

# Zahra (Ideh) Kashefineyshaburi

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| Education              | 2022-2025    | <b>Master of Fine Arts in Graphic Design</b><br><i>Iowa State University, Ames, Iowa</i><br>Thesis: <i>Reviving Persian Art Heritage Through the Lens of Woman, Life, Freedom, a modern social movement</i>                                                                                                                                                                                                        |
|                        | 2022-Present | <b>Master of Science in Human-Computer Interaction</b><br><i>Iowa State University, Ames, Iowa</i>                                                                                                                                                                                                                                                                                                                 |
|                        | 2016-2021    | <b>Bachelor of Science in Software Computer Engineering</b><br><i>Islamic Azad University, Tehran, Iran</i><br>Thesis: Design and Development of an Online Shop                                                                                                                                                                                                                                                    |
| Teaching<br>Experience | 2025         | <b>Graphic Design Studio Course Instructor (Upcoming)</b><br><i>Iowa State University, College of Design, Ames, Iowa</i> <ul style="list-style-type: none"><li>• Designed course materials including syllabi, lesson plans, and project assignments.</li><li>• Integrated industry-standard software to provide hands-on experience.</li><li>• Utilize interactive, project-based learning</li></ul>               |
|                        | 2022-Present | <b>Design Core Program Graduate Teaching Assistant</b><br><i>Iowa State University, College of Design, Ames, Iowa</i> <ul style="list-style-type: none"><li>• Taught Critique in Design</li><li>• Mentored undergraduate students</li><li>• Mentored peer mentor students</li><li>• Designed the recruitment materials for core program.</li><li>• Contributed to designing the instructional materials.</li></ul> |

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| <b>Professional Experience</b> | 2023-Present | <b>Women and Gender Studies Graduate Teaching Assistant</b><br><i>Iowa State University, Ames, Iowa</i> <ul style="list-style-type: none"> <li>• Taught Feminist Art</li> <li>• Taught Creating Change and the Future of Feminism</li> <li>• Designed course materials.</li> <li>• Designed the department publications and recruitment materials.</li> <li>• Rebranded the department's website</li> <li>• Coordinated course panelists</li> </ul>                                                                                       |
|                                | 2019-2020    | <b>Academic Seminar Organizer &amp; Moderator</b><br><i>Islamic Azad University, Hayyan Cultural Club, Tehran, Iran</i> <ul style="list-style-type: none"> <li>• Conducted academic research and presented findings to students and faculty.</li> <li>• Facilitated book discussions to encourage critical thinking.</li> <li>• Led weekly reading sessions to boost engagement.</li> <li>• Managed event logistics for smooth academic dialogue.</li> </ul>                                                                              |
|                                | 2024-Present | <b>In-house Graphic Designer</b><br><i>Kuvare Insurance Holding, Des Moines, Iowa</i> <ul style="list-style-type: none"> <li>• Rebranded company sales assets.</li> <li>• Collaborated with the marketing team to redesign the company's website.</li> <li>• Designed marketing material and promotional items.</li> <li>• Refined and updated design materials for various campaigns.</li> <li>• Created and designed social media content.</li> </ul>                                                                                   |
|                                | 2024         | <b>Featured Artist in Hide and Seek Ornaments You Keep! project</b><br><i>Greater Des Moines Partnership, Des Moines, Iowa</i> <p>Selected to design ornaments as a featured artist for a community-wide, walkable art experience encouraging local shopping and engagement across Downtown Des Moines.</p>                                                                                                                                                                                                                               |
|                                | 2019-2020    | <b>Graphic Designer &amp; Strategist</b><br><i>Platin Branding Agency, Tehran, Iran</i> <ul style="list-style-type: none"> <li>• Designed brand identities, logos, and marketing materials.</li> <li>• Worked with teams to meet client goals within deadlines and budgets.</li> <li>• Managed multiple projects from concept through final production.</li> <li>• Developed brand narratives and guidelines to ensure consistent branding.</li> <li>• Prepared artwork and collaborated with vendors for accurate production.</li> </ul> |

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|                                 | 2020-2022 | <b>Freelance Graphic Designer</b><br><i>Tehran, Iran</i> <ul style="list-style-type: none"> <li>• Produced course materials for online teaching platforms</li> <li>• Designed UI/UX projects for websites and apps</li> <li>• Developed social media content</li> <li>• Created packaging designs</li> <li>• Designed UI/UX projects for websites and apps</li> </ul>                                                           |
| <b>Leadership Experience</b>    | 2024      | <b>4-H Connect Retreat Workshop Volunteer</b><br><i>Iowa State University, Ames, Iowa</i> <p>Led and coordinated a one-day retreat, guiding youth through experiential learning activities in Agriculture, Civic Engagement, STEM, and the Arts. Focused on fostering leadership development and creating an inclusive, supportive environment for underserved and diverse participants.</p>                                    |
|                                 | 2022-2024 | <b>Event manager</b><br><i>Iowa State University, Iranian Students and Scholars' Association, Ames, Iowa</i> <ul style="list-style-type: none"> <li>• Organized events to promote student engagement and cultural initiatives.</li> <li>• Guided students in event planning and execution.</li> <li>• Mentored students in creating event themes aligned with educational goals.</li> <li>• Handled event logistics.</li> </ul> |
| <b>Professional Development</b> | 2022-2024 | <b>Member of Women Who Design club</b><br><i>Iowa State University, Ames, Iowa</i>                                                                                                                                                                                                                                                                                                                                              |
|                                 | 2023      | <b>World Listening Project Workshop</b><br><i>Iowa State University, Ames, Iowa</i> <p>Participated in an interactive workshop led by Deirdre Harrison, featuring live improvised soundtracks by ISU music students. Engaged in activities focused on movement, soundmaking, and accessibility for audiences with disabilities.</p>                                                                                             |
|                                 | 2019-2020 | <b>Graphic Designer</b><br><i>Hayyan Cultural Club, Islamic Azad University, Tehran, Iran</i> <ul style="list-style-type: none"> <li>• Designed educational materials.</li> <li>• Organized campus events to foster collaboration and cultural awareness.</li> </ul>                                                                                                                                                            |

## **Skills**

- **Design Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere)
- **3D Modeling & Animation:** Blender
- **UI/UX Design:** Figma
- **Web Design:** HTML, CSS, JavaScript, WordPress
- **Digital Illustration**

## **Languages**

- **Persian**
- **English**