



SAHAR ESHGHI SANI

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Graphic designer / Fashion designer / Photographer

www.sahar-eshghi.com

Languages: Persian / English / French

Born: Tehran – 1980

Contact

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Creative design based on

- Multimedia requirements analysis, specification and conceptualisation
- Perceptual analysis and mapping
- Multimedia platform design and development

Over 20 years experience with the following Computer-Aided Design Tools:

- Photoshop
- Corel draw
- Flash

- Illustrator
- Html
- Indesign

Education and Work Experience

- Diploma in Maths/Physics: 1998
- Isfahan Open University, BSc in Applied Mathematics: 2002
- Certified web designer from Cavendish college London-England. 2002
- Established my own Creative Design Agency 'Sefid-Graphics': 2003
- Granted membership of Iranian Graphic Designers Society in 2004
- Basis of Negotiation Course: 2005
- Basis of Reza Abedini's graphic design courses. 2007
- Basis of Majid Abbasi's poster design courses. 2009-2010
- Professional Photography: 2010-2012
- Participated in "Ten Images for Ithaca" Design workshop, Led by pi6
- Communication Design. (Rena Chrysikopoulou and Michael David Ochs). Ithaca, Greece, July 2010.
- Participated in Design workshop Led by Cyprus EMU university. Vije school, Tehran 2010. Theme: Exlibris.
- Participated in Design workshop Led by Bruno Monguzzi. Vije school, Tehran 2010. Theme: The Form of Function.
- Participated in Design workshop Led by Niklaus Troxler. Vije school, Tehran 2011. Theme: Construction and econstruction
- Basis of Mehdi Saeedi's Typography design course. 2012
- Various Exhibitions Photography and poster: 2012-2013
- Established my own fashion brand 'NazBanoo' 2013
www.maisonbanoo.com
- Business Development – art and fashion related: 2013-Now
- Established my own marketing/promotional group 'Safarehonar' 2019
www.safarehonar.com
- Participate in the fashion design course, Led by Sinem Azman from Turkey. The course took place in Tehran, Iran, 2020.

Art Exhibitions

- "My town Tehran", Painting group exhibition, District 1 Gallery-Municipality of Tehran, Tehran, Nov. 1993
- "Avay Khak", Ceramic Group Exhibition, Azadi Gallery, Tehran, Aug. 2001
- "Being 20", Poster group exhibition, Vije gallery, Tehran, Mar. 2009
- "The river and the city", Poster group exhibition, Vije gallery, Tehran, 2010
- "The best works of 1388", Graphic design group exhibition, Vije gallery, Tehran, Mar. 2010

- "5 years of experiences by Vije School", Graphic design group exhibition, Iran Artist Forum, Tehran, Jan. 2011
- "Didar", Graphic design group exhibition of Vije school students, Ilia State Univesity, Tbilisi-Georgia, Mar. 2011
- "From Paris to Acropolis", Photo solo exhibition, Khane Honarmandan, Tehran, Sep. 2011
- "The Mystery of the Georgian Script", Poster solo exhibition, I. Javakhishvili Tbilisi State University, Tbilisi-Georgia , Apr. 2012
- "The Mystery of the Georgian Script", Poster solo exhibition, ECO Cultural Institute (ECI) Tehran, May. 2012
- Art group exhibition, Linda Farrell gallery, Led by Safarehonar, Curated by Sahar Eshghi, Paris-France , Dec. 2019
- "Distance" Art group exhibition, Iran Artist Forum, Led by Safarehonar, Curated by Sahar Eshghi, Tehran, June. 2021

Business Development Background and Experience

My business development background is mainly related to clothing and life-style consumer goods market sectors.

As such, I have gained appreciable operational experience in converting a business idea, in the market sectors specified above, into an operational business plan .

A common process to all aspects of business development and management is Project Management. In all business sectors that I have been involved with, Services Development and Management have been an integral part of operation.

From a technical perspective, I have over 15 years of experience in internet- based multi-media design and development.

I have sub-grouped my business background and experience in the above specified market sectors based on the well known 4Ps of Marketing, namely Product, Place, Price and Promotion, in order to give it a palatable assessment structure.

My fashion brand 'NazBanoo':

www.maisonbanoo.com

Articles

- "Untitled" Published in Javanane Emroz magazine, Tehran, 2009
- "Untitled" Published in Golestaneh magazine, Tehran, 2009
- "France Itinerary" Published in Javanane Emroz magazine, Tehran, 2009
- "Gold" Published in Javanane Emroz magazine, Tehran, 2009
- "Interview with Issa Omidvar" Published in Gilgamesh magazine, Tehran, 2013

- "The note from Kashan" Published in Gilgamesh magazine, Tehran, 2013
- "The Exhibition in dust" Published in Bahar Newspaper, Tehran, 21 August.2013
- "Are Iran's handicraft doomed to demise?" Published in Forsat Newspaper, Tehran, 25 Jun. 2015

Books

- "From Paris to Acropolis", Tehran-Iran, 2011
- "The Glass", Tehran-Iran, 2020