

# NEDA DALIR



## SUMMARY

With over 17 years of experience, I am a skilled graphic and web designer proficient in Adobe Creative Suite. Alongside my design expertise, I also have experience in purchasing, photography, and event coordination. Throughout my career in various industries, I have consistently delivered high-quality design solutions. I hold a bachelor's degree in graphic design.

**Purchasing and Brand specialist**



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**ADDRESS:**

North York, ON.



## RELEVANT SKILLS

- Adobe Illustrator  95%
- Adobe Photoshop  95%
- Adobe InDesign  80%
- Adobe After effects  80%
- Adobe Premiere  80%
- Adobe Lightroom  85%
- WordPress  90%
- CorelDRAW  95%
- Publisher  85%
- MS-Office  95%  
(Word, Excel, Power point, Outlook)
- Ability to work with Windows OS and Mac OS system



## EXPERIENCE

**Executive Assistant and Website Coordinator | Dec 2023 To Present**  
**Warden Woods Community Centre, Toronto, CA**

<https://www.wardenwoods.com/>

- Supported the Executive Manager in daily operations.
- Managed procurement activities for customizable items.
- Designed and updated the company website.
- Created flyers and signage for promotional events.
- Collaborated with departments to align design projects with organizational goals.

**Freelance designer | Dec 2022 To Dec 2023**  
**Toronto, CA**

- Provided print and visual design services for clients
- Conducted event and production photography
- Designed websites
- Created social media content



## SOFT SKILL

- Creativity
- Communication
- Collaboration
- Time Management
- Adaptability
- Attention to Detail
- Client Management
- Self-motivation
- Receptiveness to Feedback



## LANGUAGES

- English – Advanced
- Persian – Native



## HOBBIES

- Photography
- Design
- Walking

**Purchasing and Marketing Coordinator | July 2020 To May 2022**

**Khaili Sabz Holding, Tehran, IR**

[www.kheilisabz.com](http://www.kheilisabz.com) [www.porteghaal.com](http://www.porteghaal.com) [www.elipon.com](http://www.elipon.com)

- Oversaw Print procurement from selection to delivery for efficiency and cost-effectiveness.
- Managed website updates in collaboration with developers.
- Worked with marketing teams to develop and procure materials for campaigns, events, and print collateral.
- Monitored inventory levels of advertising materials and print products.
- Coordinated creation and procurement of social media content aligned with marketing strategies.

**Purchasing and Marketing Coordinator | Aug 2016 To March 2019**

**DNA Union Holding, Tehran, IR**

[www.dnaunion.com/en-us](http://www.dnaunion.com/en-us) [www.dmnagency.com](http://www.dmnagency.com)

- Managed company clients' events, including product promotions and anniversary celebrations.
- Defined and designed cost and budget plans, artworks, presentations, and conductors for events.
- Designed, purchased, or produced advertising gifts and artworks for event promotion.
- Ensured quality control of digital and offset printing.
- Defined KPIs to evaluate subcontractors and suppliers.

**Procurement and Visual Branding Coordinator | Aug 2011 To Sep 2016**

**Rightel, Tehran, IR**

[www.rightel.ir](http://www.rightel.ir)

- Designed, purchased, or produced advertising gifts and artworks for events and exhibitions.
- Ensured quality control of digital and offset printing.
- Designed and executed interior and exterior designs for company branches and resellers.
- Designed and produced SIM cards and packaging.
- Supervised contract creation, purchase orders, deliveries, and invoicing processes.

**Brand and Advertising Project Coordinator | Apr 2006 To May 2011**

**Persian Gulf Tour & Travel Agency, Tehran, IR**

[www.gta.ir](http://www.gta.ir)

- Planned and managed all brand and advertising projects.
- Oversaw website design and promotion gift initiatives.
- Controlled advertising project budgets and tracked costs.
- Ensured quality control of digital and offset printing.
- Strategically managed relationships with suppliers.

**Printing and Branding Specialist | Apr 2002 To May 2003**

**Green Art Publisher, Tehran, IR**

- Designed printing items including catalogues, brochures, flyers, and business cards.
- Ensured quality control of digital and offset printing.
- Designed and produced packaging.
- Defined and designed logos, brand identity, and guidelines.
- Conducted photography.



## EDUCATION

**Bachelor of Art: Graphic design | 2012**

University of Applied Science and Technology (UAST)-Tehran, IRAN

**Associate Degree of Art: Painting | 2010**

University of Applied Science and Technology (UAST)-Tehran, IRAN



## CERTIFICATIONS

**Security Printing**

2016

Certify by: Rasam Negar Javid Co.

<https://www.rasamnegar.com>

**Principles and Techniques of Negotiation**

**Paper and cardboard printing**

2014

Certify by: Center of Applied Science and Technology of FH 5

<https://armangar.com/>

**Color management in printing**

2008

Certify by: Rasam Negar Javid Co.

<https://www.rasamnegar.com>

**CIW Web Foundations Associate**

February 2008 to January 2009

Certify by: Tehran Institute of Technology

<https://mftplus.com>