

ELAHE NAMAZI

DESIGN LEAD

Design, to me, is a conversation — between a brand and its people, between logic and feeling, between what exists and what could be. I'm Elaha: part storyteller, part obsessive problem-solver. I've spent 7+ years building brands that feel real — directing visuals, writing strategies, leading teams, and occasionally picking up a camera to do it all myself. I connect the dots between the brief and the bigger picture, and won't stop until the answer is right.

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EXPERIENCE

Visual Content Designer & Design System Lead Mar 2025 – Present

5CA · Netherlands

- Led architecture of a company-wide design system across 5CA, 5CA People, and AICX — establishing visual standards, component libraries, and brand guidelines for B2B and B2C audiences.
- Authored complete brand book for 5CA People covering logo, typography, colour palette, iconography, imagery direction, and tone of voice for a B2C talent-matching platform.
- Developed AICX brand identity and UI/UX design for its AI platform, creating a user-friendly interface communicating modular AI agent capabilities for B2B enterprise audiences.
- Directed creative collaboration with freelance designers, videographers, and photographers — briefing, art directing, and integrating multi-disciplinary output into cohesive brand campaigns.
- Designed social media content, digital advertising, LinkedIn campaigns, and paid media creatives across all three brands.
- Served as videographer, photographer, stage designer, and director for the 5Cast original video series on YouTube and LinkedIn.
- Implemented AI-powered design automation system enabling non-designers to produce presentations and landing pages independently.

Creative Designer & Content Marketer Oct 2024 – Feb 2025

Blue Road Academy · Netherlands (Freelance)

- Developed and executed B2B content strategy and creative direction focused on LinkedIn, driving measurable growth in brand engagement and audience reach.
- Conducted target market research and competitor analysis to inform content strategy, brand positioning, and audience segmentation.
- Directed, interviewed, edited, and wrote content for B2B video interview series with clients — producing full video productions with freelance videographers.
- Art directed and produced multimedia content including social media campaigns, success story videos, brand templates, and graphic design assets.

Creative Media Strategist 2024

NHL Stenden Professorship Transformational Media · Freelance

- Developed and directed integrated brand advocacy campaigns using creative storytelling and social media strategy.
- Managed full creative process from research and ideation through to design execution — including qualitative and quantitative market research.

Creative Media Strategist 2024

Restaurant Wannee · Netherlands (Freelance)

- Created and executed multi-channel media strategy to build brand awareness among tourist audiences, including digital advertising and visual campaign design.

Creative Brand & Media Strategist 2023 – 2024

Lautsprecher Teufel · Germany (Freelance)

- Originated the 'Follow Your Sound' creative concept — a Gen Z-targeted B2C content strategy built around music-based storytelling and user-generated content.
- Collaborated with marketing and production teams to align creative concepts with brand strategy and budget.

SKILLS

DESIGN & CREATIVE

- Brand Identity
- Visual Design
- Graphic Design
- UI/UX Design
- Web Design
- Design Systems
- Typography
- Packaging Design
- Print Design
- Prototyping
- Wireframing
- Visual Storytelling

STRATEGY & CONTENT

- Brand Strategy
- Content Strategy
- Content Creation
- Research & Analysis
- Creative Ideation
- Concept Development
- Campaign Design
- Social Media
- Digital Marketing
- SEO

DIRECTION & LEADERSHIP

- Team Direction
- Creative Briefing
- Design Automation
- AI Design Tools
- Communication
- Collaboration
- Problem Solving
- Critical Thinking
- Adaptability

PRODUCTION

- Photography
- Videography
- Video Editing
- Stage Design

TOOLS

- Figma
- Illustrator
- Photoshop
- InDesign
- Premiere Pro
- Lovart.ai
- V0.app
- CapCut
- Claude
- Copilot
- HeyGen
- Wix Editor

LANGUAGES

- English ●●●●● Professional
- Persian / Farsi ●●●●● Native

EXPERIENCE (CONTINUED)

Mid-Weight Visual Designer & Brand Designer

2021 – 2023

Blue Whale Branding & Marketing Agency · Iran

- Delivered branding, packaging design, web design, UI design, and social media design for clients across multiple industries, managing multiple accounts simultaneously.
- Directed UI and web design process for client engagements, producing user-friendly digital experiences aligned with brand and business strategy.
- Collaborated with marketing teams to integrate visual design with commercial objectives, brand positioning, and audience insight.

Junior Visual Designer

2019 – 2021

Jahan Gostaresh Tejarat · Iran

- Designed brand identities, logo design, packaging design, and social media content across digital and physical platforms.
- Collaborated with clients to align visual design with brand values, strategic goals, and target audience expectations.

Graphic Designer

2018 – 2019

Halvaei Trading Company · Iran

- Created visual identities including logo design, packaging design, and social media content, maintaining brand consistency across platforms.

EDUCATION

MSc Content & Media Strategy

NHL Stenden University, Netherlands

2023 – 2024

Digital marketing strategy, media planning, strategic communication, data-driven content design, brand storytelling.

BA Visual Communication

University of Science & Culture, Tehran

2015 – 2019

Branding, logo design, typography, visual identity systems, packaging design, illustration.

CORE COMPETENCIES

- Design System Architecture
- Brand Identity & Visual Storytelling
- Campaign & Content Design
- Team Direction & Creative Briefing
- Content Strategy & Research
- Photography & Videography
- AI-Powered Design Tools
- Cross-Functional Collaboration
- Problem Solving & Critical Thinking