



2025

Nazanin Fatemeh Haghighat

Graphic Design Portfolio

NFHGRAPHIC.STUDIO

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Bringing Visions to Life Through Design & Illustration

Hi, I'm Nazanin Fatemeh Haghighat, but you can call me Naz! I'm a multidisciplinary graphic designer and illustrator with a passion for creating visually compelling stories.

With a background in architecture, branding, and UI/UX, I specialize in illustration, editorial design, branding, and immersive experiences. Whether it's designing a strong brand identity, crafting unique illustrations, or improving user experiences, I love helping people and businesses bring their ideas to life.

Beyond design, I'm also a vocalist, having performed in jazz bands and choir groups as a soprano. My creativity flows from both music and art, bringing a fresh perspective to every project I take on.

How I can help:

- 01. Brand Identity & Logo Design** – Creating a strong and cohesive visual identity.
- 02. Illustration** – Custom illustrations that make your brand stand out.
- 03. Editorial & Marketing Design** – Designing engaging brochures, presentations, and more.
- 04. UI/UX & Interactive Media** – Enhancing user experience through thoughtful design.

I'm always open to new opportunities, collaborations, and exciting projects. Let's connect!

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Introduction

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Skills Experience Expertise

With a background in branding, editorial design, illustration, and UI/UX, I bring a multidisciplinary approach to visual storytelling. I've collaborated with agencies like I-Am-Studio and 90U Media, designed for brands like Buddy Bear Berlin and Pura Weeda, and created cover designs for The Berliner and Berlin Guide. My expertise spans logo design, packaging, merchandising, data visualization, and interactive design. Proficient in Adobe Creative Suite, Figma, Webflow, and Blender, I craft compelling visuals that engage and inspire. Whether it's brand identity, digital content, or publication design, I turn ideas into impactful designs.

LANGUAGES

Persian: Native
English: Fluent
German: Intermediate

Design Skills:

Branding & Visual Identity Design, Logo Design, Packaging, Merch Design, Poster Design, Bilingual & Bi-Scriptural Design, Illustration & Character Design, Data Visualization, Editorial Design, UI/UX Interaction Design, Web Design, Storyboarding

Additional Skills:

Photography, Singing, Voice Acting, Familiar with 3d Design and animation

Design Tools:

Adobe Creative Suite (Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Adobe Fresco, Adobe Aero)

Figma, Webflow, Blender, Unity, Audacity, etc.

Collaboration, Productivity, & Other Tools:

Miro, Slack, Notion, Teams, Discord, etc.

Featured Clients





In this PDF you'll find only a preview of my work, for case studies and more information please visit my website: NFHGraphic.Studio/Branding

In the next pages you'll find the preview of only 6 projects and some brief details like the tools I used and the clients and people involved with that projecct. Feel free to visit my website to see the design

process from the planning stages, and the sketches till the revisions, and fiinalization.

01 RedBull BC ONE

Working with
I-Am-Studio

Redbull
Gaming,

Redbull Music,
& more...

I had the pleasure of working on several projects with the team of I Am Studio, Berlin, such as Mavie Care (Austria), Red Bull BC One, Red Bull League of its Own, and Red Bull SoundClash.

The Red Bull BC One is an annual international breakdancing (B-Boy) competition, established in 2004. As part of the team responsible for the visuals of the event I provided a couple of concepts for the event.

I also was involved with designing the merch for a Red Bull event called League of its Own, a logo redesign (and rebranding) for Red Bull SoundClash, more.

The following pages showcase some of those projects.

TYPE

**Branding, Merch Design, Concept
Development**

CLIENT

I Am Studio, RedBull

TOOLS

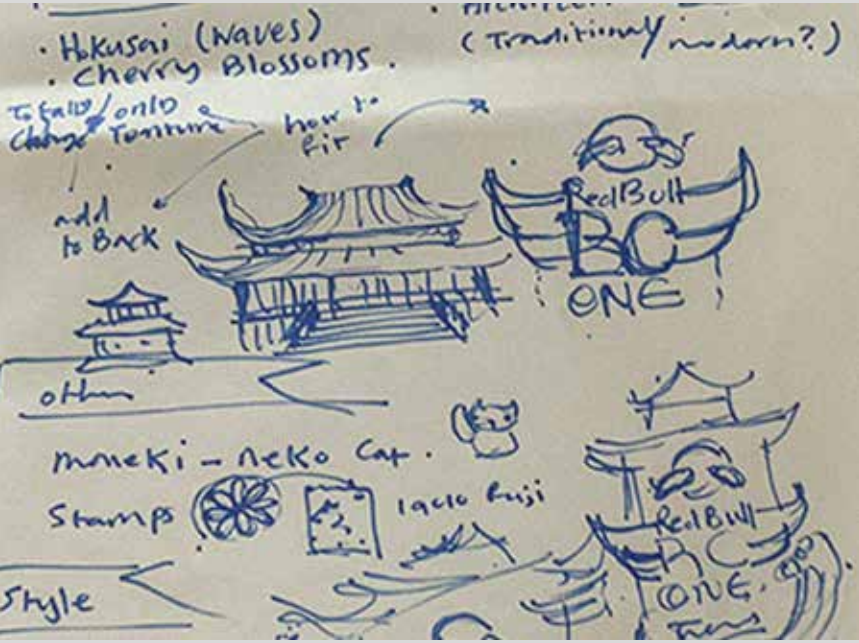
Adobe CC

RedBull BC One Logo Design

We developed logo and visual identity concepts for the 2025 Red Bull BC One event in Tokyo (the annual international breakdancing competition), which included a collaboration with Street Fighter, the Japanese fighting game franchise developed by Capcom.

In the early concept phase, we explored a wide range of directions, aiming to exhaust all design possibilities before narrowing down. With no fixed outcome at that stage, we focused on generating as many ideas as possible, drawing inspiration from Tokyo's urban culture, breakdancing aesthetics, Street Fighter's visual style, and traditional Japanese art and architecture.

You can see some of the sketches and design drafts in this slide.





Red Bull Take Over SoundClash Rebrand

Red Bull SoundClash is a live music experience that brings two different acts face-to-face on opposing stages, with the audience positioned in between—creating an interactive music battle atmosphere. I contributed to the rebranding of SoundClash into Red Bull Take Over, offering several logo design directions inspired by the event's core theme of musical competition and high-energy performance.



REDBULL BC ONE

NFHGRAPHIC PORTFOLIO

SPRING 2025

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RedBull League Of Its Own

I was part of the design team for Red Bull's League of Its Own, a one-day invitational League of Legends event where top European teams compete against T1, the powerhouse team from Korea. As part of the visual strategy, I developed several merchandise design concepts to be sold ahead of or during the event.

The first concept drew inspiration from past event visuals centered on Aurelion Sol, a celestial and powerful champion. This design leaned into the cosmic, larger-than-life elements of the game, connecting to the scale and spectacle of the event itself.

The second concept featured Xayah and Rakan, two champions known for their deep connection and synergy. Since League of Legends is a collaborative game, I wanted the design to reflect that spirit, how no one wins alone. Xayah and Rakan each have only one wing, and they can only fly together. This idea was captured visually through single-wing graphics, symbolizing unity and teamwork.

02 **Pura Weeda**

Branding,
Packaging,

& more...

Pura Weeda is a Canadian cannabis company that takes pride in its commitment to purity. Every step of its production process is free from unnecessary additives and artificial chemicals, ensuring a clean and natural product. I was tasked with creating a visual identity that reflects this dedication to quality and authenticity.

TYPE

Branding, Packaging

CLIENT

Alexander Skripalov

TOOLS

Adobe CC

Pura Weeda Branding

Pura Weeda’s final visual identity was designed to reflect a high-quality, premium feel, similar to upscale minimalist makeup brands. Since the brand planned to produce a limited quantity of product for a select audience, the design needed to communicate exclusivity and refinement.

The primary logo was inspired by natural elements, with the initials P and W forming abstract shapes resembling a sun and mountains. For the color palette, I used muted, earthy tones of blue and green, an elevated take on the colors originally requested.





LOGO

TYPEFACE

Futura Light

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

 +  = 

Sun Mountain Nature

 +  + 

Nature Pura Weeda

Using the sun and mountains as the elements of nature for the symbol of purity plus the fact that Pura Weeda is an eco friendly brand. Combined with the letters P and W.

011

An alternative concept with a similar aesthetic focused on the ocean as a symbol of purity. In this version, the P and W were reimagined to create the form of ocean waves, with a palette of sand tones, muted greens, and hints of blue, inspired by the natural colors of the beach.



LOGO

TYPEFACE

Futura Light

Regular

ABCDEFGHI

JKLMNOPQR

STUVWXYZ

abcdefghijklm

nopqrstuvwxyz

P

Pura

+

W

Weeda

=

PW

PW

+

Waves

=

Ocean waves commonly symbolizing purity and energy are combined with the letters P and W.

Minimal VS Bold VS Illustrative VS...

Being able to offer a wide range of design possibilities can be a double-edged sword. Although we had initially defined a clear tone and look for the brand, I was later asked to explore how the identity could evolve in other directions. Specifically, the client was interested in seeing how the brand might look if it were developed in a more illustrative style, aligned with my personal approach to illustration. This allowed for a creative detour that expanded the brand’s visual potential while still connecting back to its core identity.



03

LEGACY

Cannabis
Industry Design
Work with 90u
media:

Branding,
Packaging,

& more...

I had the opportunity to work with a diverse range of cannabis brands across the U.S. and Canada—most notably with Legacy, based in Illinois. My contributions spanned multiple disciplines, including branding and identity, packaging, illustration, animation, video editing, merchandise design, and newsletter design.

Brands I've worked with include:
SMKE, Stoner Village, Poetry of Plants, Best Kept Secret (BKS), and Sour Family Farms, among others.

The following pages showcase selected work from these collaborations.

TYPE

Branding, Packaging, Content
Creation, Illustration, Video Editing,
Animation

CLIENT

Legacy, 90u Media, etc.

TOOLS

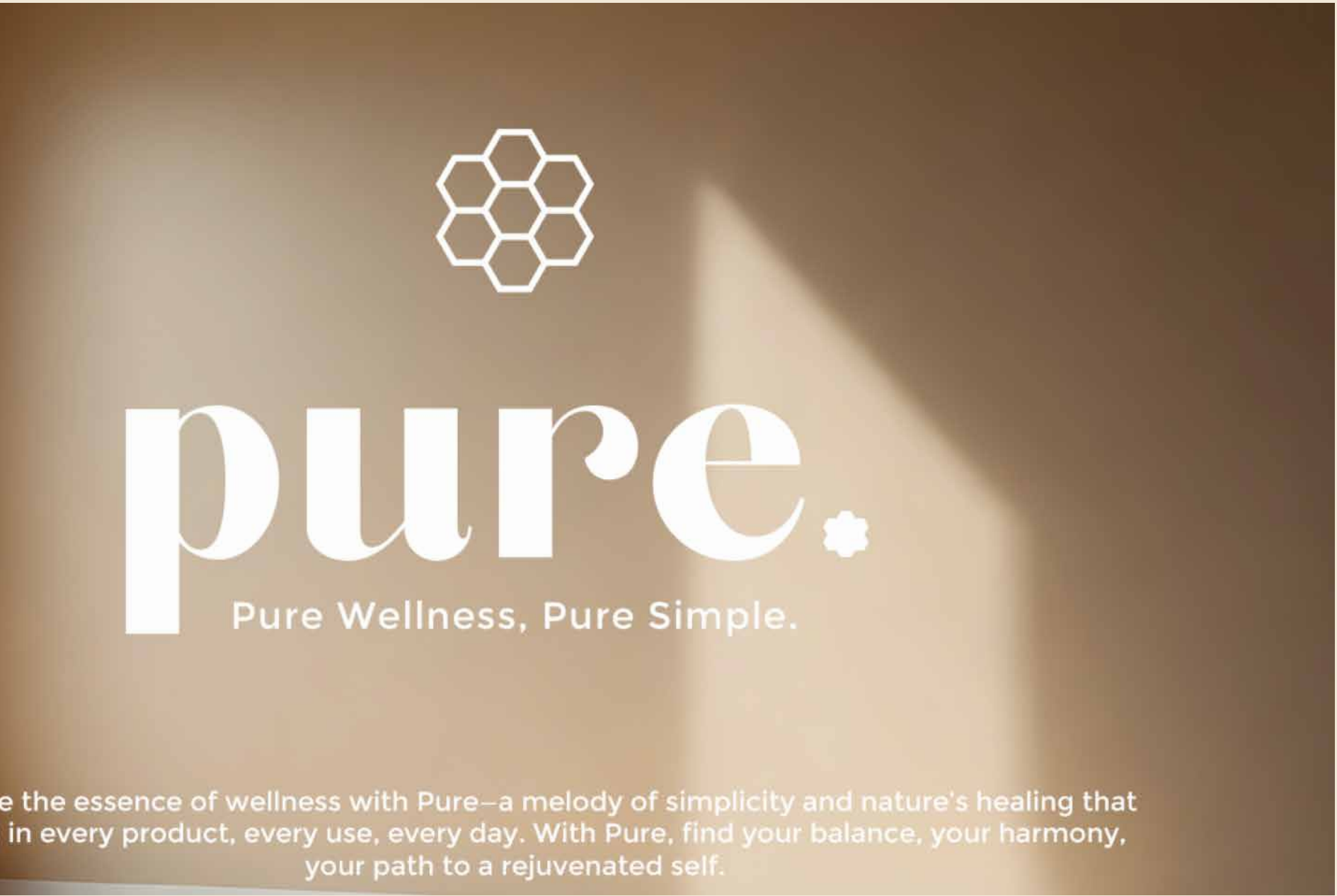
Adobe CC

pure. Branding & Packaging

014

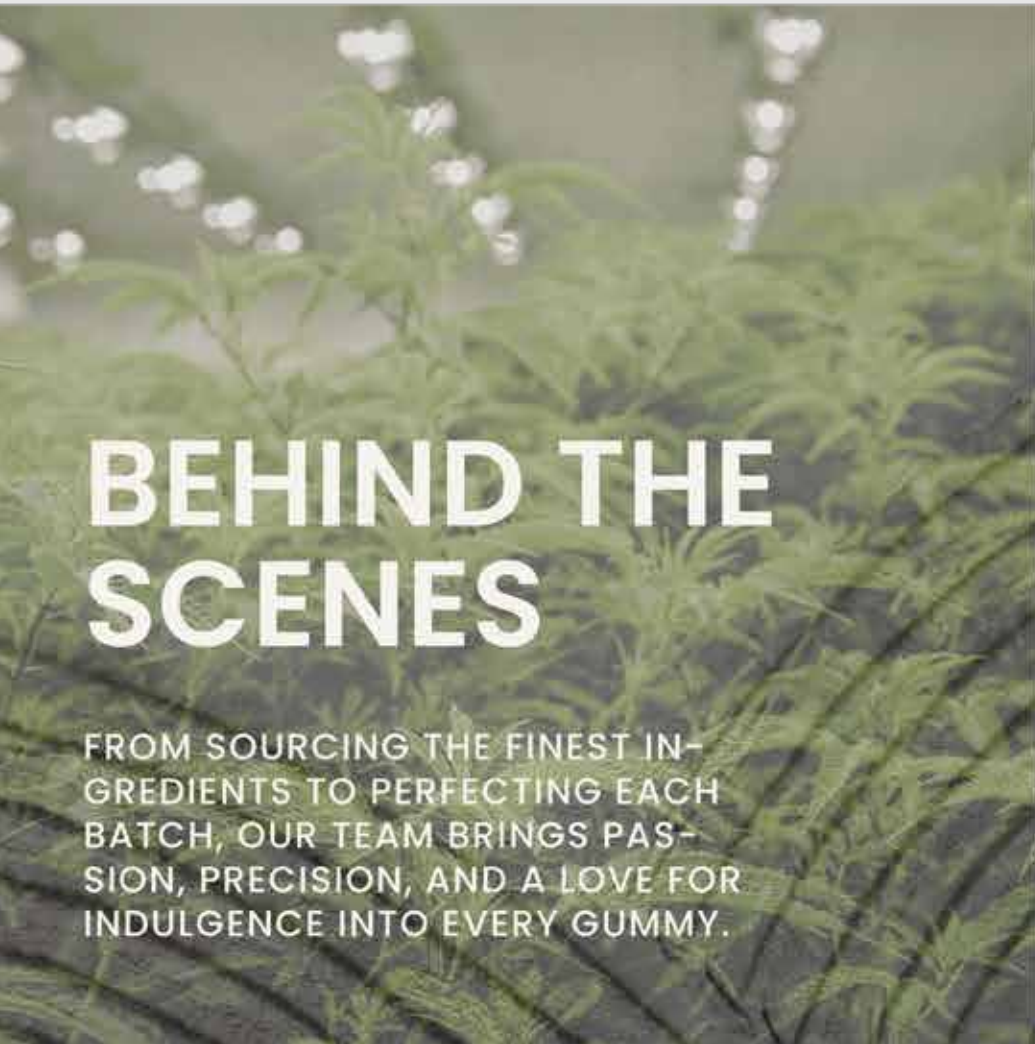
Pure is a cannabis brand powered by Legacy Company. Legacy creates an elevated experience for connoisseurs by providing exceptional first-choice cannabis in each of their product categories. I was assigned to create packaging designs and visual elements that could communicate this identity to their specific customer. The project focused on Pure’s

line of cannabis-infused gummies, introduced in three flavors, Wanderlust, Afterglow, and Jamboree. The target audience for Pure was women, and the client described their vision as soft, refined, and feminine, inspired by neutral palettes, understated elegance, and a sense of approachable luxury. My role was to translate those qualities into a cohesive visual identity that feels modern, premium, and true to the brand’s promise of purity.



Social Media Content

I designed cohesive packaging and Instagram content that embodies luxury, femininity, and natural purity. My decision-making focused on creating a harmonious visual language, from muted, sophisticated color palettes to clean typography and tactile textures, ensuring every touchpoint reinforced the brand's identity. The social media grid blends lifestyle storytelling, product education, and brand ethos, strategically crafted to engage the target audience while maintaining a premium, consistent aesthetic.



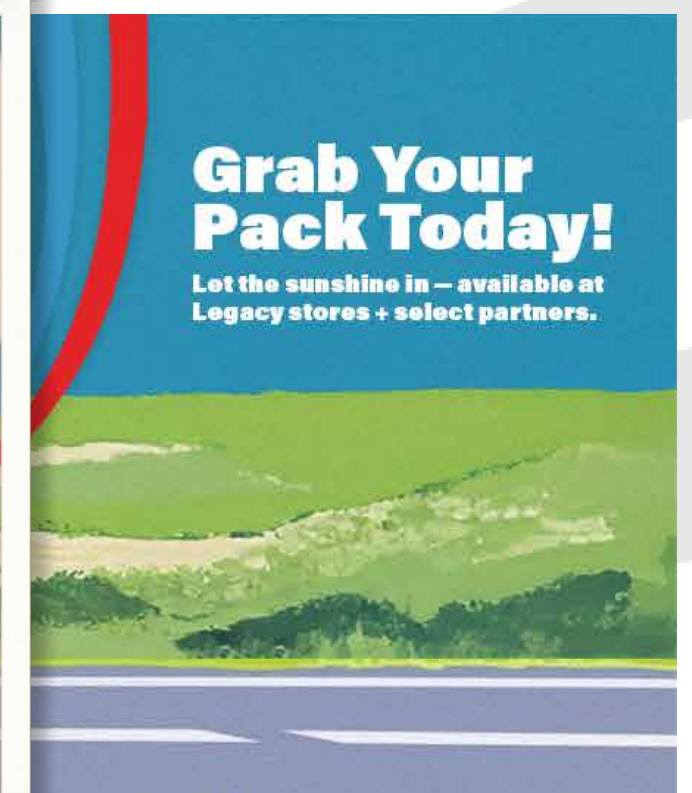
Rosin Sundae Packaging & Marketing

During my time working with Legacy, I designed a wide range of packaging and social media content, as well as preparing print documents for production. Rosin Sundae is one of the projects I contributed to, a product with a playful, nostalgic brand identity inspired by retro diners. The visual style blends pastel ice cream pinks, neon blues, and glowing signage to capture the feeling of a classic American diner, while the brand messaging emphasizes indulgence, flavor, and community. In these images, you can see some of the assets I created to bring Rosin Sundae's unique personality to life across both packaging and digital content.



Traditional Lemonade Packaging & Marketing

Stoner Village is one of the many brands collaborating with Legacy to create new cannabis products, one of them being Traditional Lemonade. I worked on this project from start to finish, designing the packaging based on specific details the client requested and incorporating their brand elements like colorful stripes, signature colors, and overall visual identity. Along with the packaging, I also created supporting assets including email marketing, flyers, and social media content such as the Instagram carousel you see here.



04 Buddy Bear Berlin

Unofficial
Ambassadors
of Berlin and
Germany

Promoting
Peace &
Tolerance

Buddy Bears are symbolic ambassadors of Berlin and Germany, promoting peace, tolerance, and unity. These bears have been featured in exhibitions around the world, uniquely designed to represent different cultures standing side by side. The largest collection, however, can be found on the streets of Berlin, in front of businesses, government buildings, and souvenir shops.

I've had the opportunity to contribute to this public art initiative by designing several Buddy Bears, commissioned by clients such as the German Federal Ministry of the Interior and BER Airport. Each design reflects the values and identity of the commissioning organization

TYPE

Digital & Analog Illustration,
Composition

CLIENT

Buddy Bear Berlin, BMI, BER,
Spielbank Berlin

TOOLS

Adobe CC, Acrylic Paint



BMI – Ministry of the Interior (Germany)

The German Federal Ministry of the Interior (BMI) commissioned me to design a Buddy Bear featuring key visual elements that represent their identity, such as the BMI building, a diverse group of people symbolizing inclusivity, and other motifs related to their departments. The original design was created for a small-format bear intended as a giveaway for an event. However, the response was so positive that BMI later commissioned a full-sized, 2-meter version of the bear to be permanently displayed at their headquarters.



Spielbank Berlin

Spielbank Berlin is one of the biggest casinos of Germany. To celebrate its 50th anniversary, they commissioned a custom Buddy Bear design for the occasion. I was tasked with creating a visual concept that reflected the spirit of the casino and the significance of the milestone, contributing to the festive atmosphere of the event.



BER Airport

The BER Airport Police commissioned us to design small-format souvenir Buddy Bears that reflected their identity. The design featured key landmarks such as the airport terminal, the Brandenburg Gate, the Berlin TV Tower, and other symbols representing both the city and the organization. My background in architecture played a key role in accurately and thoughtfully illustrating these iconic structures.

05

The Berliner

Issue Summer
2022

Berlin Guide
2023

The Berliner – Summer 2022 & Berlin Guide 2023 Covers
I had the pleasure of collaborating with what was then Exberliner Magazine, now rebranded as The Berliner since 2024, to design the cover for their Summer 2022 issue (#217) and the Berlin Guide Summer 2023. As Berlin’s leading English-language publication since 2002, the magazine is known for its cultural listings, reviews, and independent journalism. The covers were featured across the city, capturing the energy of Berlin’s vibrant summer.

TYPE

Editorial Design, Digital
Illustration

CLIENT

The Berliner Magazine,
Tip Berlin

TOOLS

Adobe CC

Design Proccess

Working closely with Nadja Vancauwenberghe, then editor-in-chief and Gustavo del Castillo (Art Director), we explored multiple concepts to reflect the spirit of a post-Covid Berlin, as the city, and print media, came back to life. Our goal was to convey that renewed energy through color, composition, and tone. The final design resonated strongly with readers, and the issue sold out, marking the project as a creative and commercial success.





06 Thelonious Bar

From
Prohibition
to Gangsters
and Jazz

Thelonious Bar is a Berlin-based jazz bar inspired by the rich cultural history of Prohibition-era America, jazz music, and classic cocktail culture. A sister venue to the Hat Bar (a jazz bar holding live jam sessions), it offers a more intimate, storytelling-driven experience for guests who want to enjoy jazz-infused cocktails in a calmer, historically inspired setting.

I was commissioned to design and illustrate the bar's cocktail menu, a 30+ page printed piece that not only presents the drinks but also tells the story of the bar's concept, era, and musical influences. My role covered visual direction, illustration, layout design, and narrative structure, creating a seamless blend of form and function.

TYPE

Editorial Design, Menu Design.
Storytelling

CLIENT

Thelonious Bar Berlin,
Hat Bar Berlin

TOOLS

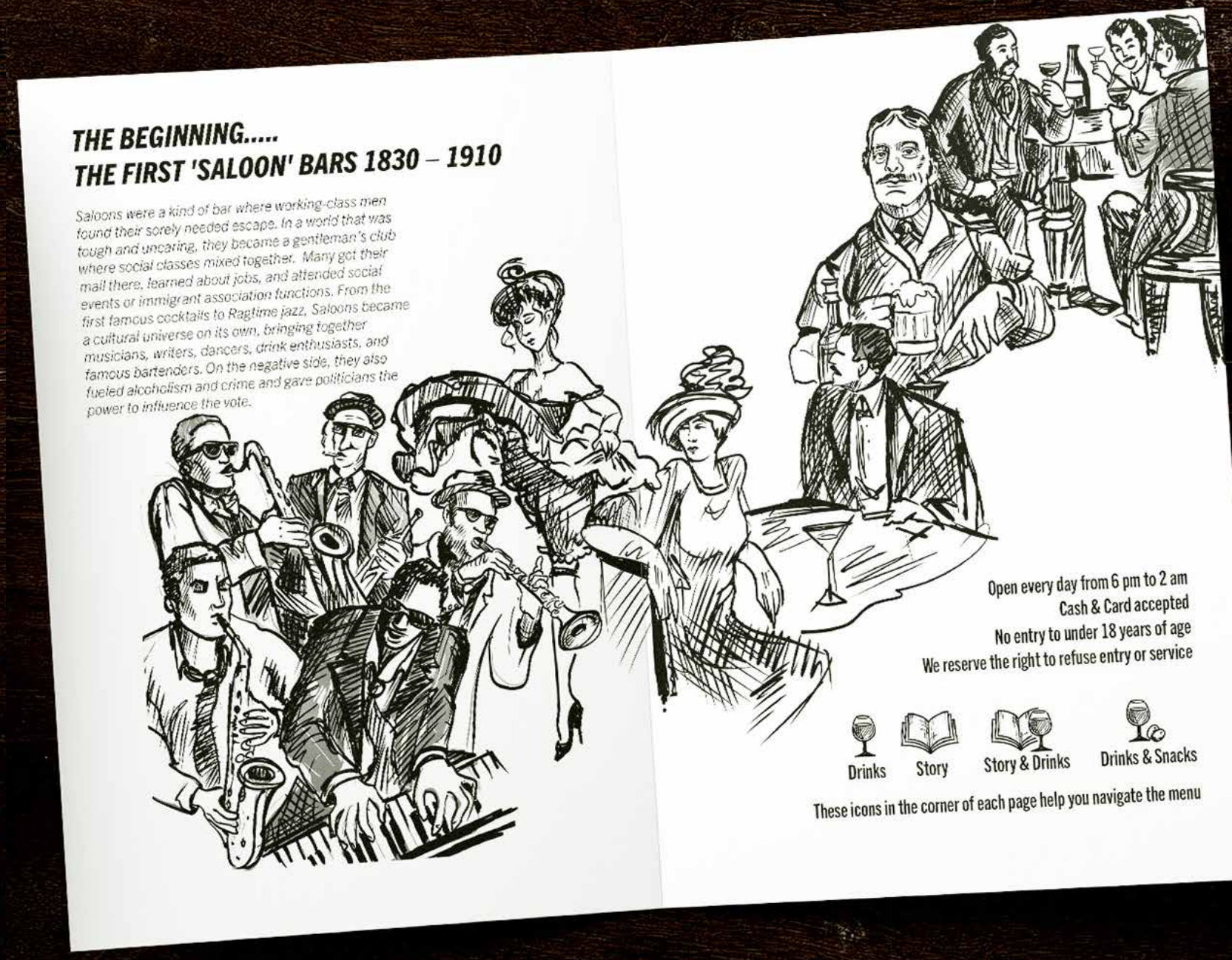
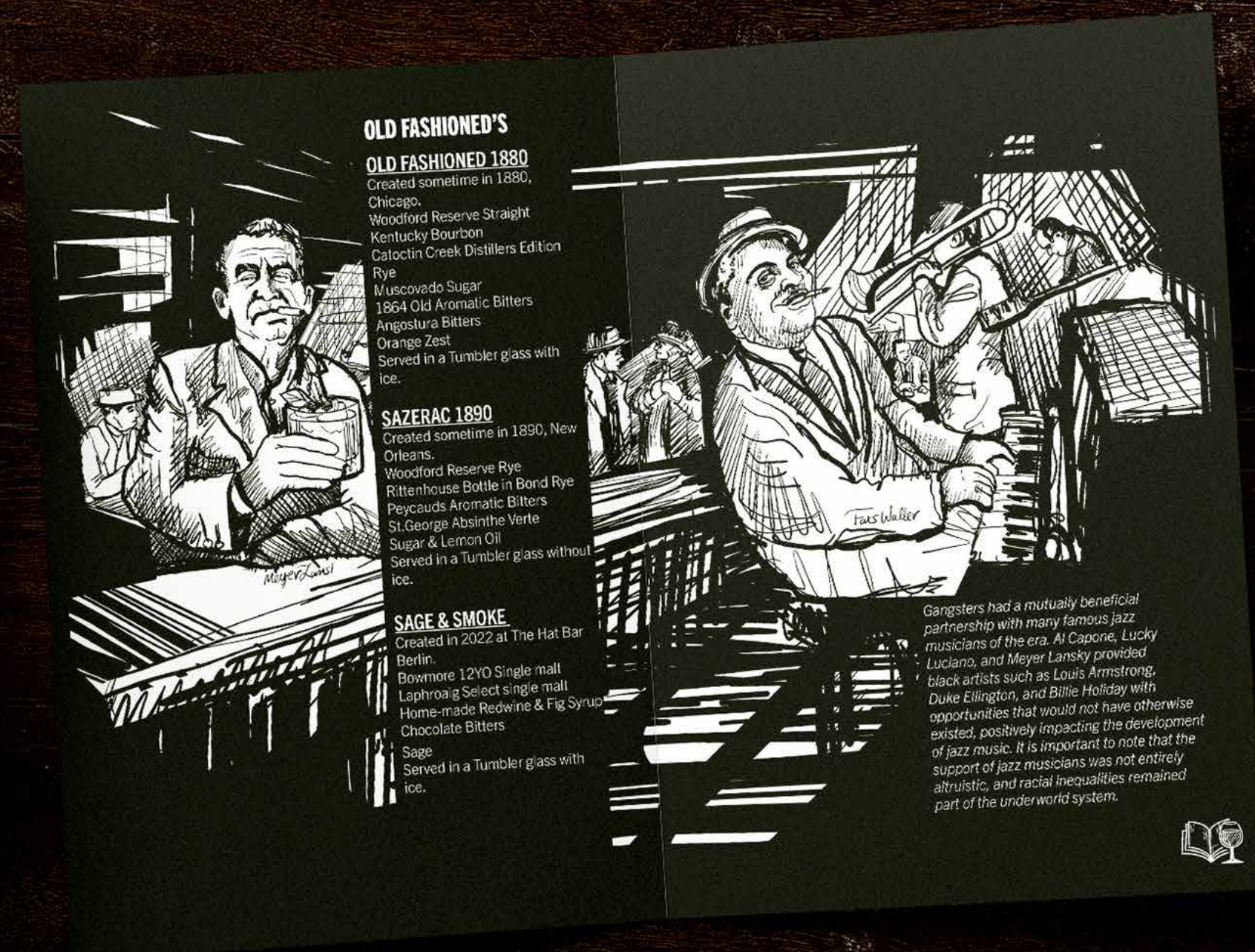
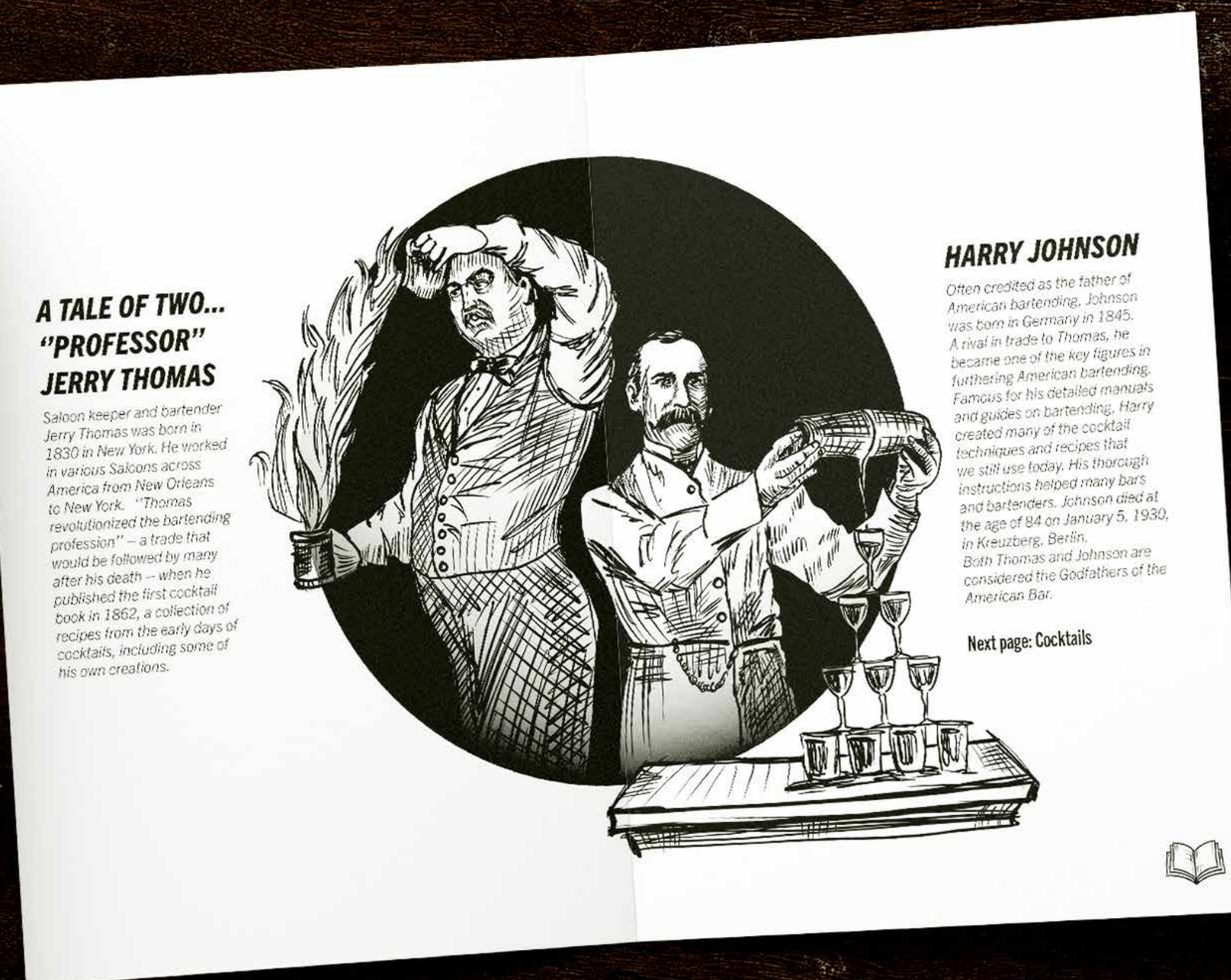
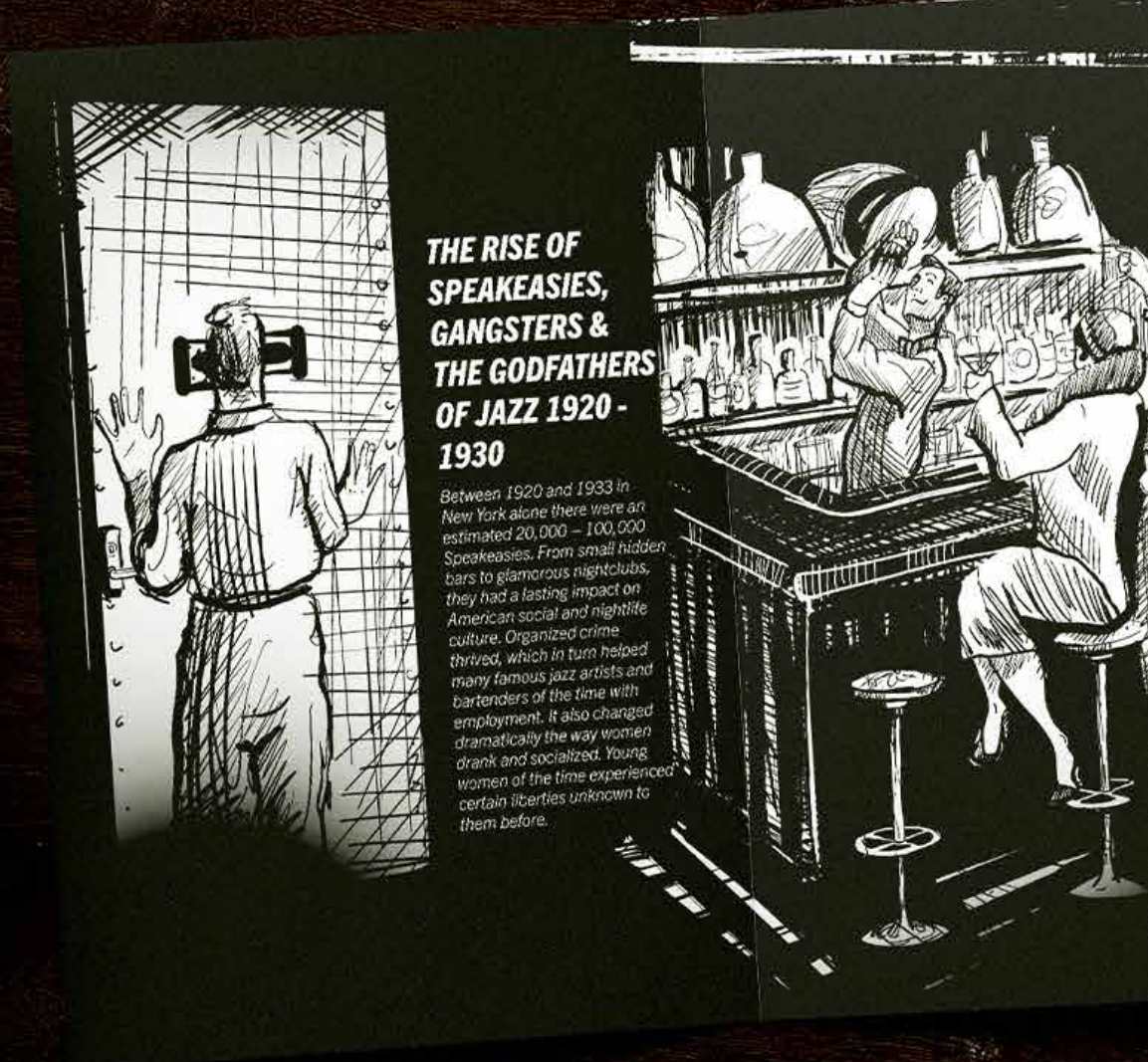
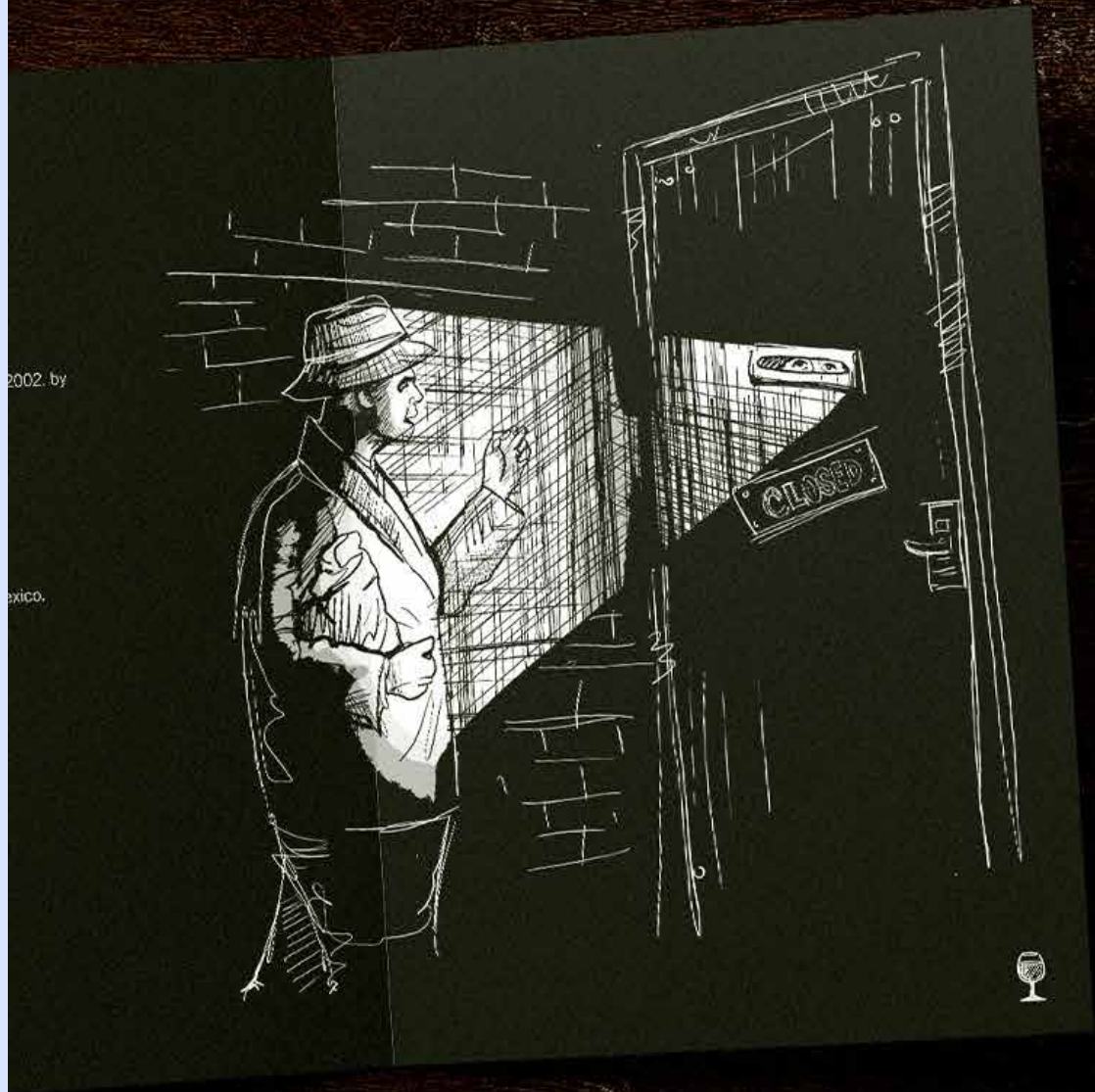
Adobe CC

Design Concept

The design concept was rooted in storytelling: tracing the evolution of jazz and bar culture from the mid-1800s to today. Inspired by Thelonious Monk's balance of innovation and tradition, I aimed to reflect that spirit in both the structure and style of the menu. Historical references, speakeasy aesthetics, and jazz motifs were carefully woven into the visual language.

To help readers move between narrative and practical content, I introduced a guiding symbol system, consistent visual cues, and a thoughtful page flow. Using the simple page flip to introduce "behind the door of a speakeasy and the interior" is an example of this storytelling flow.(top photo) The result is a menu that invites discovery, captures the soul of the concept, and delivers a refined yet immersive experience.

023



00 In Closing

Though we've come to the end of this portfolio, this is only the beginning of our journey.

Please don't hesitate to contact me if you have any questions, or if you want more examples of my work, or if you need me to elaborate on any of the projects you have seen.

