

Mahsa Rad

Senior Designer | Brand & Digital Experience

Vancouver, BC · masharad.w.a@gmail.com · linkedin.com/in/mahsarad

PROFILE

Senior Designer focused on brand design and digital experience, with 9+ years of experience across brand identity, visual systems, UI/UX, web design, campaign design, and immersive/XR work. I help businesses translate complex ideas into clear, cohesive design systems across websites, marketing, product, and experiential touchpoints.

EXPERIENCE

Curbex — Senior Designer | May 2024–Present

- Lead brand, digital design, and UI/UX for an OOH advertising platform, shaping the company's visual identity across websites, product pages, booking flows, map/search interfaces, presentations, and sales materials.
- Drive the ongoing website redesign, improving information hierarchy, navigation clarity, responsive page systems, and conversion-focused user journeys.
- Develop scalable brand assets, digital marketing materials, templates, and visual systems that strengthen consistency across web, campaigns, signage mockups, and customer-facing touchpoints.

PHI Studio — Experience Designer | Jun 2024–Dec 2024

- Co-developed BLUR, a mixed-reality theatre experience exploring identity, memory, embodiment, cloning, and the threshold between physical and digital presence.
- Designed audience onboarding concepts, spatial narratives, research materials, and digital experience touchpoints for an immersive journey combining live performance, installation, media, and VR.

Rabex — Brand Designer | Jun 2022–Dec 2023

- Led a fintech rebrand from concept to rollout, developing a unified identity system across logo, typography, color, campaign assets, digital applications, and brand guidelines.
- Designed marketing systems, social media templates, product visuals, and branded digital touchpoints to improve brand recognition, clarity, and consistency across channels.

PILBAN Creative Agency — Designer | Jun 2021–May 2022

- Designed brand identities, visual systems, UI/UX concepts, social campaigns, and print/digital assets for multiple client accounts.
- Supported rebranding projects through research, moodboards, concept development, layout design, client presentations, and production-ready files.

Armina Smart Home — Visual Designer | Feb 2020–Jun 2021

- Created packaging, product presentations, sales collateral, marketing graphics, and visual communication materials for smart home products.

Earlier Experience: Designer, Ponisha | UI/UX Intern, Boghche | Advertising Manager, CEAT | Design Instructor, University of Tehran

EDUCATION

Master of Digital Media, Toronto Metropolitan University | MA Interior Architecture, University of Tehran | BSc Architectural Engineering, University of Tehran

CORE SKILLS

Brand Design | Digital Design | Brand Identity | Digital Experience Design | Visual Systems | Design Systems | UI/UX Design | Web Design | Campaign Design | Marketing Design | Art Direction | Visual Storytelling | User Research | Critical Thinking | Augmented Reality | Virtual Reality | Figma | Adobe Creative Suite | HTML/CSS

TOOLS & CERTIFICATIONS

Figma | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe After Effects | HTML/CSS | Prototyping | Google UX Design Certificate | SheCodes Basics | Illustration