

BOB YAZDI • Motion Designer • Graphic Designer • Storyteller • • •

**Motion, with in-
tention.**

About Me



I'm Bob Yazdi, a Motion Designer, Animator, and Visual Storyteller based in Toronto with over a decade of experience crafting bold, thoughtful visuals. My work blends design clarity with narrative instinct, because I believe movement means more when it says something.

Originally trained in Graphic Design, I've led creative projects across branding, motion graphics, 2D character animation, publishing, and digital campaigns. I've worked with agencies and global clients, but I've also independently directed and produced everything you see in this portfolio.

My style is minimalist, story-driven, and detail-obsessed. Whether it's a looping logo animation or a full narrative sequence, I bring the same focus: clean design, purposeful motion, and a spark of something unexpected.

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Selected Works

Each project featured in this portfolio was developed from concept to completion, independently designed, animated, and produced. Whether for global brands or editorial campaigns, the common thread is thoughtful visual storytelling with intention behind every movement.



[Watch Video] ▶



Showreel – 2025

This narrative-driven reel showcases a curated mix of motion design, animation, and graphic storytelling. Each clip represents a fully self-directed project, from concept and scripting to design, animation, and sound. The visual style is minimalist and intentional, reflecting a focus on purposeful movement and story-led design.

My approach to editing is the same, whether it's a full campaign or a showreel: **story first**. Motion design isn't just about how things look , it's about what they say.

Tools Used:

After Effects

Illustrator

Photoshop

Animate

Premiere Pro

Contribution:

All visuals

Direction

Compositing

Sound

Music



[Watch Video] ▶



Nescafé – Promo Video

Created for Nescafé Iran, this short promotional piece plays on the iconic red element of the Nescafé logo, transforming it into a stylized red bird that echoes the brand's curve and color. The bird represents early mornings and fresh starts, underscored by a rising sun in the background.

As it exits the frame, we have transition into Nescafé's signature mug alongside the tagline: ("نسکافه بزن روشن بشی") "Start Bright", part of a regional campaign about early morning positivity.

Tools Used:

After Effects

Illustrator

Photoshop

Premiere Pro

Contribution:

Concept

All Visuals

Animation

Direction



[Watch Video] ▶



Easy Life – Educational Animation

Easy Life is a leading adult hygiene brand. This video was part of a public awareness campaign on urinary incontinence. The tone needed to be informative yet light, respectful yet relatable.

Working from client-supplied technical material, I developed the concept, wrote the story, designed characters and scenes, rigged and animated everything, and handled sound. The style is warm and simple, meant to humanize a sensitive subject with subtle humor and empathy.

Tools Used:

After Effects

Illustrator

Photoshop

Animate

Premiere Pro

Contribution:

Concept

Script Adaptation

Direction

Character Design

Scene Design

Rigging

Animation

SFX



[Watch Video] ▶



Environmental Journalism – Explainer Video

Part of a four-part series, this final chapter focused on how to report environmental issues responsibly. With limited visual assets, I used iconography, smooth transitions, and clean type to create an editorial, trustworthy tone.

Every movement was meant to carry meaning and weight, a visual extension of ethical journalism.

Tools Used:

After Effects

Illustrator

Photoshop

Premiere Pro

Contribution:

Concept

All Visuals

Animation

Direction

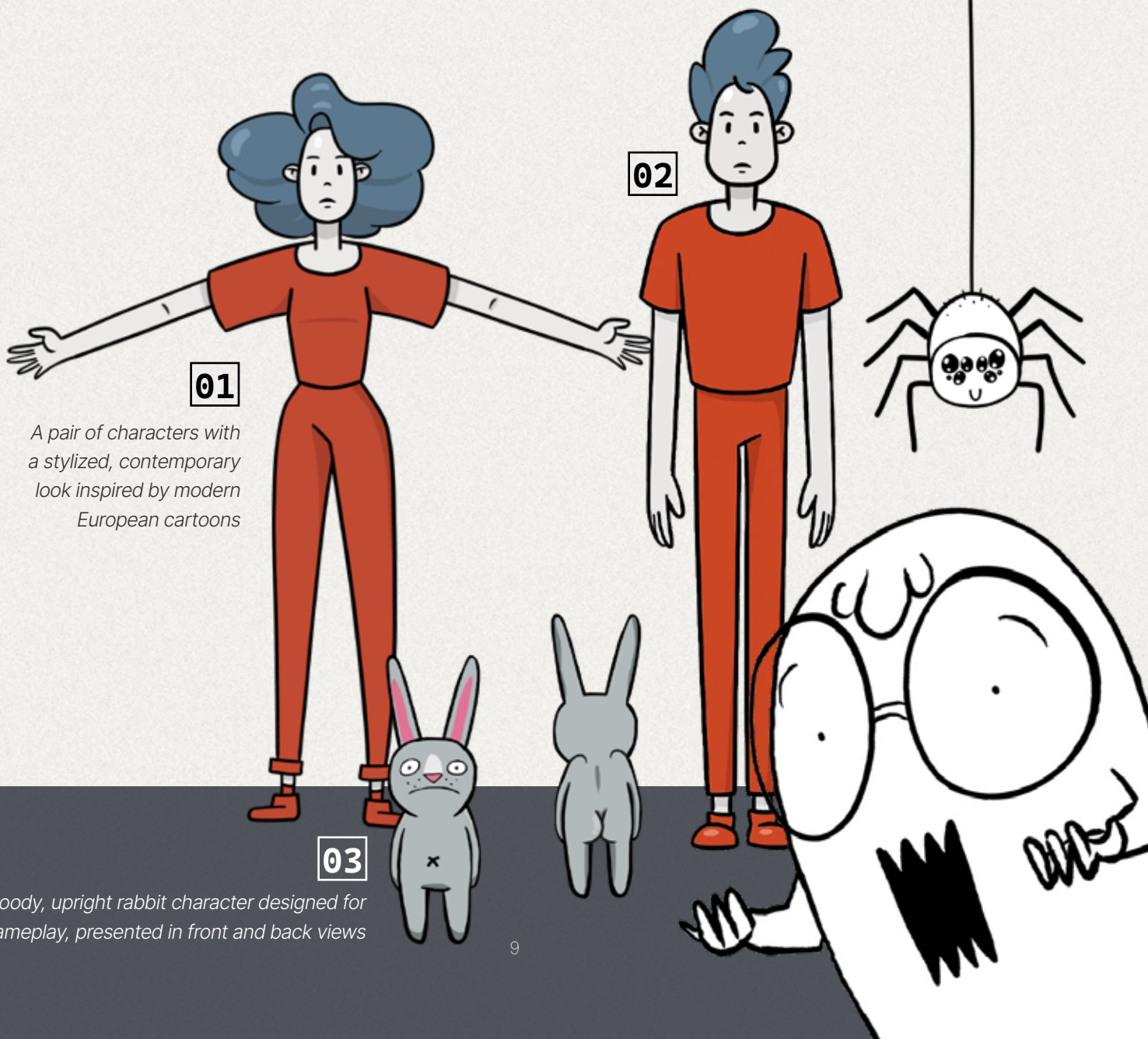
SFX

Character Design

Animation-Ready Characters

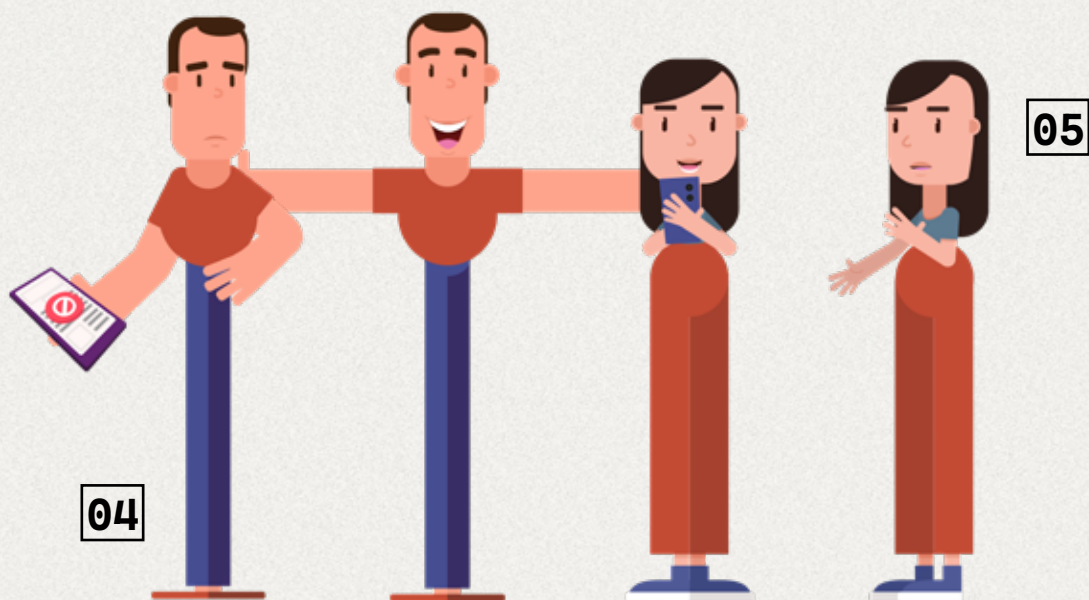
This selection showcases a range of characters designed for expressive 2D animation. Each character was built with motion in mind, from simplified shapes and rounded edges to modular structures and clean silhouettes.

The goal: *designs that are both visually appealing and technically riggable.*



01
A pair of characters with a stylized, contemporary look inspired by modern European cartoons

03
A moody, upright rabbit character designed for gameplay, presented in front and back views



Two more characters built from geometric shapes with soft, inviting contours, minimal and animation-friendly

06

A modern take on the Cupid archetype, with bold shapes and exaggerated features



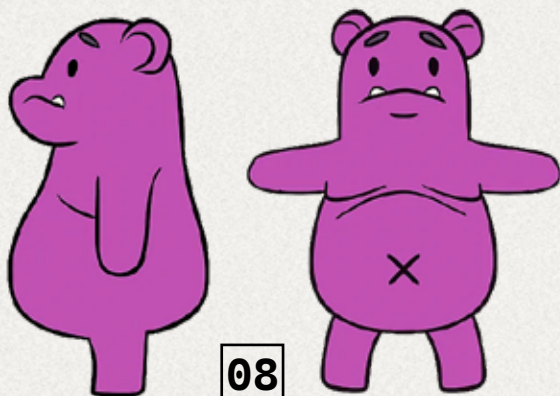
07

A storybook-style character in front and side views



08

A purple bear with exaggerated features, drawn in a bold cartoon style





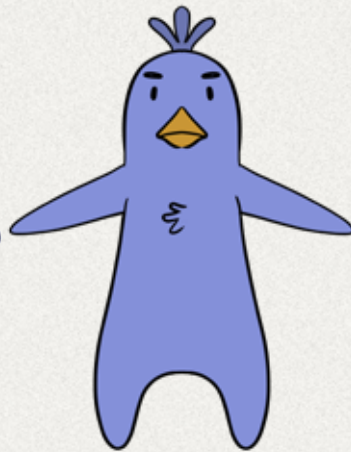
09 *Lubo, a minimalist 2D character also sculpted in clay for stop motion*



10 *A clay-modeled alien character, detailed and expressive*



11 *A penguin character represented in both 2D and stylized 3D*



12 *A clean vector-based character, ready for rigged animation*

Each design emphasizes modular construction, strong silhouettes, and motion-friendly styling, crafted to not just look good, but move with character.

Tools Used:

Animate

Illustrator

Photoshop

Clay Sculpting

3ds Max

Contribution:

Concept

Turnarounds

Color Palette

Character Structure

Logo Design

A range of logo designs across diverse sectors—from environmental tech and education to culture and hospitality. Each logo blends clarity, concept, and brand-specific tone.



VitCube

An air purifier brand. The device is embedded in the negative space of the letter "V," forming a subtle cube—combining the ideas of clarity, volume, and ventilation.



Red Tulip

A fashion and tailoring academy. The word "Red" is set in black, while "Tulip" appears in red, emphasizing clarity and elegance. A needle and thread are stylized into a blooming tulip, representing femininity, precision, and craft.

Momentum
An international cultural event featuring foreign influencers visiting Iran. The 'M' is jumping, and color-separated into RGB to convey movement, media, and vibrant energy.



Radio Joloun

A podcast with over 8 million plays. The logo fuses a backpack with a microphone, suggesting both mobility and voice—perfectly capturing the travel-journalist nature of the brand.

The Hedgehog Cafe

A cozy café in London. The logo features a hedgehog curled up inside a coffee mug—welcoming, warm, and unmistakably cute.



Graycrow Studio

A graphic and visual art studio. The logo shows a minimal crow perched on thick logotype, hinting at intelligence, edginess, and aesthetic confidence.



Gray Shots Media

A documentary film studio. A single tree bursts from a rectangular frame on a hill, symbolizing grounded storytelling that extends beyond boundaries.



CHN World

A Culture and Heritage News network. The logo uses a soft-edged box and extremely minimalist shape-ideal for small-scale screen use and high visual clarity.

Tools Used:

Illustrator

Photoshop

Contribution:

Concept

Typography

Illustration

Final Artwork

Book Covers

Borj Publication

A series of 15 redesigned covers for classic literary works. Each book features a bespoke pattern inspired by key narrative elements, visual storytelling through symbolic illustration and minimalist composition. The collection is unified by a modern typographic system designed to feel timeless yet cohesive. Selected titles include:



Fatal Eggs – Broken eggs marked with Soviet insignia reflect the novella's surreal critique of ideology and science.



Barry Lyndon – A red rose and an antique pistol form a repeating pattern-suggesting beauty entangled with violence and downfall.



Gulliver's Travels – Stormy seas, sailboats, and scattered islands hint at both grand adventure and existential isolation.



The House of Mirth – A silhouetted woman in gothic dress stands surrounded by opulent objects-symbolizing both glamour and entrapment.

Each piece was fully illustrated and designed by me, with consistent spine systems and type styling across the series to create a collectible aesthetic.

Tools Used:

Illustrator

Photoshop

InDesign

Contribution:

Concept

Typography

Illustration

Pattern Design

Layout

Print Techniques:

Offset printing

matte laminate

Pantone gold ink

spine patterning

Hoopra Publication

Cover designs for the Shakespeare with a Smile series, a seven-part adaptation of Shakespeare's comedies for teens.



▲ *A Midsummer Night's Dream*



William Shakespeare



▲ *The Two Gentlemen of Verona*



◀ *Much Ado About Nothing*

Tools Used:

Illustrator

Photoshop

InDesign

Contribution:

Typography

Cover Design

Pattern Illustration

Layout

Prepress

Print Techniques:

Offset printing

matte laminate

spine patterning

Brand Identity

Core

A clean, modular identity system designed for clarity and trust. This page showcases the essential components of VitCube's visual identity, including logo variations, core color palette, and brand slogan. The system was developed to ensure coherence across packaging, print, and digital touchpoints.



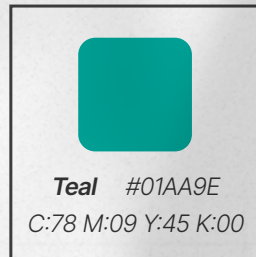
*Horizontal version for digital
and packaging use*



*Vertical
version for
stationery
and compact
spaces*

Color Palette

Primary



*Used as the brand's
signature color
across all key visuals
and interfaces.*

Orange #E29844
C:00 M:40 Y:80 K:10



Light Gray #D1D3D4
C:00 M:00 Y:00 K:20



Dark Teal #025D52
C:87 M:35 Y:63 K:37



Charcoal #3C3A38
C:60 M:55 Y:55 K:60



Secondaries

*Secondary colors support hierarchy,
UI accents, and brand warmth.*

Slogan

Vital for Safety

*Set in Corbel Bold
tracking +200*



Stationery System

This set applies the brand's visual identity across all printed materials with clarity and consistency. The vertical logo anchors each item while clean alignment and minimal use of brand colors preserve a modern, professional tone. Designed for everyday use, each piece reinforces brand trust through cohesive visual language.

Tools Used:

Illustrator

Photoshop

InDesign

Contribution:

Logo Design

Visual System

Stationery Design

Layout

Color Palette



Game Packaging & Visual System

***Havas Jam** (Sharp Senses) is a four-part cognitive card game series by Zingo, designed to build memory, visual focus, and pattern recognition in children ages 4 and up.*

Each box features a fully customized visual system, logo, cards, packaging, inserts, and guides, crafted to be both educational and visually engaging. While every edition follows a shared brand structure, each has its own unique color scheme and pattern, subtly woven across the components for instant distinction.

From bold iconography to smart die-cuts and structured card layouts, this project demanded both graphic precision and play-oriented design thinking.





The orange edition “**Matching Similarities**” introduces kids to visual comparison through playful repetition. Each card set features simplified, brightly colored illustrations designed to maximize clarity and encourage memory recall. The design challenge here was balancing intuitive clarity for kids with a visually consistent system that fits the larger brand series.



Also included is “**Shape Completion**”, where each illustration and background pattern were split with precision. The goal: after print and trimming, two separate cards align perfectly to complete the image, like the front and back of a cow.



Tools Used:

Illustrator

Photoshop

InDesign

Contribution:

Visual System

Packaging

Card Design

Layout

Illustration

Color Coding

Pattern Design

Print-Ready Files

One More Thing

I approach every project with the same mindset: story first, then design with purpose. Whether it's a brand identity, a motion piece, or a character with something to say; when design is intentional, every detail carries weight.



www.bob2dio.com