

Haleh Haft Lang

Graphic Designer | Print Production & Corporate Identity

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Profile

Multidisciplinary designer with experience in branding, campaigns, graphic design, and visual storytelling. Experienced in creating cohesive visual systems across print and production-ready communication materials, including marketing assets, editorial layouts, presentations, and branded content. Focused on strong typography, layout, and clear visual communication within structured, deadline-driven environments.

Key Highlights

- Branding, campaign design, and marketing materials across print and digital channels
 - Editorial layouts and structured visual systems aligned with corporate identity guidelines
 - Design of reports, brochures, presentations, and communication assets for clear information delivery
 - Production of print-ready files for prepress and production workflows
 - Custom illustration, iconography, and scalable visual asset systems
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Core Skills

- **Brand & Campaign Design**
Visual identity systems, style guides, campaign concepts, art direction
- **Graphic & Editorial Design**
Layout systems, typography, marketing materials, presentations, reports
- **Corporate Identity (Guideline-Based Design)**
Experience working within structured brand guidelines and maintaining visual consistency across assets
- **Print Production & Pre-Press**
Print-ready file preparation, brochures, newsletters, posters, PDF output, production workflows
- **Digital Communication Design**
Web assets, landing pages, responsive layouts, presentation design
- **Illustration & Visual Assets**
Custom illustrations, iconography, scalable visual asset creation for print and digital

Professional Experience

Independent Design Projects

2015 – Present

- Built branding and visual identity systems for startups and creative businesses
- Created editorial layouts using illustrations, graphics, and visual assets for content and campaigns
- Collaborated with clients and stakeholders to shape visual direction across print and production materials
- Delivered campaign materials, presentations, and print assets across web and branded platforms

ASL19 | Visual Designer

2021 – 2025

- Designed branding, campaign, and print materials aligned with corporate communication standards and brand guidelines
- Produced illustrations, motion assets, iconography, and typography for cohesive storytelling
- Developed infographics, presentations, and reports to communicate information clearly
- Maintained and evolved visual systems and style guides for consistent brand outputs
- Delivered digital assets for web and mobile platforms across campaigns and branded experiences

N&E Jewellery | Visual Designer

2018 – 2021

- Created seasonal catalogues and digital campaigns showcasing jewellery collections
- Designed exhibition displays, product visuals, and social media assets emphasizing brand storytelling
- Developed visual layouts for online collections and branded marketing materials

RE/MAX Right Choice | Graphic Designer

2016 – 2018

- Developed integrated marketing materials for real estate agents across print and digital, aligned with corporate brand guidelines
- Designed listing brochures, presentations, and print and digital marketing campaigns
- Collaborated with agents and internal teams to ensure cohesive, market-focused visual communication

Pascal Academy | Graphic Designer & Art Instructor

2015 – 2017

- Designed school communications including brochures, banners, programs, and social media content
- Taught painting, illustration, graphic design, and introductory motion graphics to students of all ages

Education

- **UI/UX Design Program** | George Brown College Continuing Education | Toronto, Canada
- **Bachelor of Arts in Graphic Design** | Azad Art and Architecture University | Tehran, Iran