

# BOB YAZDI

## Motion & Graphic Designer

Toronto, ON, Canada

(437) 449-9900

[babak.gy@gmail.com](mailto:babak.gy@gmail.com)

 [Portfolio: bob2dio.com](https://github.com/bob2dio)

[LinkedIn: /bob-yazdi](#)

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## Professional Summary

Creative and detail-oriented Motion & Graphic Designer with 9+ years of hands-on experience producing compelling visuals for digital marketing, branding, and social media. Skilled at translating abstract ideas into engaging 2D animations, UI motions, and brand-centered graphics.

Proven success in boosting engagement and visibility, with some social media animations reaching 300K+ organic views. Equally comfortable working independently or within fast-paced agency teams, with a deep understanding of visual storytelling and design systems.

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## Experience

### Motion Graphics Designer

*Psiphon Inc.* · Feb 2024 – Jan 2025

- Conceptualized and animated explainer videos to promote internet freedom and digital safety across global campaigns
- Built dynamic motion assets and UI-based animations for web and social platforms, enhancing content accessibility and multilingual engagement
- Streamlined production workflows using templates and precomps in After Effects, reducing turnaround time by 20%
- Collaborated with localization and policy teams to deliver region-specific assets tailored for diverse audiences
- Supported marketing efforts with visually clear, impactful videos that increased social engagement across platforms

### Senior Graphic & Motion Designer

*F.A.G Advertising Group* · Feb 2022 – Dec 2023

- Led design and animation projects for major clients across print and digital media
- Created over 50 brand-aligned assets including brochures, out-of-home ads, packaging, and promo videos
- Developed more than 15 animated campaign videos using After Effects, Animate, and Premiere Pro that boosted engagement up to 45%
- Delivered pitch decks and infographic explainers that improved proposal conversion rates

### Freelance Motion & Graphic Designer

*Self-Employed* · Mar 2019 – Present

- Produced over 150 creative assets for clients in Canada, the UK, and the Middle East



- Developed branding, UI animations, and educational content for startups and media companies
- Delivered 30+ editorial designs including book covers and illustrated layouts

## Graphic & Motion Designer

*Houpa Publications · 2015 – 2019*

- Illustrated and designed over 80 children's book covers with symbolic and narrative visuals
- Created animated book trailers and educational videos targeting young audiences
- Directed motion-driven promotional content that increased brand visibility and engagement

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## Education

*Azad University | Bachelor of Arts in Graphic Design · 2010 – 2015*

*Focused on illustration, publishing design, and visual communication*

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## Core Skills

### Motion & Animation

2D Animation | Motion Graphics | Storyboarding | UI Animation | Character Rigging | Video Editing

### Graphic Design & Branding

Logo & Identity Design | Print & Layout | Typography | Digital Illustration | Color Systems

### Tools & Software

After Effects | Premiere Pro | Illustrator | Photoshop | InDesign | Animate | XD | Figma | Blender | 3ds Max

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## Additional Skills

UI/UX Design | HTML & CSS | Visual Storytelling | Social Media Content | Creative Direction | Presentation Design

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## Certifications

- Adobe Photoshop | After Effects | MFT Certified · 2011–2012
- Member of IGDS

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## Value I Bring

- Multidisciplinary expertise in both motion design and graphic storytelling · able to move fluidly between branding, animation, and layout
- Track record of results across agency and freelance work · with real engagement numbers and campaign impact
- Fluent visual communicator who can take abstract ideas and turn them into intentional design