



SARA SOKOOT

PORTFOLIO

GRAPHIC DESIGNER



SELECTED WORKS
2017 - 2025

2025

2017

GRAPHIC DESIGNER



WELCOME TO MY PORTFOLIO

■ I am a graphic designer with over **seven years of experience** in branding,

packaging, and promotional design. For the past **three years at Mallon's Promotional** Products in Ontario, I have specialized in Canadian design standards, production processes, and brand compliance. My role also involves managing projects, working in fast-paced environments, and providing strong customer service to deliver on client needs. From catalogues for Paris catwalks to cosmetic packaging, I focus on creating clean, impactful designs that enhance brand identity across print, digital, and promotional products.



■ EXPERIENCE

-JAN. 2023 - Current

Mallon's Promotional Products,
Graphic Design

-Jul. 2020 - 2022

JUTE Company , Senior Graphic De-
signer

-Jul. 2018- 2020

UNITI , Graphic Design

-OCT. 2017- 2018

MEHRAN PACK , Junior Graphic De-
signer

-MAY. 2017- Current

Freelancer

■ EDUCATION

2017 - 2019

Azad University

-Master of Art/ Graphic Design

2010-2013

Shariaty Technical University

-Bachelor's Degree/ Fashion Design

■ SKILLS

Adobe Illustrator



Microsoft Office



Adobe Photoshop



Mac & Windows



Adobe Animate & After Effect



Wilcom (Embroidery Software)



Adobe XD & Figma (UI & UX)



ShopWorks(BUSINESS SOFTWARE)



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SCAN ME

PROMOTIONAL PRODUCT PROJECTS, RESORT

Mallon's Promotional Products



Resort & Outdoor Designs

Developed my own design concepts for resorts, with themes inspired by hunting, camping, and fishing, along with playful ideas for kids. Applied these creative concepts to apparel such as t-shirts and hoodies, showing how branding can connect with outdoor and family lifestyles.

LAKEHEAD UNIVERSITY



Client Name : Lakehead University

Method : Embroidery

Software Tools : Wilcome, Adobe Illustrator

FIRST NATIONS BRANDING PROJECTS



As a graphic designer, I created and refined logos and applied them across promotional products such as hats, hoodies, tote bags, pens, banners, business cards, lanyards and tents for organizations including ONWA and Matawa, ensuring consistent and professional branding.

Client Name : Matawa

Method : ScreenPrint , DTG, DTF, Embroidery

Software Tools : Wilcome, Adobe Illustrator





POSTER DESIGN

UNITI(BY BABAK VOSOUGHI)

PERSIAN MEN'S & WOMEN'S CLOTHING BRAND

Designed catalogues for Uniti's collections, including their Paris catwalk, and created website, social media, and in-store poster content. Ensured a cohesive brand identity that reflects Uniti's minimalist, black-and-white aesthetic and modern sophistication.





CATALOGUE DESIGN



PACKAGING DESIGNS

COSMETICS BRAND



Designed modern, nature-inspired packaging. Used green and gold to convey freshness and luxury, and created playful, colorful baby product packaging with animal illustrations to distinguish it from the adult line.



CREATIVE LOGO DESIGNS

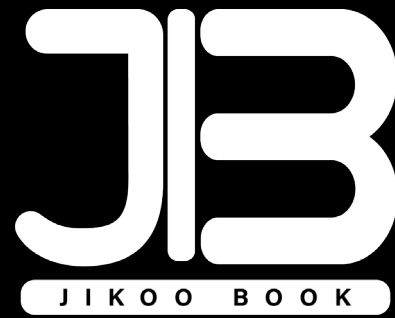
FREELANCE DESIGN



Designed a modern logo combining “AR” with VR glasses, using black and gray to reflect innovation and professionalism.



Created a logo for a women-focused home gym, combining a dumbbell, leaf, and female silhouette to symbolize strength, health, and empowerment.



- Logo combining "J" and "B" with a book symbol, using soft lines and gold accents to convey elegance, luxury, and timeless craftsmanship.



- Logo for a Persian restaurant in LA, combining a lotus symbol, bold "P," and food elements (glass and fork) to reflect culture and cuisine.



APPLICATION DESIGN



Created a clean, intuitive music application using Figma and Adobe XD. Designed wireframes, interactive prototypes, and modern layouts to ensure a seamless user experience.

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THANK



YOU

CONTACT

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