Mehrdad Kashtiara

1. Profile / Professional Summary

A highly accomplished and results-oriented **Senior Graphic Designer, Academic, and Printing & Visual Communication Specialist** possessing over three decades of comprehensive experience spanning higher education, advanced printing technology, publishing, advertising, and high-stakes international skills assessment (WorldSkills).

- **Academic Leadership:** Currently serving as an Associate Professor and dedicated faculty member within the Graphic Design Department at the esteemed University of Art (Iran). Proven track record in curriculum development, advanced academic research, and fostering robust collaboration between academia and industry.
- **Technical Expertise:** Deep practical knowledge in traditional and digital print production workflows, including offset printing, pre-press technology, and digital publishing standards.
- **International Recognition:** Extensive involvement in WorldSkills as an Expert, Delegate, and Chief Expert, shaping global standards for Graphic Technology competitions.

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2. 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*

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3. 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*

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4. Teaching Experience

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

Core Course Instruction

- Computer Graphics (Advanced proficiency in Adobe Illustrator, Photoshop, InDesign, Acrobat, and Corel Painter)
- Typography and Letter Design (Historical context and modern application)
- Layout Design and Publication Design (Principles of grid systems and complex editorial structure)
- Advertising Design (Conceptualization, strategy, and execution across media)
- Packaging Design (Structural and visual considerations)
- Environmental Graphic Design Workshops (Wayfinding and spatial communication)
- Industrial and Offset Printing Techniques (Pre-press workflow and color management)
- Professional Photography for Designers (Image acquisition and post-production)

Additional Teaching Engagements

- **Alzahra University:** (2000 – Present) Guest lectures and specialized seminar instruction.
- **IRIB University (Islamic Republic of Iran Broadcasting):** Training professionals in visual communication standards for media.
- **Technical & Vocational Training Organization (TVTO):** Delivering intensive vocational training programs in graphic arts.
- **Shahid Rajaee Teacher Training University:** Conducting specialized, intensive workshops for future educators.

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5. Research & Publications

A dedicated researcher with contributions focusing on visual perception, intellectual property, and semiotics in visual culture, published in peer-reviewed academic journals.

Peer-Reviewed Journal Articles

- **Visual Perception and Optical Illusion:** Analysis of design elements affecting visual interpretation. ***Rahpouyeh-e Honar Journal.***
- **Intellectual Property in Visual Arts:** Legal and ethical frameworks governing design and illustration rights.
- **The Concept of the Grotesque in Literature and Painting:** Comparative study across artistic disciplines.
- **“Pear Movement” in Caricatures of the French July Revolution:** Semiotic analysis of political illustration.
- **Representation of Sacred and Mythical Trees in Persian Miniature Painting:** Iconographic study.

Educational Authorship

- Authored three educational textbooks focusing on **Mathematics and Differential Calculus** (High School level), demonstrating strong analytical and pedagogical skills beyond the field of art. *Note on Calculus Content Example:* While teaching design, the understanding of mathematical principles informs technical skills, such as perspective, scaling, and spatial geometry. For instance, concepts derived from differential calculus, such as optimization problems inherent in efficient layout fitting or curve generation, underpin advanced digital design tools.

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6. Professional & Executive Experience

Extensive leadership roles in high-volume publishing houses, major national media, and academic production facilities, blending creative direction with technical management.

- **Art Director, Iran Newspaper; Head of Graphic Atelier**
  - Oversaw the entire visual production pipeline for a major national daily publication, ensuring consistency and timely delivery under high-pressure deadlines.
- **Art Director of “Iran Sepid”**
  - Pioneered the graphic and layout design for the first simultaneous-print magazine specifically formatted for visually impaired audiences (utilizing both standard print and Braille representation).
- **Founder and Managing Director, Rang-e Panjom Publishing**
  - *2004 – Present*
  - Established and managed all operational and creative aspects of an independent publishing house specializing in art and academic texts.
- **Technical Director, University of Art Printing House**
  - *2019 – Present*
  - Responsible for the maintenance, operational efficiency, and technological upgrades of the university's high-end printing facility.

- **Head of IT Department, University of Art**
  - *2015 – 2016*
  - Managed institutional IT infrastructure, focusing specifically on digital asset management and network security for design workstations.
- **Advertising Director and Technical Director, ISTAK Printing House**
  - *2010 – Present*
  - Directed pre-press and production teams, integrating client advertising briefs with high-quality industrial printing capabilities.

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7. International & National Skills Competitions (WorldSkills)

Decades of commitment to developing and judging technical proficiency in Graphic Technology on both national and global platforms.

- **WorldSkills Expert Member (Graphic Technology):** *Since 2007*
  - Involved in drafting international competition standards and marking schemes.
- **Delegate Expert, WorldSkills Shizuoka – Japan (2007)**
- **Senior Expert & Question Designer, National Skills Competitions – Mashhad (2008)**
  - Developed complex, industry-relevant challenges for national competitors.
- **Expert, WorldSkills Canada Team Selection**
  - Assisted in the rigorous selection process for the Canadian national team.
- **Online Expert, Graphic Technology – Russia (2023)**
- **Delegate Expert, Asian WorldSkills – Abu Dhabi (2023)**
- **Delegate Expert, WorldSkills Lyon – France (2024)**
- **Project Manager, International Skills Competition – Gorgan (2024)**
- **Project Manager & Chief Expert, 22nd National Skills Competition, Graphic Technology (2025)**

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8. Exhibitions & Artistic Activities

Active contributor to the Iranian and international art scene, with works recognized in solo shows and permanent collections.

- **Solo Poster Exhibition:** “The Story of Gaza”, hosted at the University of Art, addressing complex sociopolitical themes through visual narrative.
- **Numerous Group Exhibitions:** Participated consistently in exhibitions focused on graphic design and calligraphy since 1991, demonstrating mastery across traditional and modern visual arts.

- **Permanent Collection Donation:** Calligraphic artwork formally donated to and permanently exhibited at the prestigious **Najaf Ashraf Museum, Iraq.**

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9. Editorial & Publishing Collaborations

Extensive experience managing the entire production lifecycle for high-profile publications, from conceptual design through final press checks.

Book Design and Layout

- Provided comprehensive design and layout services for leading Iranian academic and literary publishers, including:
  - Sokhan Publishers
  - University of Art Press
  - Zaryab
  - Mahtab
  - Kanoon-e Parvaresh-e Fekri-e Koodakan va Nojavanan (Institute for the Intellectual Development of Children and Young Adults)
  - And numerous others.

Journal, Magazine, and Newspaper Production

- Responsible for the graphic design and layout of recurring periodicals, ensuring brand consistency and accessibility:
  - *Iran Newspaper*
  - *Iran Sepid* (Accessible format design)
  - *Rah-e Abrisham*
  - *Police Weekly*
  - *Bank Saderat Quarterly*
  - And many specialized academic and industrial publications.

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10. Jury & Cultural Activities

A trusted contributor to the evaluation and development of arts and media standards through active participation in cultural committees and judging panels.

- **Secretary, International Press Illustration Festival (2006)**
  - Managed logistics and coordination for a major international creative competition.
- **Jury Member, International Bismillah Festival (5th to 9th editions)**

    - Evaluated submissions focusing on high-quality calligraphy and spiritual graphic design.
- **Jury Member, International Puppet Theatre Poster Competition**
- **Scientific Secretary, International Printing Quality Control Conference (2012)**
    - Key organizational role in coordinating technical presentations and research papers related to print standards.
- **Scientific Secretary, Photography Festival of Iranology Foundation (2011–2012)**

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11. Industry & Consulting Experience

Provided specialized strategic and technical consultation to major corporations, successfully bridging creative requirements with industrial production realities.

- **Advertising and Graphic Consultant:** Served as a primary visual communication consultant for diverse national industrial and manufacturing entities, including:
    - Arj (Appliances)
    - Alborz Tire
    - Razi Serum Institute
    - Petrochemical Industries
    - Kerman Khodro (Automotive)
    - And others.
- **Exhibition Stand Design and Management:** Led the design and project management for numerous national and international exhibition stands.
    - Successfully secured **multiple awards** for excellence in booth design, demonstrating effective three-dimensional visual communication and brand impact creation.