

SARA

SOKOOT

Graphic & Production Designer

Hello

I'm Sara Sokoot, a graphic and production designer with a love for clean, thoughtful, and practical design.

I create visuals for branding, print, packaging, apparel, and promotional products, turning ideas into designs people can see, use, and remember.

My approach is simple: listen carefully, design with purpose, and pay attention to the details.



WORK EXPERIENCE

Freelancer

2017 to Present

Branding & Visual Designer

Mallon's Promotional Products

2023 – 2026

Graphic & Production Designer

JUTE Cosmetics

2020 – 2022

Senior Graphic Designer

UNITI by Babak Vosoughi

2018 – 2020

Graphic Designer

Mehran Pack Company

2017 – 2018

Graphic Designer

EDUCATION

Master Degree Of Graphic Design

Azad Univerity Of Tehran

EXPERTISE

Brand Identity Design

Packaging Design

Print Production & Prepress

Promotional Product Design

Screen Print & Embroidery Preparation

Large Format Artwork

Typography & Layout

Production-Ready File Preparation

Social Media Design

Client Communication

Project Coordination

SOFTWARE

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Figma

PROJECT

Fox Collection

First Nations artwork created by a First Nations artist, adapted into a modern lifestyle product collection.

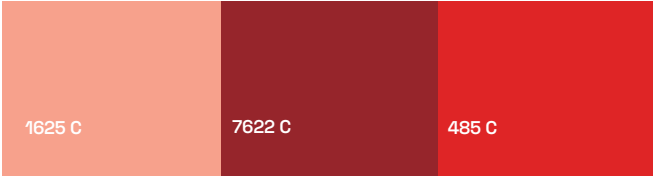
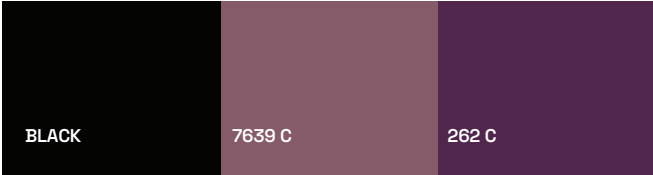
The fox design was applied across stationery, home décor, and textile mockups with a warm, premium, and culturally respectful presentation.

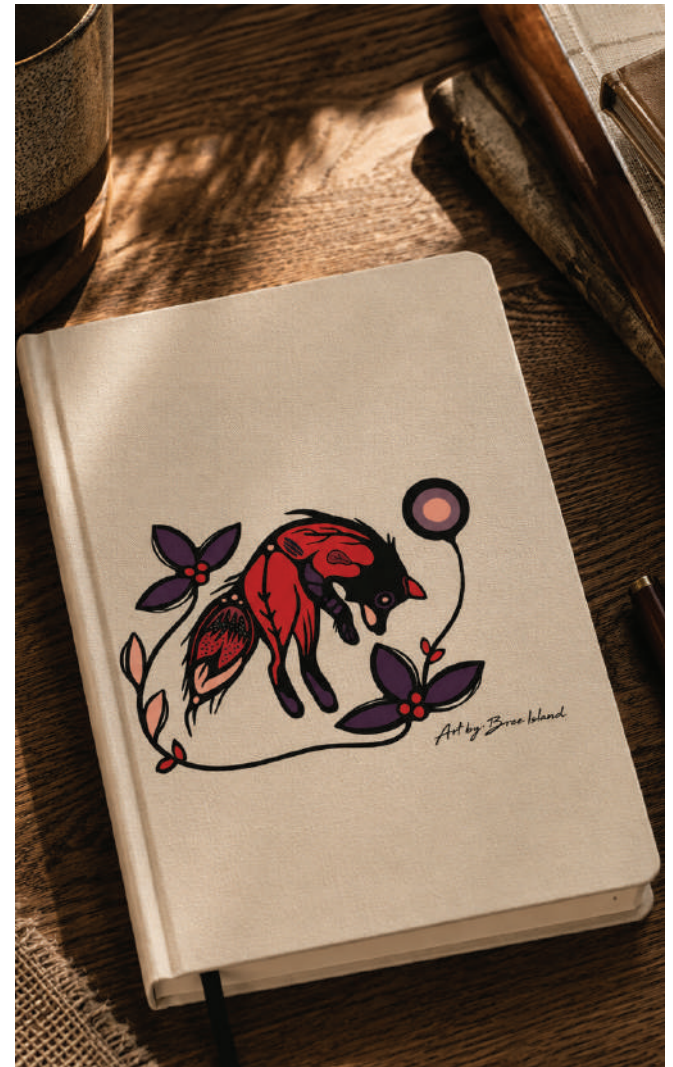
Category: First Nations Product Design
Services: Packaging & Merchandise Design





Brand & Packaging Colours

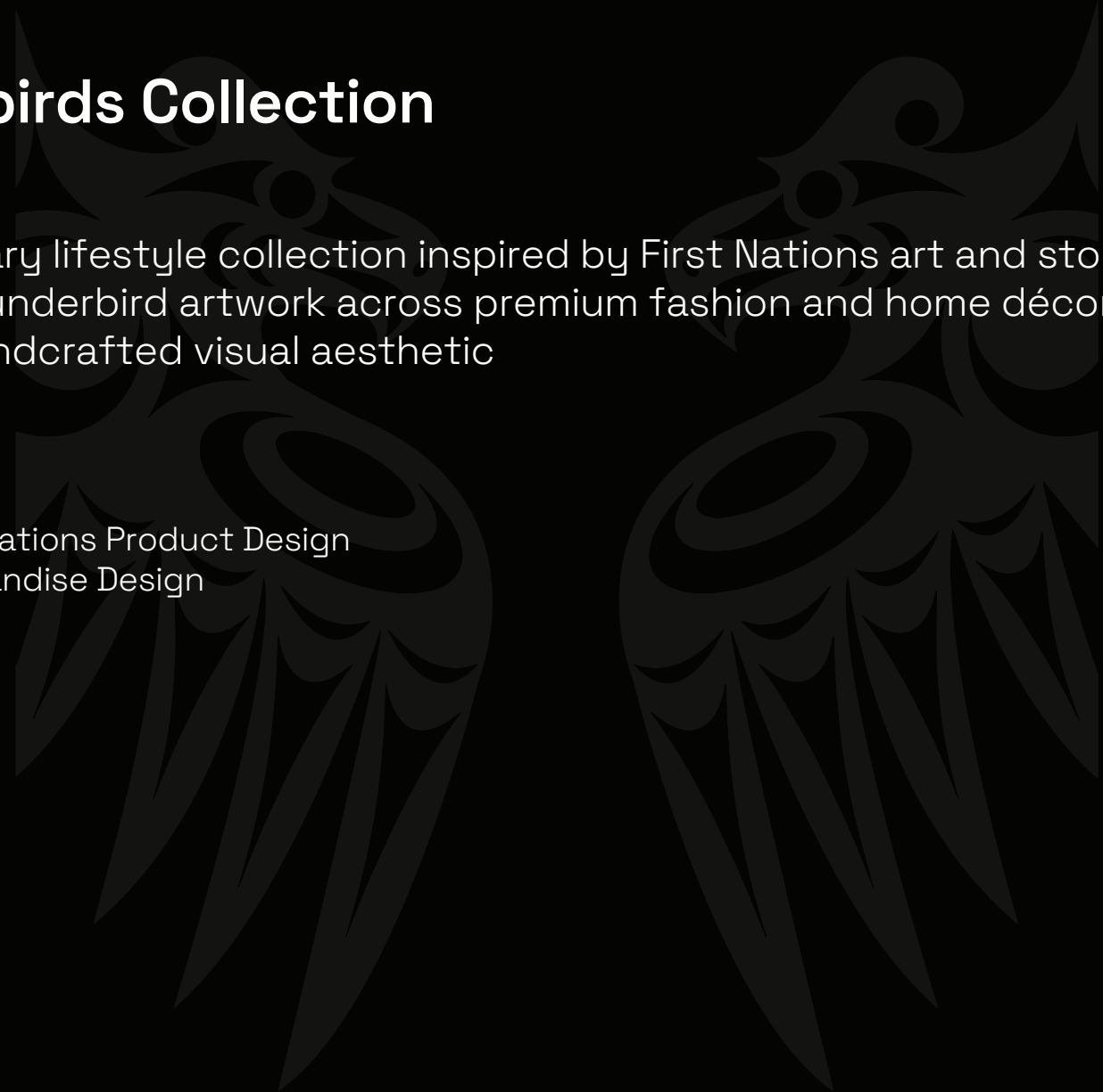




Thunderbirds Collection

A contemporary lifestyle collection inspired by First Nations art and storytelling. Featuring the Thunderbird artwork across premium fashion and home décor pieces with a cinematic, handcrafted visual aesthetic

Category: First Nations Product Design
Services: Merchandise Design







First Nation Promotional Collection

This collection of promotional products was developed for Indigenous and First Nation organizations, combining cultural identity with modern lifestyle branding. The designs focus on clean visual storytelling, community connection, and practical merchandise applications across apparel, accessories, and everyday products. Each mockup was created to present the artwork in a professional, approachable, and contemporary way while respecting the original brand identity and Indigenous-inspired aesthetic.

Category: Promotional Product Design

Services: Apparel Graphics-Print & Merchandise Design

O N W A



Ontario Native Women's Association (ONWA)

Indigenous Healthy Babies Healthy Children



onwa.ca/social





Outdoor Resort Apparel Branding

Resort-inspired apparel concept designed to capture the outdoor lifestyle and natural atmosphere of Canada. Clean typography, earthy tones, and illustrated wildlife elements create a casual modern merchandise aesthetic focused on wearable tourism branding.



NILIYA Women Gym

NILIYA is a modern women's fitness and wellness brand focused on strength, confidence, and healthy living.

The identity combines feminine body movement with organic leaf forms to represent wellness, balance, growth, and transformation.

Green tones symbolize health and vitality, creating a clean, empowering, and elegant visual language.

Category: Fitness / Wellness

Services: Logo Design / Brand Identity





STRENGTH • CONFIDENCE • WELLNESS

WOMEN'S GYM

STRONG
FOCUSED
UNSTOPPABLE



Print use:
C: 83 M: 0 Y: 100 K: 0

Digital use:
R: 37 G: 190 B: 32
Hex: #25BE20

Print use:
C: 3 M: 2 Y: 4 K: 0

Digital use:
R: 245 G: 243 B: 240
Hex: #F5F3F0

Print use:
C: 95 M: 77 Y: 38 K: 31

Digital use:
R: 29 G: 61 B: 91
Hex: #1D3D5B



Jute Cosmetics Brand

Packaging design for JUTE Cosmetics including adult skincare and baby care collections. Combined premium natural aesthetics with playful illustration-driven packaging for different target audiences.

Category: Cosmetics

Services: Packaging/Branding











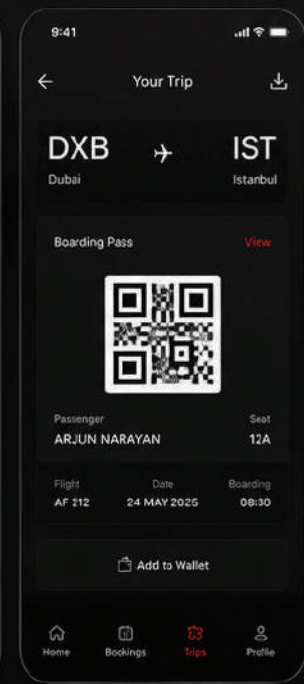
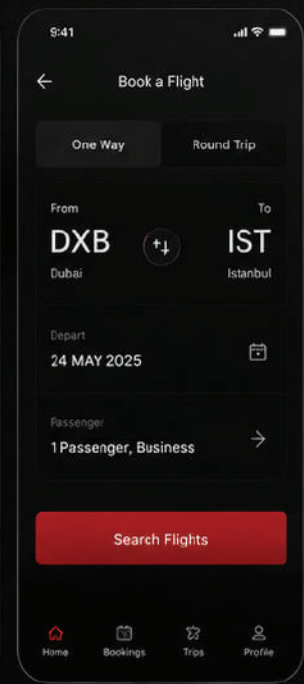
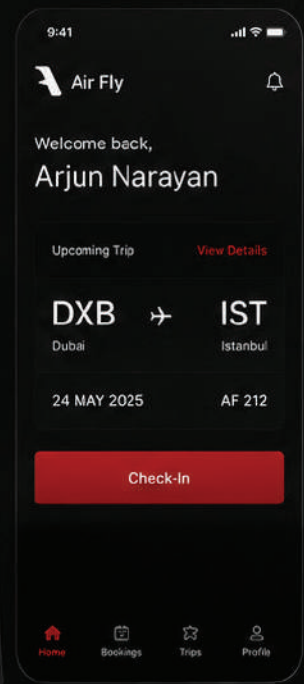
Movement
Freedom
Precision

Air Fly



Air Fly

APP ICON



Deep Red
Print use:
C: 12 M: 100 Y: 92 K: 3
Digital use:
R: 198 G: 22 B: 33
Hex: #C61621

 Air Fly




Move Freely.

Freedom is not a destination.
It's the way you travel.

MOVE FREELY. FLY LIMITLESS.

 Air Fly



Beyond Borders.

We don't just take you places.
We take you further.

MOVE FREELY. FLY LIMITLESS.

 Air Fly



Designed For Movement.

Every detail.
Every experience.
All for the way you move.

MOVE FREELY. FLY LIMITLESS.

Thank You For Viewing My Portfolio

Design is about creating meaningful visual experiences through branding, storytelling, and creativity.

I appreciate your time and interest in my work.

Let's Connect

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