

© 2026



Neda Dalir
Senior Graphic
Designer | Brand &
Communications
Specialist



Neda Dalir

Senior Graphic Designer | Brand
& Communications Specials

www.nedality.com

About Me:

Selected work from 15+ years in branding, visual communications, print production, digital design, and project leadership

 **NEDALITY**

Brand Identity Refresh

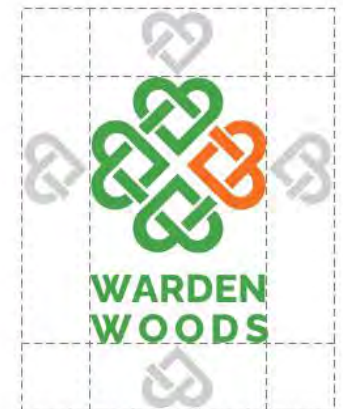


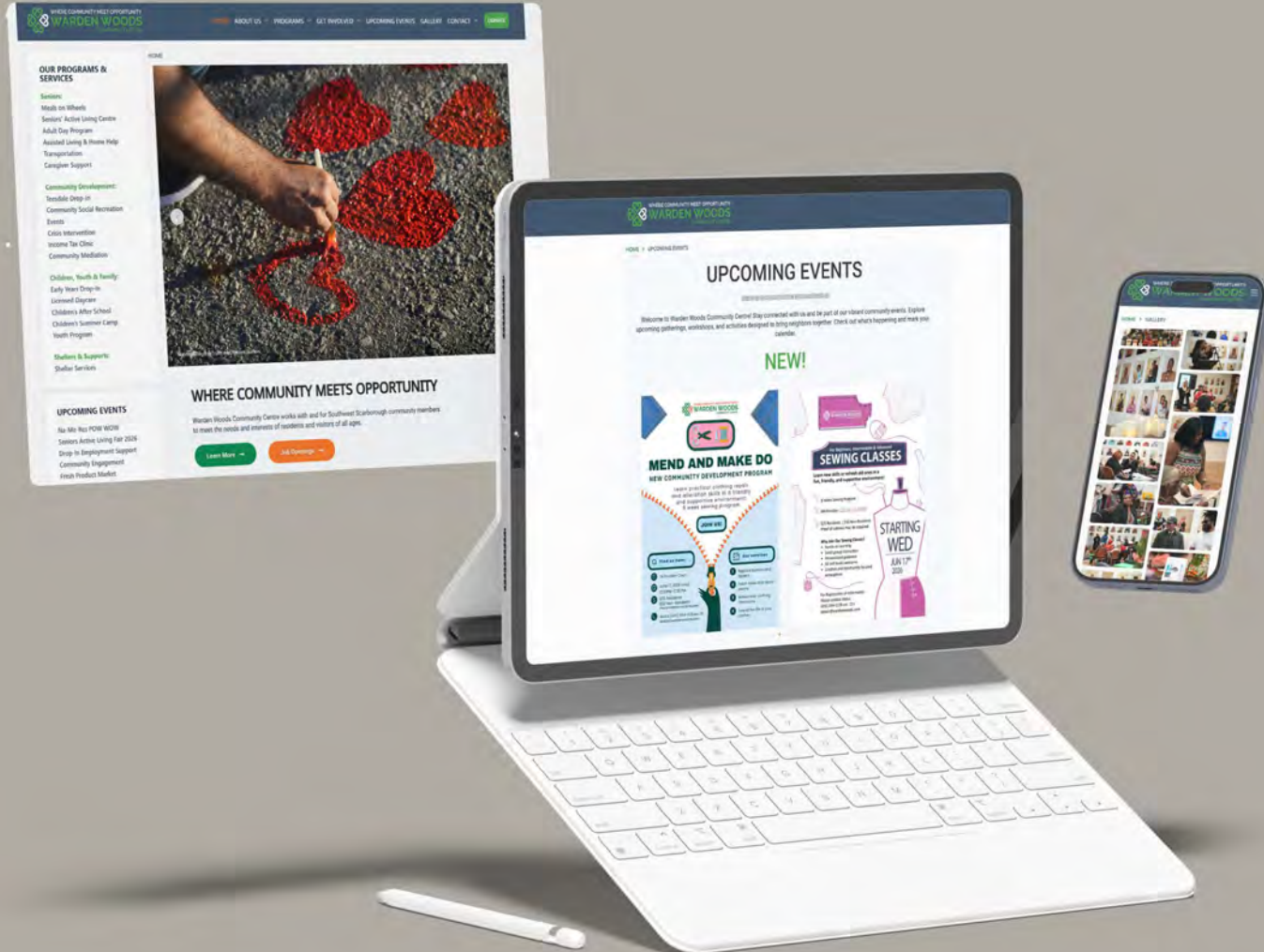
Challenge

The previous logo lacked visual impact, scalability, and a strong connection to the organization's mission of community support, growth, and inclusion.

Solution

Developed a refreshed visual identity that better reflects Warden Woods' role as a community-centered organization while improving recognition, flexibility, and consistency across print and digital platforms.





Project:
Warden Woods
Website Redesign

Project Overview

Client: Warden Woods
Community Centre

Role: Design,
Development & Content
Management

Platform: WordPress +
Elementor

Year: 2024–Present

Responsibilities

Website Redesign
UI & Page Layout Design
Content Architecture
Program & Event Updates
Ongoing Website
Maintenance

www.wardenwoods.com

Marketing & Visual Communications

Creating a Consistent Brand Experience

Developed a cohesive visual communication system across programs, events, campaigns, and community initiatives. By standardizing design elements, typography, color usage, and messaging, marketing materials became more engaging, recognizable, and aligned with the organization's brand identity.



WARDEN WOODS
COMMUNITY CENTRE

ADULT DAY PROGRAM

ENJOYING FUN INTERACTIVE ACTIVITIES IS THE KEY!

74 FIRVALLEY COURT, SCARBOROUGH

Warden Woods Adult Day Program offers the opportunity to help older adults connect, socialize and maintain good physical and cognitive abilities.

For more information and to register, please contact:
Nicki Fang
nickif@wardenwoods.com
416 694-1138 ext 140 437 553-7116

MONDAYS, TUESDAYS & THURSDAYS

Therapeutic program
Montessori activities sensory stimulation Social interaction and daily exercise
Cultural and Community events Interactive Peta Fitness Activities Educational Activities
Social outings caregiver respite and support

10:00 AM - 2:00 PM



Branded Merchandise & Campaign Materials

Designed promotional merchandise and branded engagement materials for Warden Woods Community Centre, including buttons, stickers, lanyards, apparel concepts, and small-format print assets to support community outreach and brand visibility.



Logo Design & Brand Identity

Selected logo and brand identity projects demonstrating concept development, symbolic thinking, typography, and brand application across multiple industries.



PAZH Transporting



CORD Cafe

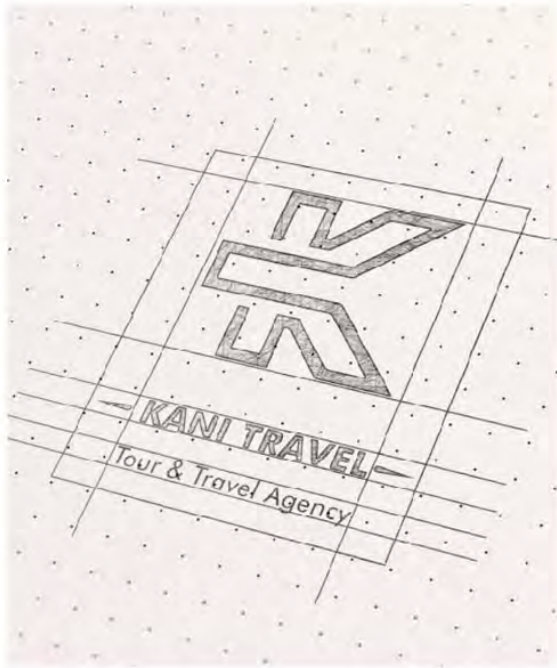


PARS Engineering



Cheelan Engineering





Logo light version



Logo dark version

Kani Travel

- SketchExploration
- Concept
- Development
- Final Logo
- Light/Dark
- Versions

THE QUALITY OF ORIGINALITY
RONIA

THE QUALITY OF ORIGINALITY
RONIA



Green



Orang



Black



Tools

+

RONIA

Old Logo

=

THE QUALITY OF ORIGINALITY
RONIA

Logo font

Star Guard Drop-Case

Slogan

Tanseek Modern Pro Arabic-bold

strong font for shoeing
powerful

Ronia Brand

- Brand Refresh
- Typography Selection
- Color Palette
- Concept Rationale



Award Identity Design

Created the visual identity and physical award concept by combining a fingerprint symbol with a leaf form to represent individuality, growth, and achievement



Monad Art Studio

Designed a distinctive brand identity that blends artistic heritage with modern visual communication. The logo system was developed for use across digital media, print materials, and studio branding applications.



MONAD
HIEROGLYPHICA

+



=





Project Overview

Client: Eyenar Advertising Co.

Role: Logo Design & Brand Identity

Year: 2018

Objective

Create a distinctive and memorable visual identity for an advertising agency that reflects creativity, communication, and brand visibility.

Deliverables

- Logo Design
- Brand Identity Development
- Stationery Applications
- Promotional Materials
- Environmental Branding



Ronia Power Tools Company

Developed a strong industrial brand identity focused on durability, reliability, and high visibility across merchandise, safety equipment, and corporate branding applications

PegahPay Payment Technology

Developed a clean and modern brand identity focused on trust, technology, and user recognition across digital communications, advertising materials, and branded merchandise.



Stationery & Brand Applications

A collection of corporate identity applications including business cards, letterheads, envelopes, and branded communication materials designed to support a consistent and professional brand presence





Catalogue Design

Designed print publications and catalogues with an emphasis on readability, visual balance, and effective communication of complex information

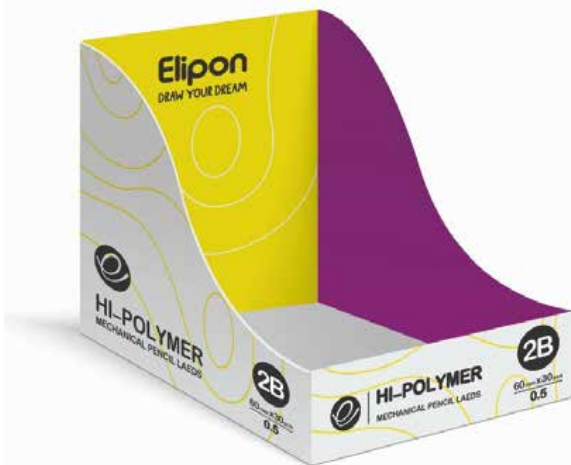
Infographic Design

Designed educational publications and infographic-based layouts that transform complex information into engaging visual narratives through effective use of typography, iconography, and data visualization



Packaging & Display Design

Designed packaging and retail display solutions from concept to production, coordinating artwork preparation, print specifications, and manufacturing requirements to ensure both visual impact and production efficiency

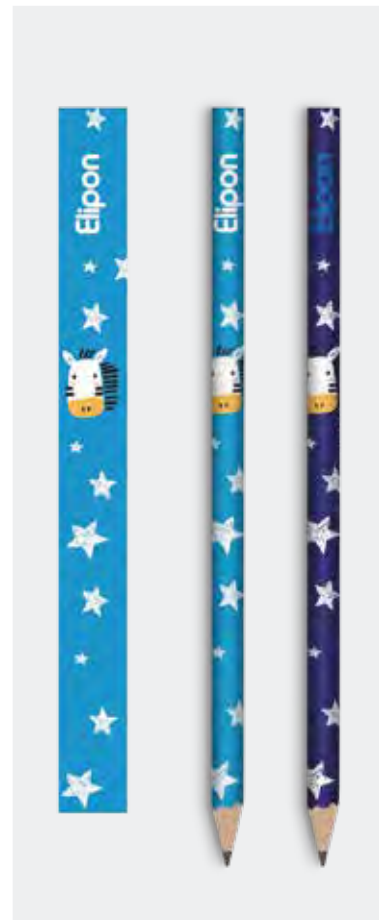
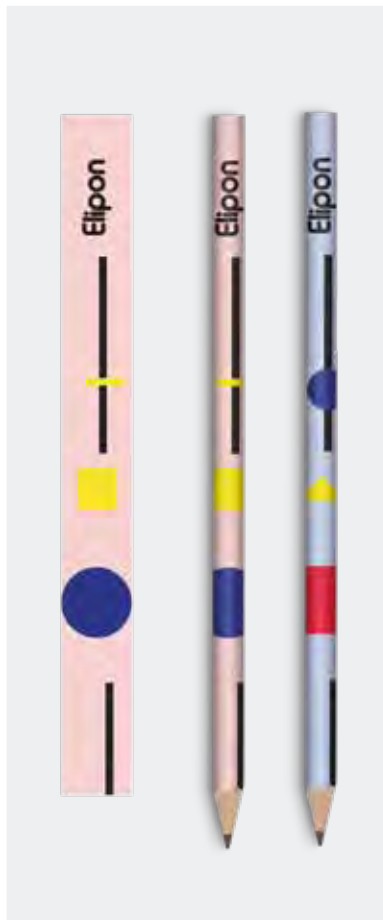


Production Artwork & Packaging Development



Product Design & Collection Development

Created product graphics and coordinated themed stationery collections, balancing aesthetics, market appeal, and production requirements to enhance product differentiation and brand recognition.



Amazon Product Launch & Content Development

Project Overview

Led the end-to-end visual content development for an Amazon beauty product launch, creating all customer-facing assets from initial concept to final marketing materials. The project included packaging design, product photography, feature graphics, lifestyle imagery, and Amazon listing content designed to communicate value, improve customer understanding, and support online sales.

Responsibilities

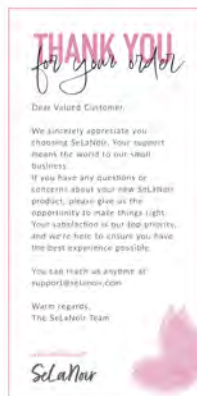
Product Photography

Packaging Design

Amazon Listing Graphics

Marketing Visuals

Feature Infographics





GIFTABLE LOOK & FEEL
A premium organizer that makes a perfect present



DUSTPROOF & WATERPROOF TRANSPARENT LID
Keeps your tools clean and beautifully displayed



360° ROTATING BASE
Easily access all your brushes in seconds



BONUS BRUSH CLEANER BOWL
Compact, foldable & travel-friendly



DUSTPROOF & WATERPROOF TRANSPARENT LID
Keeps your tools clean and beautifully displayed

ELEGANT 7-COMPARTMENT DESIGN
Organizes brushes by type or size for clean display



Product Photography, Marketing Assets & Amazon Listing Design

Skills Demonstrated

Product Photography · Packaging Design · E-commerce Content Development · Amazon Listing Creation · Marketing Design · Visual Storytelling · Brand Development · End-to-End Content Production

Product Photography & Image Retouching

Captured and retouched product images to create clean, consistent visuals optimized for print and digital marketing applications.





Product Photography Woodcraft Collection

Product photography highlighting natural materials, fine details, and craftsmanship through clean lighting and minimalist composition.



**Product Photography
Gifts & Hardware Products**

Event Photography Corporate & Community Events

Captured authentic moments, keynote speakers, networking sessions, and event details through a documentary-style approach. Focused on storytelling, attendee engagement, and creating professional visual assets for marketing and communications.







THANK YOU

Neda Dalir 2026