

Mahsa Rad

Senior Designer | Brand & Digital Experience

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PORTFOLIO & SELECTED WORK [MAHSARAD.COM](https://www.mahsarad.com)

PROFILE

I design experiences that give complex ideas clarity, character, and meaning. With 9+ years across brand, digital, and spatial design, I use storytelling and visual systems to shape how people discover, understand, and connect with products, places, and services. From identity to interactive journeys and immersive environments, the medium changes; the focus on human experience stays the same.

EXPERIENCE

Curbex — Senior Designer | May 2024–Present

- Shape connected brand and customer experiences across website, product discovery, booking, marketing, sales, and physical advertising touchpoints.
- Lead the website and self-service booking redesign, turning a complex service model into clearer information, navigation, and customer journeys.
- Build coherent visual systems, campaigns, product imagery, and presentations; partner with leadership, marketing, and development from concept to implementation.

PHI Studio — Experience Designer, Graduate Industry Partnership | Jun 2024–Dec 2024

- Co-developed BLUR, a research-led mixed-reality experience exploring identity, grief, transformation, and the space between physical and virtual presence.
- Connected brand identity, spatial narrative, printed media, audience touchpoints, and virtual environments into a cohesive experience with an interdisciplinary team.

Rabex — Brand Designer | Jun 2022–Dec 2023

- Translated complex fintech ideas into an approachable bilingual brand experience across typography, illustration, web, campaigns, motion, and physical touchpoints.
- Created reusable guidelines and visual assets, working with marketing, product, and operations to keep communication consistent and engaging.

PILBAN Creative Agency — Designer | Jun 2021–May 2022

- Built distinctive visual narratives for clients through identity, campaigns, digital experiences, and packaging; supported creative research, rebranding, and client presentations.

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

- Made technical smart-home products easier to understand through packaging, product stories, sales materials, and digital visual communication.

EARLIER EXPERIENCE

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

EDUCATION

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

CORE SKILLS

Experience Design | Brand & Digital Experience | Visual Storytelling | Art Direction | Brand Identity & Visual Systems | Website Design | Customer Journeys | Spatial & Immersive Experiences | Illustration | Cross-functional Collaboration

TOOLS & CERTIFICATIONS

Figma | Adobe Creative Suite | After Effects | HTML/CSS | Google UX Design | Google AI Professional Certificate | Leadership Through Design Innovation | SheCodes Basics