



**Portfolio**  
Parsa Nazeri

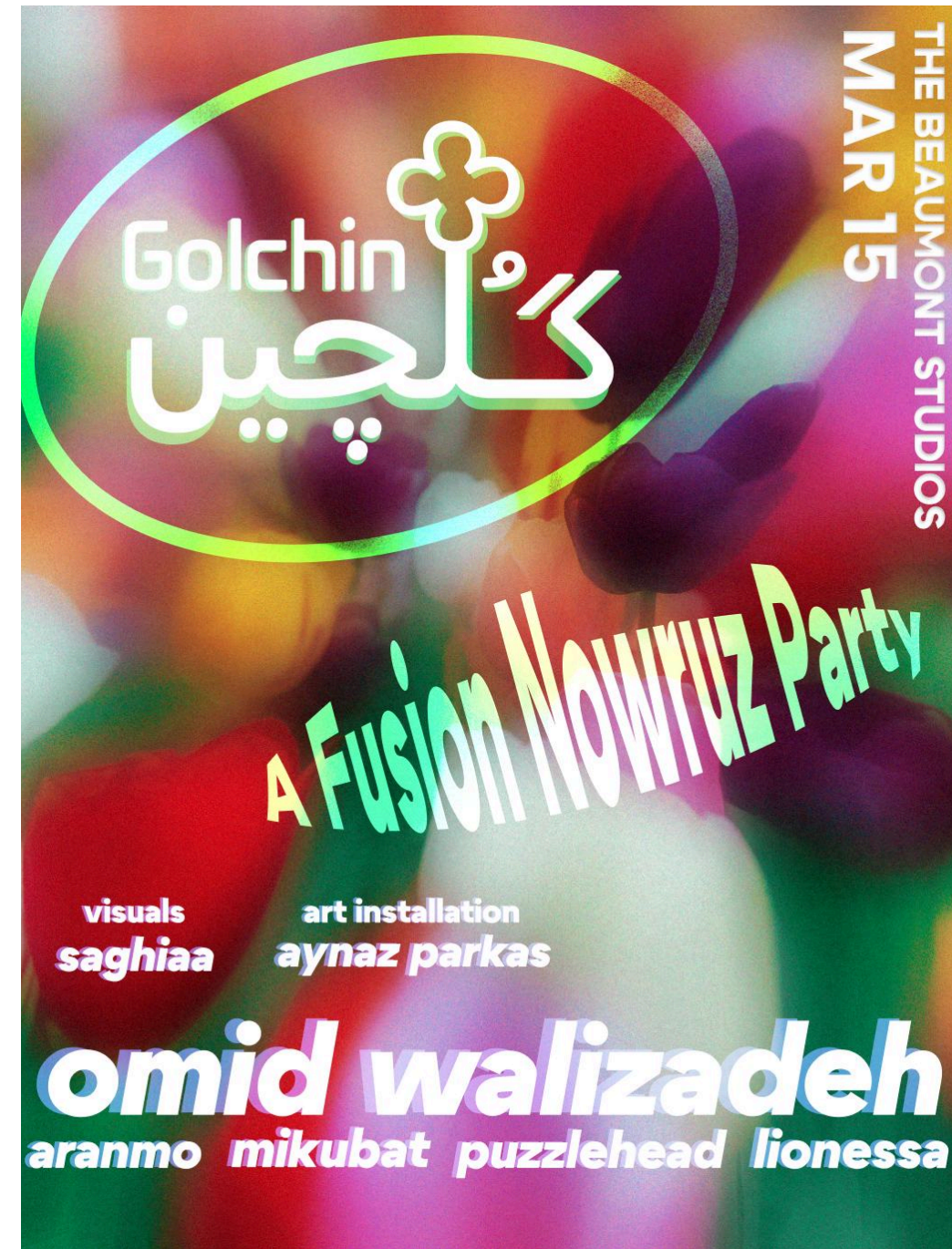
# Miaan.art

As a founding member of **Miaan**, I have led event planning in Vancouver, overseeing all aspects from **curation** and **budgeting** to **visual identity**, **graphic design**, **vendor coordination**, and promotion. I organized **Golchin**, a sold-out Persian New Year event with 230 attendees, and **Coral Kink**, an aquatic-themed dance event that also sold out, attracting 240 attendees and driving strong community engagement. These experiences sharpened my skills in **event management**, **creative direction**, **visual design**, and fostering **inclusive** community spaces.



Miaan  
was  
founded  
on a deep  
desire to  
to create.

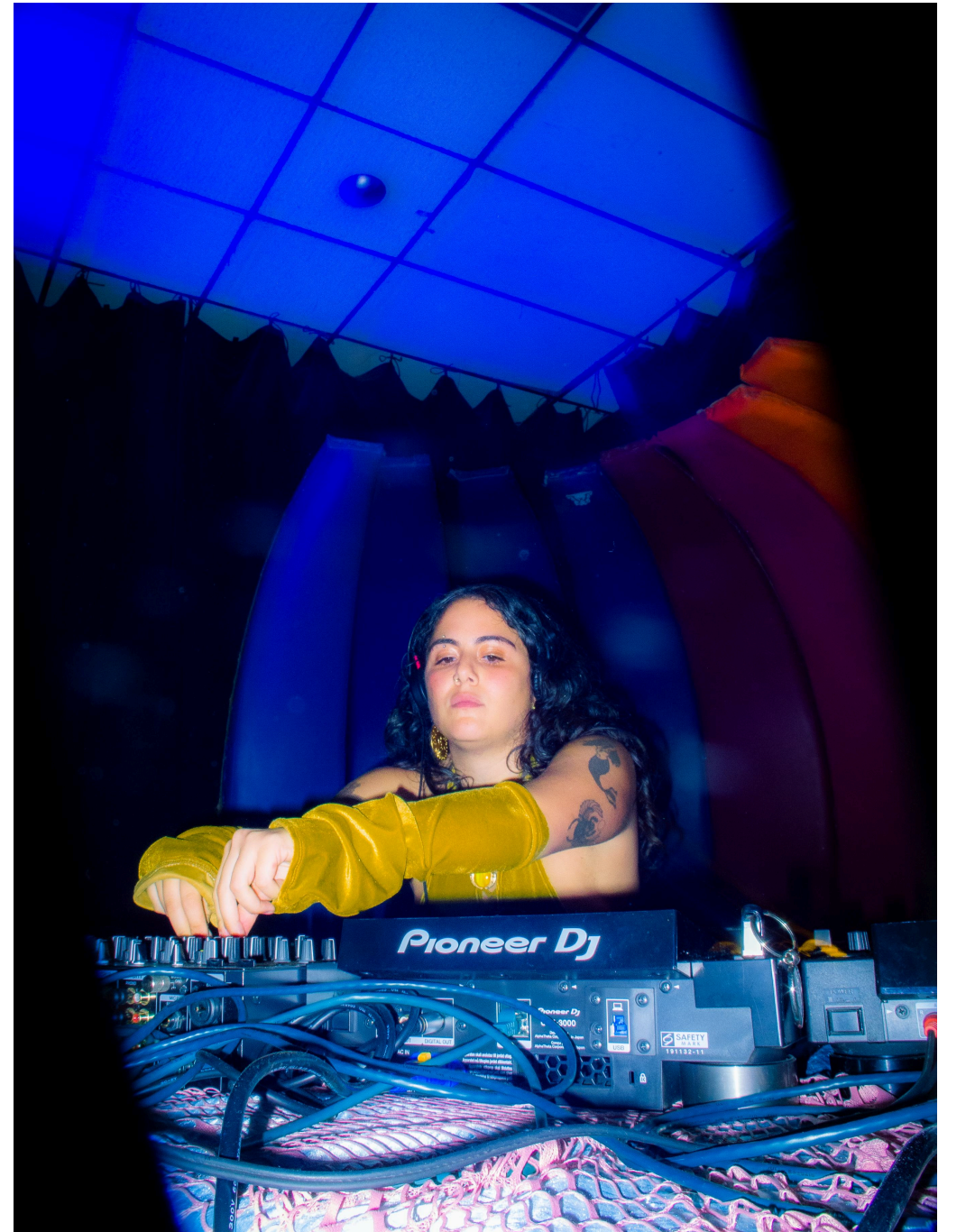
1 Poster variations



2 Poster variations

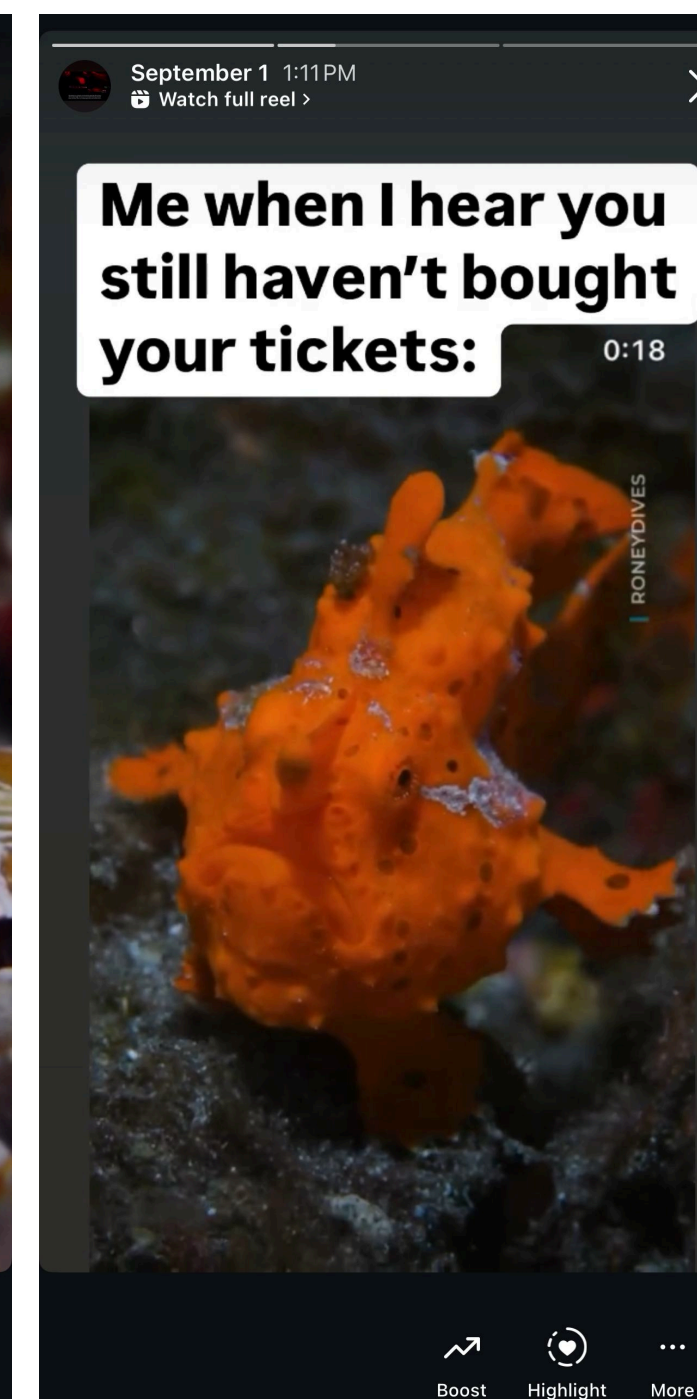
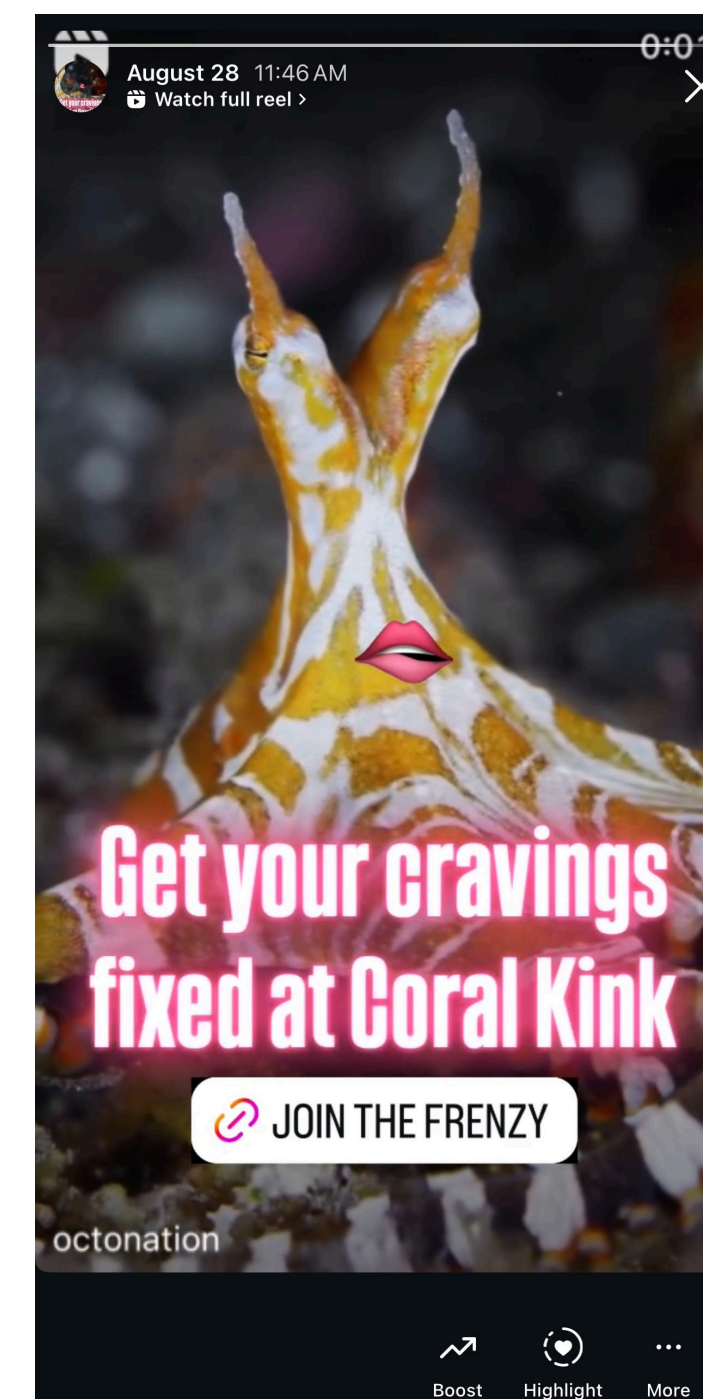
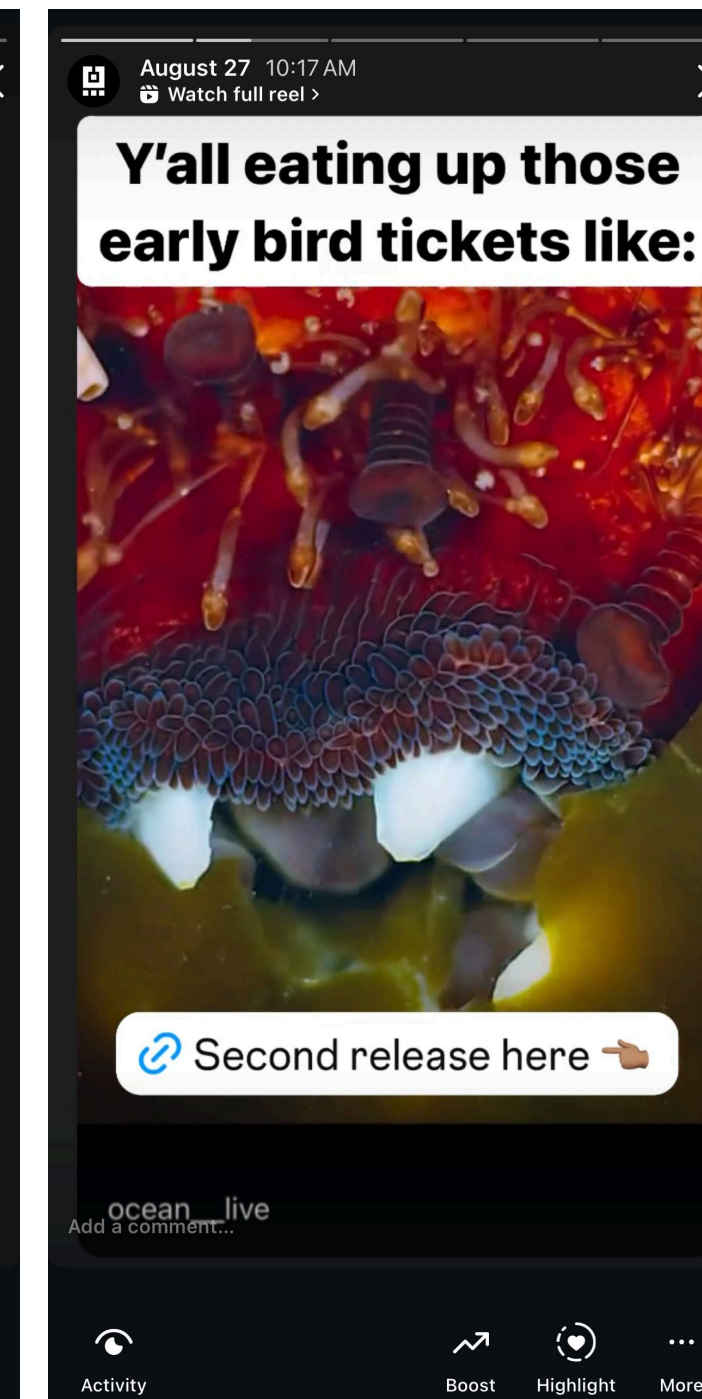
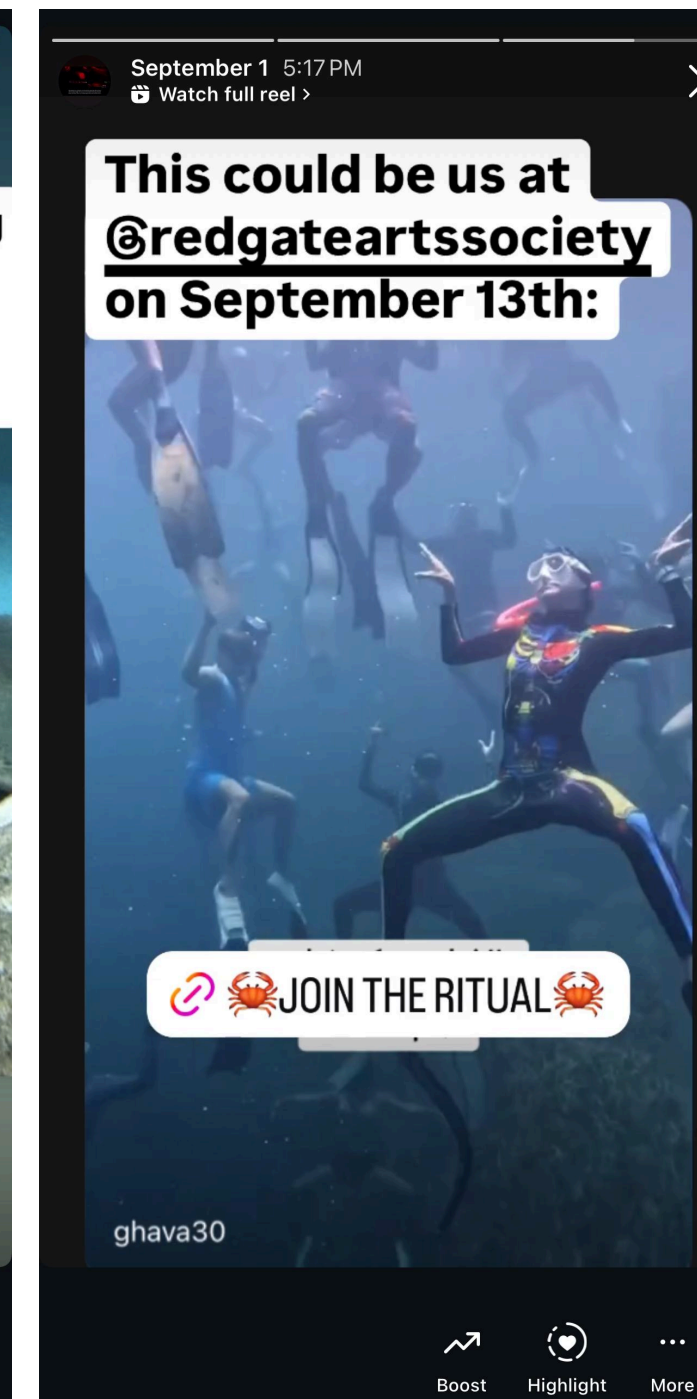
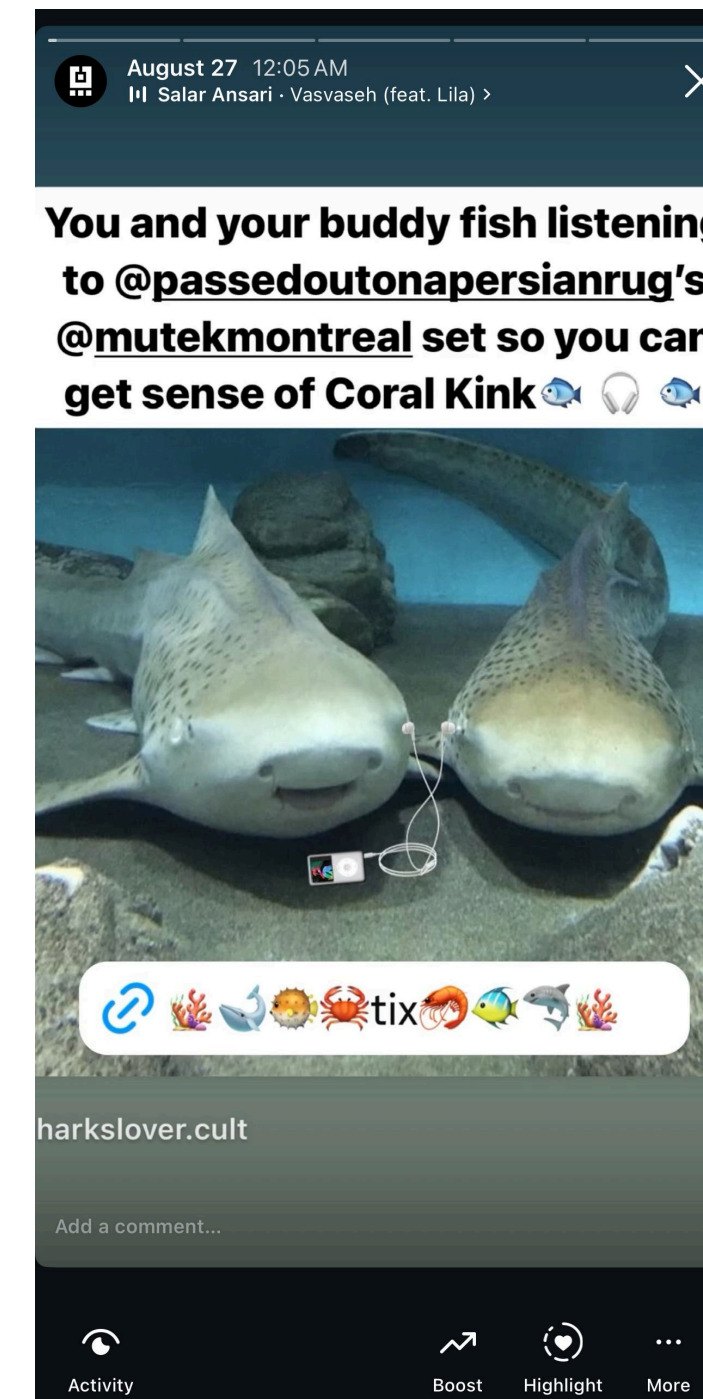


## 3 Event Photography



# Miaan.art

**Coral Kink Meme Marketing:** Adopted a playful, **meme-driven strategy** to promote Coral Kink by using **aquatic-themed** Instagram posts paired with **humorous captions** related to the event. This approach **created buzz**, encouraged social sharing, and drove ticket sales by making the promotional content more **engaging** and **relatable**. The lighthearted tone helped build excitement and foster a **sense of community** leading up to the event.



# Cartems Donuts Ltd.

As the sole **Marketing Manager** at **Cartems Donuts**, I spearheaded key initiatives to drive brand growth and visibility. I developed and executed multi-channel campaigns that boosted seasonal sales by 25% and increased social media engagement by 30%. My role encompassed **strategic partnerships**, **content creation**, and website management, ensuring a cohesive digital presence. These experiences honed my skills in creative direction, **data-driven strategy**, and **community-focused marketing**, significantly contributing to the company's success.



# Cartems Donuts Ltd.

1 Photoshoot





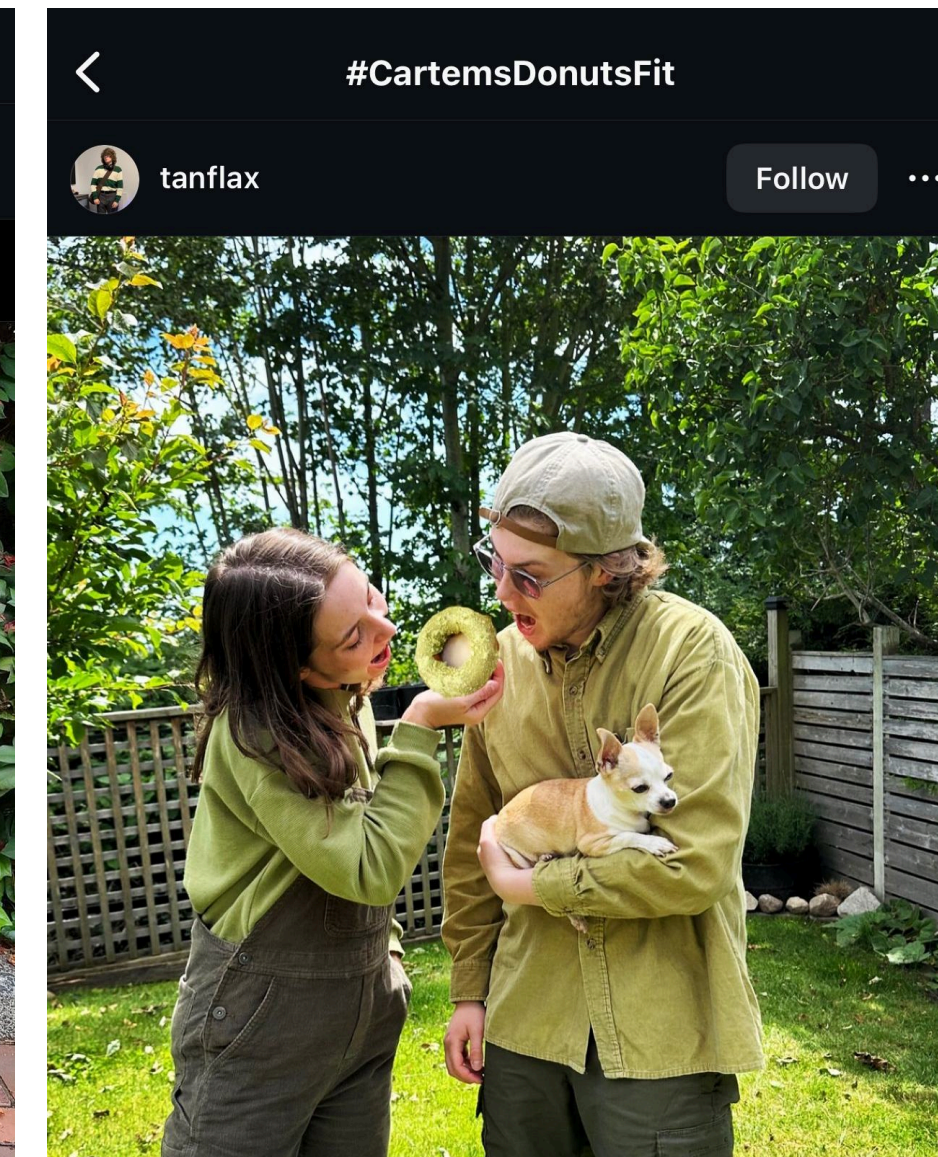
# Cartems Donuts Ltd.

**IKEA Campaign at Cartems Donuts:** Launched a marketing initiative leveraging the proximity of IKEA to Cartems' Coquitlam location, offering a 15% discount to customers who presented same-day IKEA receipts. The campaign, designed with an IKEA-inspired aesthetic, successfully attracted foot traffic from IKEA shoppers. Following its success, the concept was playfully extended with an April Fools' joke, announcing a fictional "donut seat" collaboration with IKEA, further boosting engagement and brand visibility.



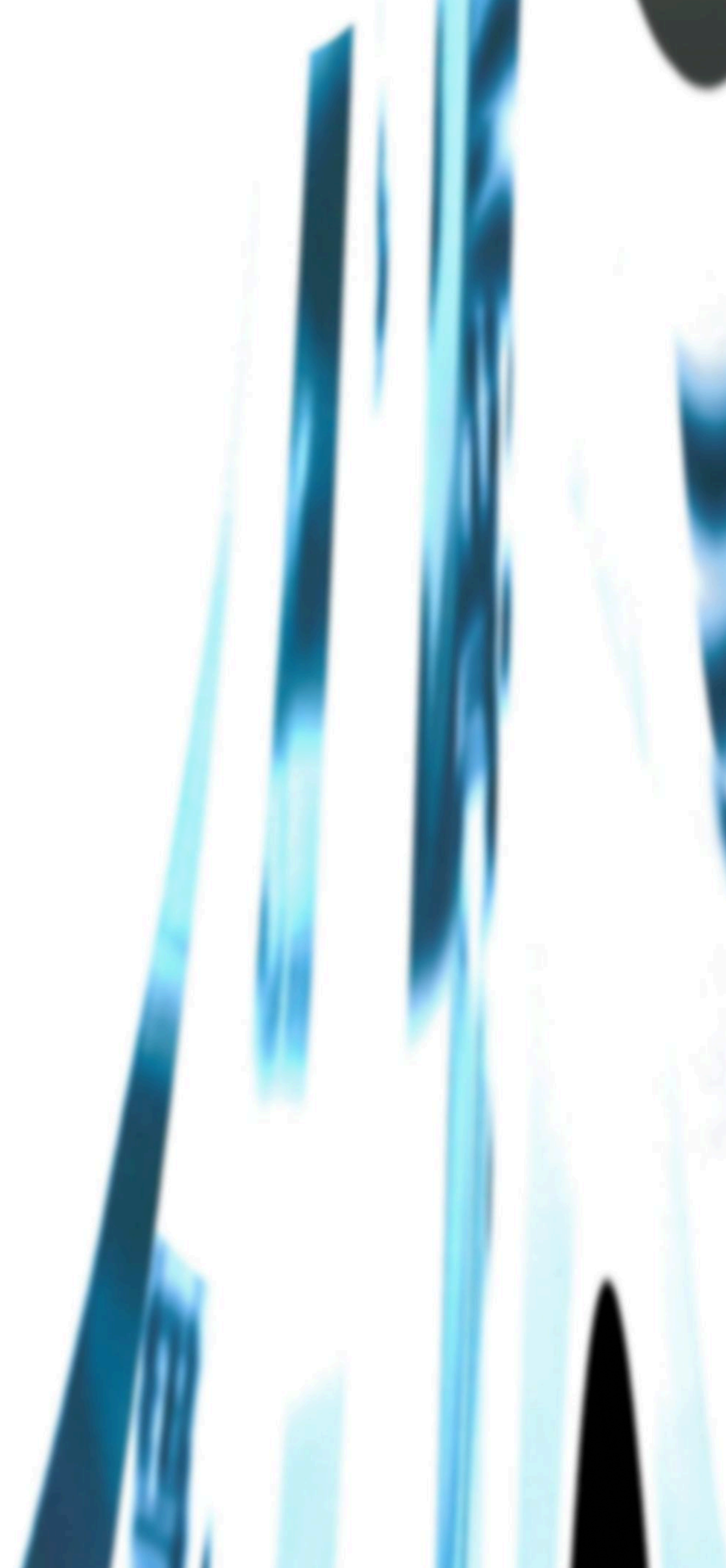
# Cartems Donuts Ltd.

**#CartemsDonutsFit Contest:** Designed a **user-generated** content strategy for National Donut Day to boost **brand engagement** by encouraging customers to share donut-inspired outfits. The contest incentivized participation with major prizes, driving increased social media **visibility** and expanding reach through **creative, community-focused** content. By leveraging customer involvement, the campaign strengthened **brand loyalty**, encouraged organic promotion, and supported sales growth through heightened **online buzz** and **in-store interest**.



# Broken Nature

A group project for **Information Design** course **IAT235**. In this project we were assigned with “**Triennale di Milano**” as our client chose Broken Nature as our focused project. By following our precedents “**Experimental Jetset**” we extracted their unique qualities such as acknowledging printed materials, and their use of repetition and colour and transferred them into our design. In this project I was responsible with print experimentations which translated directly into the final poster design.



# Broken Nature

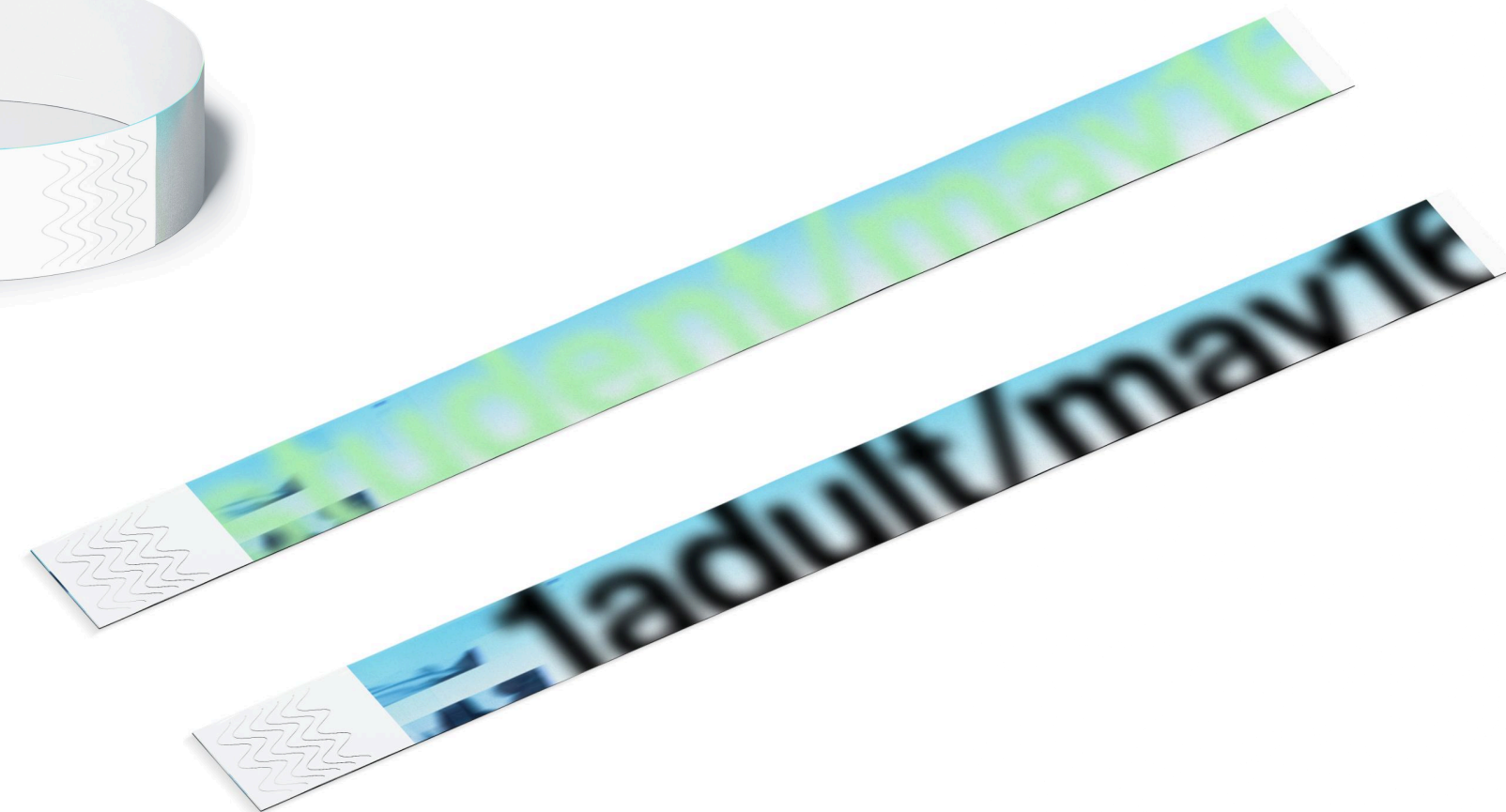
1 microsite



2 poster



3 tyvek wristbands



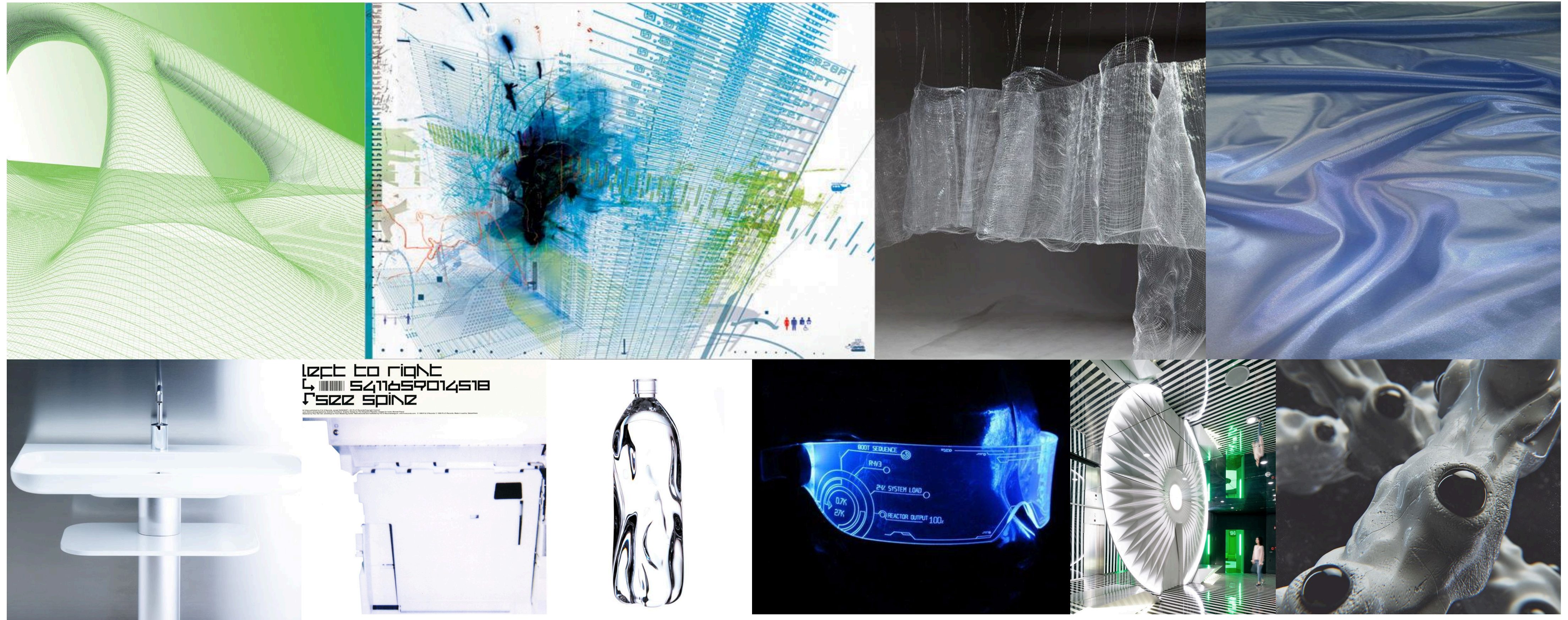
# Broken Nature

## setting the right mood

The approach centres around **futuristic** and **organic** elements which provoke a feeling of **frigid cleanliness**. Drawing inspiration from organic design approaches and forms, **sterile nature**, **liminal spaces** and the constant fight of **technology vs nature**.

Prototype walk-through :  
<https://vimeo.com/691160960>

Our **final assets** will feel organic, futuristic, clean and cold.



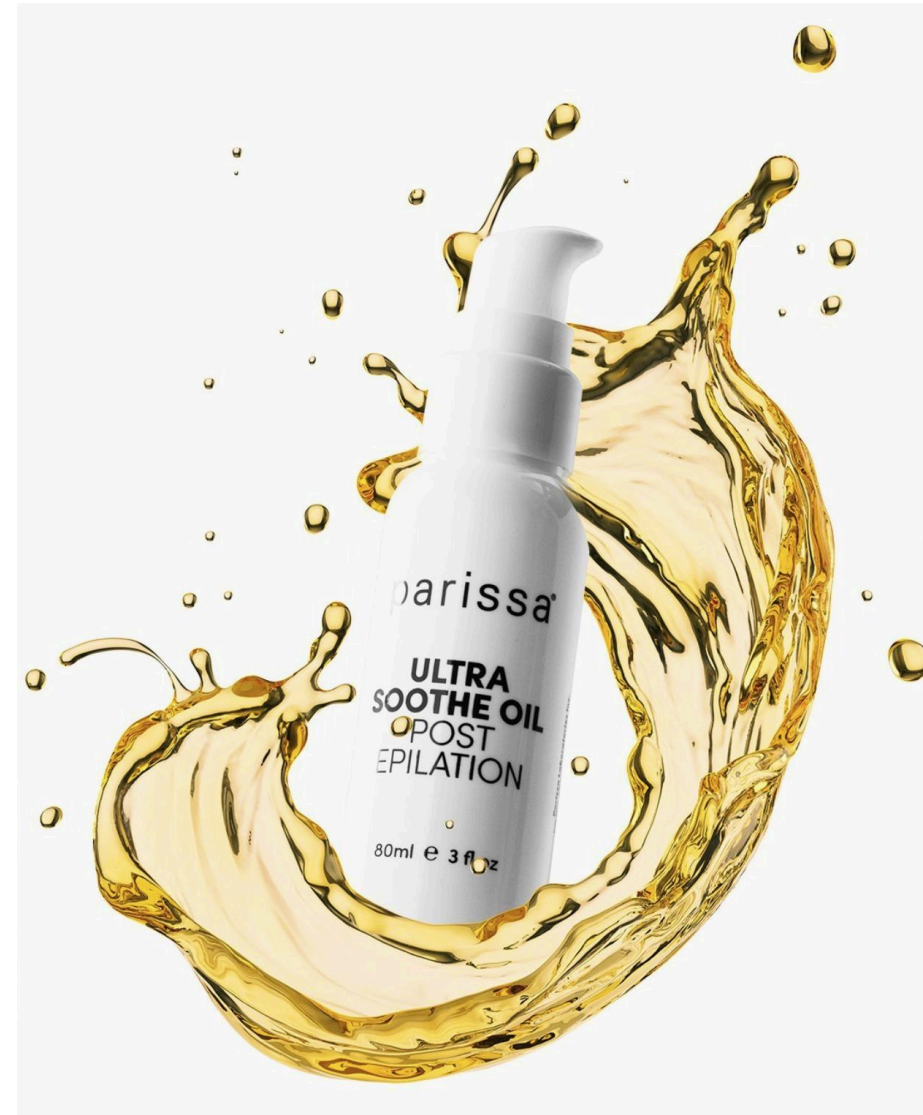
# Parissa Laboratories Inc.

As a **Marketing Assistant** Intern at **Parissa Laboratories Inc.**, I undertook key responsibilities across several areas. I created compelling content for **social media**, designed effective **email marketing** templates, and executed detailed **SEO** research to support **content planning**. This multi-faceted role sharpened my skills and allowed me to make significant contributions to the company's **digital marketing** initiatives.

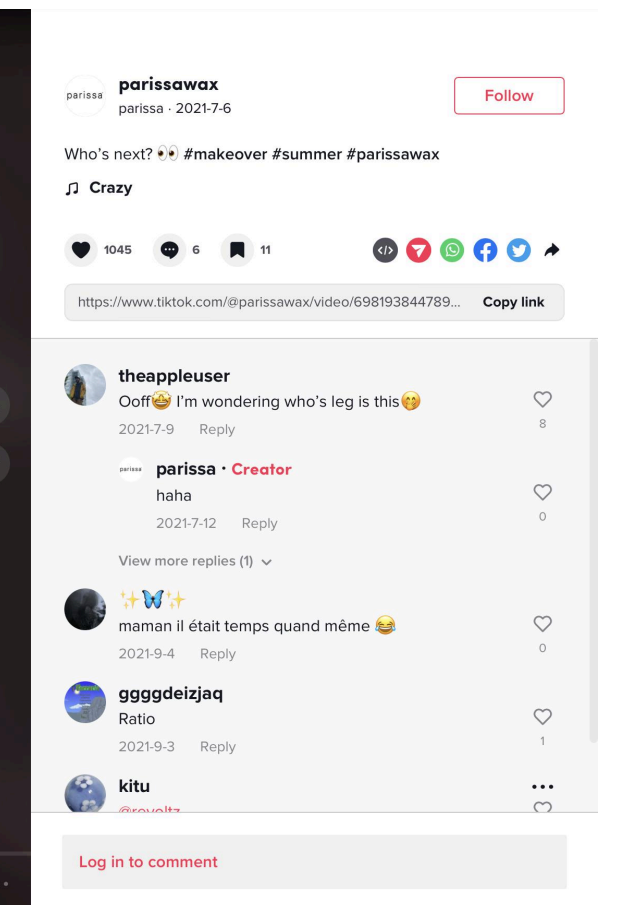
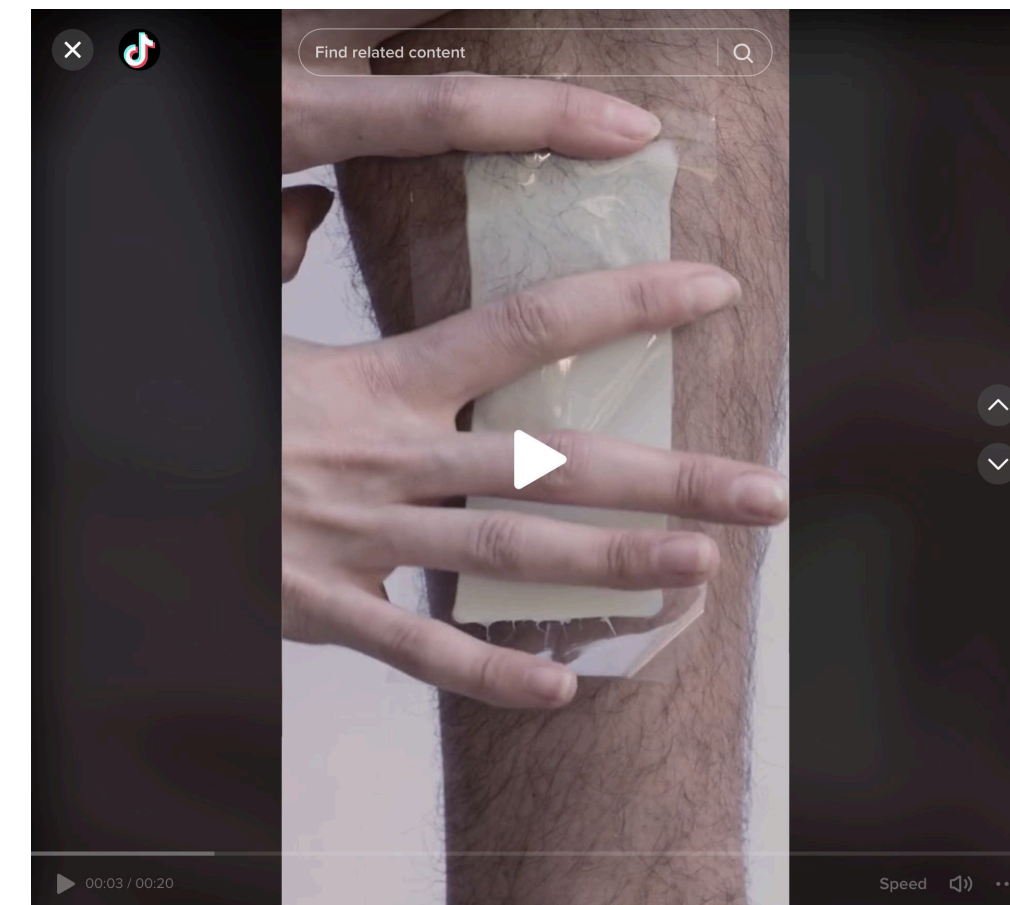
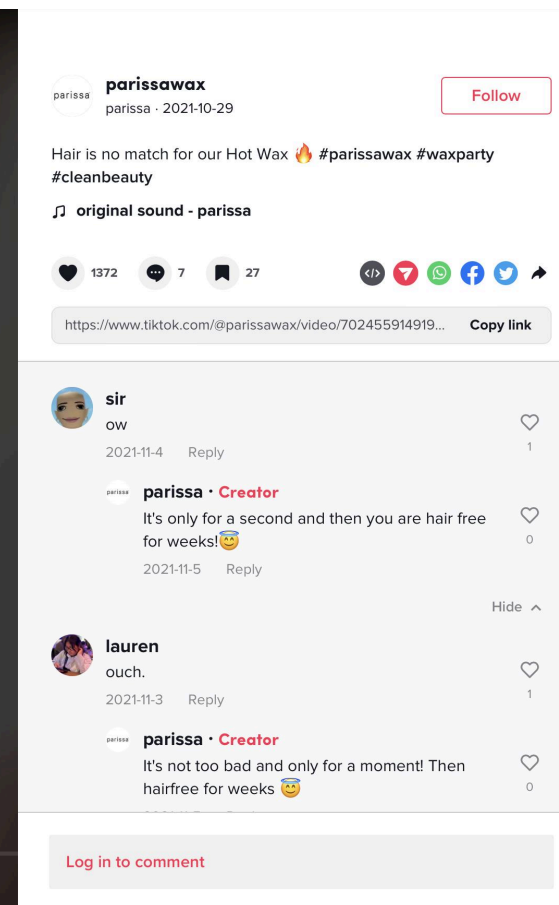
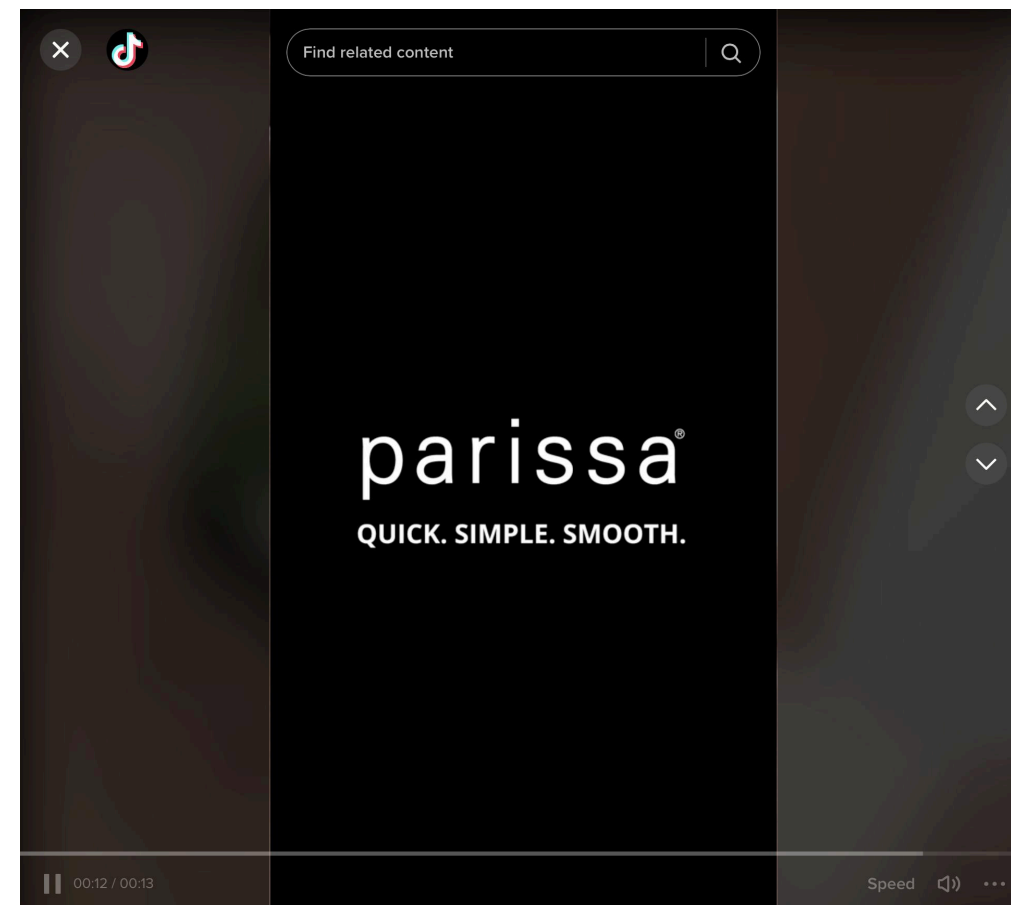


# Parissa Laboratories Inc.

## 1 Photoshoot



## 2 Content



# Dream Capsule

The final project for Interactive Arts course **IAT 222**. In this project we were assigned to create an **interactive art work** based on principles learned throughout the semester and finally present them into a **Micro-site**. For this project I was directly responsible for the **Concept Development** as well as the **User Experience**, and **Sound Design** of the website.



# Dream Capsule

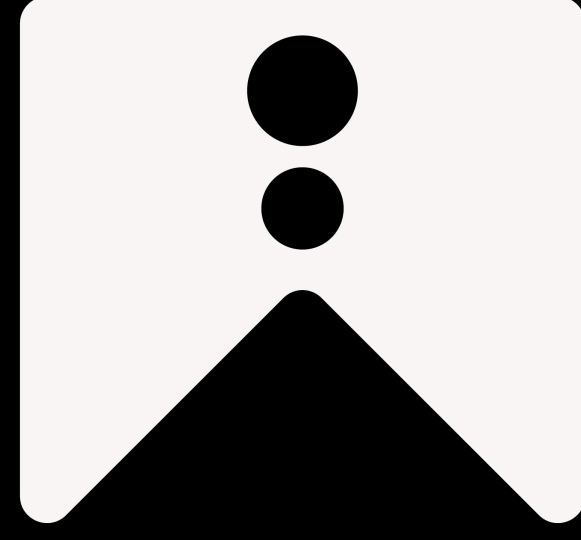
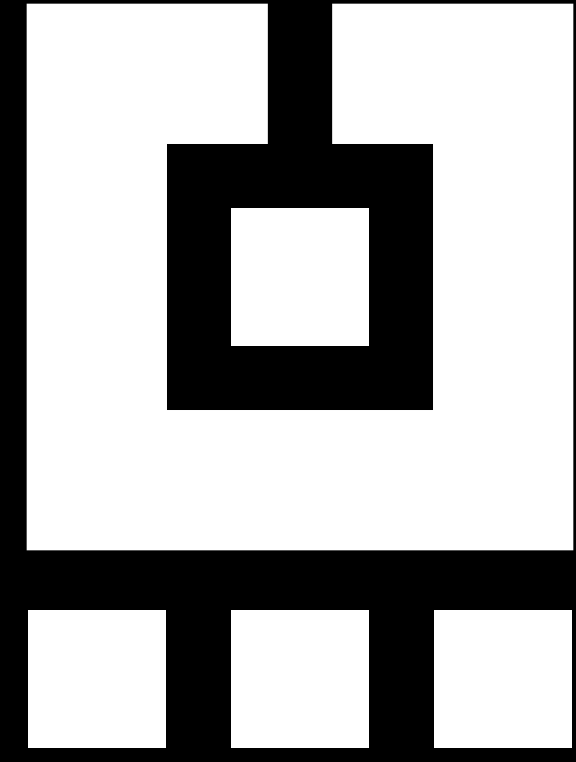


Dreams are reflections based on our daily experiences. When we are able to share our challenges and delights from these different occurrences, we become closer to one another. Therefore, our team believes this artwork will create a **collective memory** of the participants' similar and contrasting dreams. Since all works will be displayed, this artwork may help individuals navigate through their negative experiences.

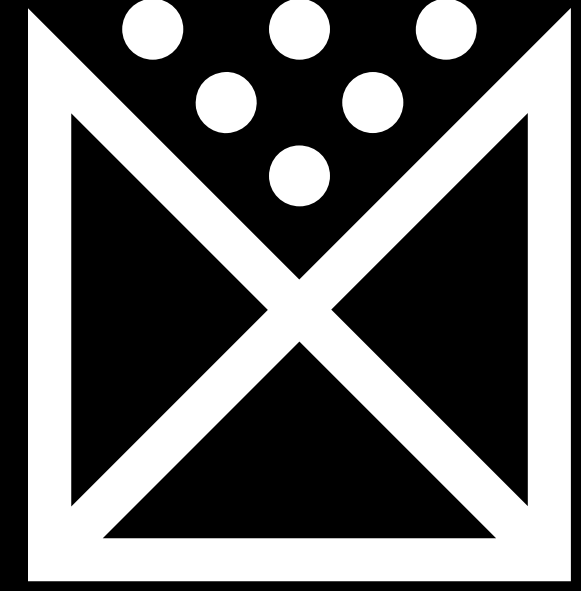
To interact with Dream Capsule visit:

<http://www.sfu.ca/~dlimbo/tbdcollective-dreamcapsule/index.html>

# Logo Design



کرس



DeVINO

(aabaazaa)  
Coral  
Kink

