaigns across digital, social and print.
- Designed the scroll-based website experience for smartizer.com.au.
- Took work from first concept to final delivery within a design team, presenting concepts and campaign direction to clients and internal stakeholders.

Senior Graphic Designer (Contract) — AI Innovation Global, Sydney NSW

Oct 2024 – Dec 2025

- Delivered brand and visual identity work across digital and traditional channels, working closely with leadership on brand direction.
- Designed and built a scroll-driven website with video scrubbing and interactive motion (React, GSAP).
- Produced campaign design and contributed to brand guidelines used across the organisation.

Head of Design Department — Achareh, Iran

Mar 2024 – Feb 2025

- Led the design department, setting creative standards and overseeing branding, digital and print output.

- Managed print production with external printers, from print-ready artwork through quotes, pricing and press checks.
- Briefed, reviewed and mentored designers, managing workflow to keep quality consistent across concurrent projects.
- Briefed and managed external freelancers and photographers, reviewing their work against brand standards and agreed timelines.
- Worked directly with clients and internal stakeholders to turn briefs into design direction.

Head of Design Team — Hamrahe Aval (MCI), Iran

Sep 2022 – Mar 2024

- Directed a design team producing visual content across branding, digital and print for Iran's largest mobile network operator.
- Mentored designers and reviewed output to maintain consistency across concurrent projects.
- Coordinated external freelancers and photographers, keeping quality and delivery dates on track.
- Worked with cross-functional stakeholders to align design work with marketing objectives.

Senior Graphic Designer — TURKAPP.ir, Iran

Aug 2021 – Sep 2022

- Produced branding, digital and print design for the platform's product and marketing needs, delivering on-brand assets to deadline with product and marketing teams.

Freelance Graphic Designer — Upwork (concurrent)

2017 – 2021

- Designed product packaging for international clients, including pet food and snack ranges (Nutri Pet, Yummy Potato Chips), from concept and illustration through to final dielines and mockups.
- Delivered branding, digital and print projects, managing client relationships, scope and delivery independently.

Senior Graphic Designer — Iranvendor, Iran

Jan 2020 – Jan 2021

- Led design output for the ecommerce platform across branding, digital and campaign assets, working with marketing and product teams.

Graphic Designer — Shariati Hospital, Iran

2019 – 2020

- Produced graphics and presentation materials for internal and external hospital communications, turning complex information into clear visual content.

Photographer — Allstar

Jan 2018 – Jan 2019

- Directed and shot photography for the brand's marketing and campaign materials.

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 and Exhibitions

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