

# Neda Dalir

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[LinkedIn](#) | [Website](#)

## Education:

### Master of Business Administration (MBA)

2020 – 2021

### Bachelor of Arts (B.A.)

2012 – 2014

## Certifications:

- Security Printing - 2016
- Principles and Techniques of Negotiation Paper and cardboard printing - 2014
- Color management in printing 2008

## Executive Skills

- Senior Graphic Design (Print & Digital)
- Brand Systems & Visual Identity
- Layout, Typography & Image Direction
- Print Production, Pre-Press & QA
- File Setup, Lithography & Colour Accuracy
- Concept-to-Execution Design Leadership
- Fast-Turnaround, Deadline-Driven Delivery
- Cross-Functional Collaboration
- Large-Scale & High-Volume Production
- Adobe Creative Suite

## Languages:

- English (Advanced)

## About Me:

Senior Graphic Designer with 17+ years of experience delivering high-impact print and digital design for large organizations. Expert in brand systems, print production, pre-press, and QA, with a proven ability to deliver on-brand creative under tight deadlines in fast-paced environments.

## Work Experience

### Branding & Executive Manager Assistant

Warden Woods Community Centre

Oct 2023 – Present

- Lead end-to-end branding, print, and digital design across all organizational touchpoints, ensuring consistent application of brand systems
- Designed a wide range of print collateral including posters, flyers, letterheads, business cards, signage, and event materials from concept to final production
- Redesigned the organization's logo and developed brand assets to support marketing, community programs, and events
- Designed and launched the organization's website from the ground up, managing ongoing updates, content, and visual consistency
- Managed print production workflows, including vendor coordination, custom signage, branded materials, and event giveaways, ensuring quality and accuracy
- Delivered fast-turnaround creative for multiple programs and events while maintaining high design standards
- Provided creative direction and concept development in collaboration with the Executive Director and program teams

### Print & Product Manager

Kheili Sabz Holding

July 2020 – Dec 2022

- Led design-driven print and product development, collaborating closely with in-house designers and overseeing visual direction from concept to production
- Directed layout, typography, and visual systems for notebooks and stationery, ensuring designs aligned with market trends and brand objectives
- Owned final design approval and print readiness, managing file setup, pre-flight, QA, and technical precision to ensure flawless lithography and printing
- Designed and developed custom concepts for special events and limited editions, producing prototypes and physical mockups in-house
- Managed end-to-end production timelines, balancing creative development with tight delivery schedules for marketing and distribution
- Supported high-volume production, contributing to the successful delivery of 3+ million printed units while maintaining consistent design quality

### Print & Product Manager

DNA Union Holding

Aug 2016 – Mar 2019

- Led design and production for BTL marketing campaigns and live events, delivering branded print and promotional materials for major international clients
- Collaborated with creative teams to define visual direction, layouts, and design concepts tailored to each campaign and brand objective
- Oversaw end-to-end print workflows from design development and file preparation to production, fabrication, and on-site delivery
- Managed tight timelines and high-pressure deadlines, ensuring creative quality was maintained in fast-paced, event-driven environments
- Supervised vendors and production partners, ensuring print accuracy, build quality, and brand consistency across all deliverables

### **Print & Procurement Lead (Events & Branding)**

Rightel Telecommunication

*Aug 2011 – Sep 2016*

- Led design preparation and print production for large-scale advertising campaigns and brand initiatives across multiple channels
- Collaborated closely with design teams, print houses, and lithography partners to ensure print-ready files, colour accuracy, and production quality
- Oversaw end-to-end print workflows, from concept support and design adaptation through production and final delivery
- Coordinated production of a wide range of materials including SIM card packaging, branded collateral, event materials, and broadcast-related print assets
- Managed vendor sourcing, procurement, and production timelines, ensuring on-brand execution and cost efficiency
- Supported high-volume, time-sensitive campaigns, delivering consistent quality under tight deadlines

### **Brand Manager**

Gulf Tour & Travel Agency

*Apr 2006 – May 2011*

- Managed brand execution and advertising procurement for promotional campaigns and events, ensuring visual consistency and timely delivery
- Oversaw end-to-end coordination with creative agencies and print vendors, including sourcing, quality control, and production oversight
- Led procurement of branded marketing materials such as brochures, banners, and promotional merchandise aligned with brand guidelines
- Built and maintained long-term vendor partnerships, negotiating contracts to improve cost efficiency and production reliability
- Ensured brand consistency and QA across all externally produced materials through clear standards and performance reviews

### **ADDITIONAL WORK EXPERIENCE**

Freelance Graphic Designer (Print & Digital)