

Mehrdad Keshti Ara

Associate Professor of Graphic Design | Senior Graphic Designer | Printing & Visual Communication Specialist WorldSkills International Expert – Graphic Technology

Contact Information

Name: Mehrdad Keshti Ara **Affiliation:** University of Art, Tehran **Fields of Expertise:** Graphic Design, Industrial Printing, Visual Communication, Publishing, Pre-press Technology, Skills Standardization

Professional Summary

A highly accomplished and results-oriented **Senior Graphic Designer, Academic, and Printing & Visual Communication Specialist** with over three decades of experience across higher education, advanced printing technology, publishing, advertising, and international skills assessment. Recognized for extensive involvement in **WorldSkills** as Expert, Delegate, Senior Expert, and Chief Expert, contributing to global standards in **Graphic Technology**.

Strong background in curriculum development, academic leadership, industrial printing workflows, and bridging university–industry collaboration.

Academic Positions

Associate Professor / Assistant Professor Faculty of Visual Arts, Graphic Design Department
University of Art, Tehran — *1999–Present*

Head of Graphic Design Department University of Art — *2005–2009*

Education

M.A. in Visual Communication (Illustration) Faculty of Fine Arts, University of Tehran —
1999 Thesis: Illustration for Newspapers and Magazines

B.A. in Visual Communication (Graphic Design) University of Art — *1994 Thesis: Form Analysis in Graphic Design Works*

Teaching Experience

Comprehensive instruction at undergraduate and graduate levels in core areas of Visual Communication and Printing Technology.

Core Courses

- **Computer Graphics** — Adobe Illustrator, Photoshop, InDesign, Acrobat, Corel Painter
- **Typography & Letter Design** — Historical and contemporary approaches
- **Layout & Publication Design** — Grid systems, editorial structures
- **Advertising Design** — Concept development and media execution
- **Packaging Design** — Structural and visual design
- **Environmental Graphic Design** — Wayfinding and spatial communication
- **Industrial & Offset Printing** — Pre-press workflow, color management
- Professional Photography for Designers

Additional Teaching Engagements

Alzahra University • IRIB University • TVTO • Shahid Rajaei Teacher Training University

Research & Publications

Peer-Reviewed Journal Articles

- *Visual Perception and Optical Illusion* — Rahpouyeh-e Honar Journal
- *Intellectual Property in Visual Arts*
- *The Grotesque in Literature and Painting*
- *Pear Movement in Caricatures of the French July Revolution*
- *Sacred & Mythical Trees in Persian Miniature Painting*

Educational Authorship

Author of three high-school level textbooks on **Mathematics and Differential Calculus**, demonstrating interdisciplinary analytical strength.

Professional & Executive Experience

Art Direction & Publishing

- **Art Director – Iran Newspaper** Oversaw full visual production pipeline under high-pressure deadlines.
- **Art Director – Iran Sepid** Designed the first dual-format magazine printed simultaneously in standard and Braille formats.

Publishing & Technical Management

- **Founder & Managing Director – Rang-e Panjom Publishing (2004–Present)**
- **Technical Director – University of Art Printing House (2019–Present)**
- **Head of IT Department – University of Art (2015–2016)**
- **Advertising & Technical Director – ISTAK Printing House (2010–Present)**

WorldSkills International & National Roles

Extensive involvement in shaping global Graphic Technology standards.

- **WorldSkills Expert Member – Since 2007**
- Delegate Expert — *Japan 2007, Abu Dhabi 2023, Lyon 2024*
- Online Expert — *Russia 2023*
- Senior Expert & Question Designer — National Skills Competition, Mashhad 2008
- Expert — WorldSkills Canada Team Selection
- Project Manager — International Skills Competition, Gorgan 2024
- Chief Expert — 22nd National Skills Competition, Graphic Technology (2025)

Exhibitions & Artistic Activities

- **Solo Poster Exhibition:** *The Story of Gaza* — University of Art
- Participation in numerous group exhibitions since 1991
- **Permanent Collection:** Calligraphic artwork donated to Najaf Ashraf Museum, Iraq

Editorial & Publishing Collaborations

Book Design & Layout

Sokhan • University of Art Press • Zaryab • Mahtab • IIDCYA • Others

Journal & Newspaper Production

Iran Newspaper • Iran Sepid • Rah-e Abrisham • Police Weekly • Bank Saderat Quarterly

Jury & Cultural Activities

- Secretary — International Press Illustration Festival (2006)
- Jury Member — International Bismillah Festival (5th–9th editions)
- Jury Member — International Puppet Theatre Poster Competition
- Scientific Secretary — Printing Quality Control Conference (2012)
- Scientific Secretary — Photography Festival of Iranology Foundation (2011–2012)

Industry Consulting

Consultant for major industrial and manufacturing companies: Arj • Alborz Tire • Razi Serum Institute • Petrochemical Industries • Kerman Khodro • Others

Led award-winning exhibition booth design and management projects.

Technical Skills

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat)
- Pre-press & Color Management
- Offset & Digital Printing Technology
- Editorial Systems & Layout Engineering
- Photography & Image Processing
- Visual Strategy & Branding Systems