

# Karo Ahmadi Dehrashid

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## Professional Summery

Educator, researcher, and designer with 10+ years of experience in motion graphics, UX/UI, and 3D visualization. Skilled in blending professional practice with teaching and research to advance design theory, motion design, and interactive media. Committed to inclusive pedagogy and interdisciplinary collaboration at the intersection of design, technology, and human experience.

## Education

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- 2021 – Present      **PhD, Human Computer Interaction (Dissertation in Progress)**  
Iowa State University, Ames, IA
- 2018 – 2021      **MFA, Graphic Design**  
Iowa State University, Ames, IA  
GPA: 3.65  
*Research Thesis:* The Place of Poster in Digital Era
- 2015 - 2017      **BFA. Graphic Design**  
University of Applied Science and Technology, Sanandaj, Iran  
GPA: 3.95  
*Research Thesis:* Researched on the analyzing the colors used in the Tahmasebi Shahnameh in the second period of Tabriz school.
- 2012 - 2015      **AA. of Graphic Design**  
Enghelāb-e Eslāmi Technical College, Tehran, Iran  
GPA: 3.72

## Work Experience

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- 2022 – Present      **Assistant Professor of Graphic Design**  
Webster University – St. Louis, Missouri
- Developed two major courses (Motion Graphics in UI Design) and (Critical Media Arts) to expand the graphic design program curriculum.
  - Assessed student performance and conducts regular feedback sessions to inform students of their progress, identify their weak points, and create individualized teaching plans.
  - Taught interactive classes using a student-centered approach to maximize student interaction and participation while adjusting his teaching strategy based on analysis of his student's learning styles and needs.
  - Developed course materials following department principles and designed various pieces of course documentation, such as syllabi, objectives, grading rubrics, and student assessment plans.
- 2022 - 2024      **3D Motion Graphic Designer**  
Triglass Production – Remote – Minneapolis, US
- Created dynamic animations, visual effects, and interactive motion graphics for diverse media productions, including projects for New York Red Bulls opening, Charlotte FC, and Tampa Bay Buccaneers.
  - Conducted 3D modeling and motion graphics utilizing Cinema 4D, Octane Render, and After Effects.

- Collaborated closely with directors and clients to conceptualize and execute creative visuals and animations, enhancing storytelling through innovative design techniques.

2014 - Present

### **Freelance Graphic Designer**

- As a contractor designer, I developed and created solutions for clients that include logo design products and business branding, print and layout, UX/UI design, digital design including 3Ds and motion graphics, dashboards, and office collateral.
- Execute creative concepts that are on strategy across different media (MG, print, interactive, Data Visualization) with minimal supervision.

2021 - 2022

### **UI/UX Senior Designer**

Etalyc (SaaS) Company – Ames, Iowa

- Created UI for services and products that use Big Data, Traffic Analytics, Machine Learning, and AI.
- Led the creation of wireframes and design of Etalyc’s website and application (MobiScout), regularly collaborating with R&D to define and implement innovative solutions and designs for the various user interface dashboards to display connected vehicles and GPSs to analyze and optimize traffic flow in various areas.
- Developed User Interface and dashboards for internal and external applications and ensured usability during technical implementation.

2016 - 2018

### **Senior Graphic Designer**

Nasim Creative Studio – Sanandaj, Iran

- Responsible for the layout of assigned sections of health and lifestyle magazine and provided creative direction of each news piece included in the monthly issues.
- Led Worked with Product Manager to create dynamic and award-winning layouts for the regular sections and special features.

2015 - 2016

### **Graphic Designer (Internship)**

Arang Graphic Design Studio – Tehran, Iran

- Design and develop visual systems for special events, private label, seasonal, and store campaigns.  
This includes invitations, pcs, shopping bags, packaging, logo identity, newspaper, and catalog.
- Managed and designed various projects simultaneously, including but not limited to, motion graphics for local tv channels.

## **Teaching Experience**

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### **Assistant Professor of Graphic Design**

Webster University, St. Louis, MO

#### **2025**

Fall                   DESN 1500 Digital Visualization  
DESN 3200 Design Theory and Methods  
DESN 3500 Design for UXUI

Spring               DESN 1500 Digital Visualization  
DESN 3050 Type in Motion  
ART 3040 Senior Critique

#### **2024**

Fall                   DESN 1500 Digital Visualization  
DESN 3200 Design Theory and Methods  
DESN 3500 Design for UXUI

Spring               DESN 1500 Digital Visualization  
DESN 3050 Critical Media  
DESM 3050 Type in Motion

## 2023

Fall	DESN 1500 Digital Visualization DESN 2500 Design for Digital Portfolios DESN 3050 Critical Media
Spring	DESN 1500 Digital Visualization DESN 2300 Type Dialogues ART 3830 Time Studio

## 2022

Fall	DESN 1500 Digital Visualization DESN 2500 Design for Digital Portfolios ART 3830 Time Studio
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### Graduate Teaching Assistant

Iowa State University, Ames, IA

## 2021

Spring	ArtGr-271 Graphic Design Studio II (Instructor of Records)
Fall	ArtGr-274 Graphic Design Technology I (Instructor of Records)

## 2020

Spring	ARTGR-274 Typography II (Teacher Assistant)
Fall	ARTGR-270 Graphic Design Studio I (Teacher Assistant)

## 2019

Spring	ARTGR-276: Graphic Design Studio II (Instructor of Records)
Fall	ARTGR-273: Typography I (Teacher Assistant)
Fall	Advanced Typography (Guest Lecturer)
Spring	Advanced Poster Design (Guest Lecturer)

## Grants

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**2025 AIGA Conference Awarded \$3,500**  
Webster University, St. Louis, MO  
To support Webster AIGA club attendance at the national AIGA Conference.

**2024 Posters for Change: An International Design Contest Promoting DEI and Anti-Racism \$2,000 (not approved)**  
Webster University, St. Louis, MO  
To curate a poster exhibition that promotes DEI and Anti-Racism.

## Research Experience

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- 2021 – Present **Graduate Research Assistant (Ph.D.)**  
Human Computer Interaction, Iowa State University
- *Designing and developing an interactive map-based user interfaces for a smart highway management software to visualize real-time traffic situations.*
- 2018 – 2021 **Graduate Research Assistant (MFA)**  
Department of Graphic Design, Iowa State University
- *Designed and developed (Animated, AR, and VR) posters and examined their impact on visual communication and user attention*
- 2015 – 2017 **Undergraduate Research Assistant (BFA)**  
Department of Art and Culture, University of Applied Science and Technology - Sanandaj, Iran
- *Researched on the analysis of the colors used in the Tahmasebi Shahnameh in the second period of Tabriz school.*

## Leadership Experience

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- 2025 **UI/UX Team Leader**  
Webster University UXUI team leader for Saint Louis Design Week Event (Earned 2<sup>nd</sup> Place)
- 2022 - Present **Webster University AIGA Club Advisor**  
Webster University – St. Louis, MO
- 2021 **UI/UX Team Leader**  
Etalyc (SaaS) Company – Ames, Iowa
- 2020 **Head of the Jury Committee of Annual Art Competition**  
Graceland University, Lamoni, IA
- 2016 – 2017 **Head of Graphic Design Association**  
University of Applied Science and Technology, Sanandaj, Iran

## Activities

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- 2025 **Reviewer in AIGA**  
AIGA Chapter, Sait Louis, MO
- 2021 **Reviewer in CALS Design Charette**  
Iowa State University, Ames, Iowa
- 2020 **Mentored Poster Design Workshop**  
Iowa State University, Ames, Iowa
- 2020 **Mentored Persian Typography Workshop**  
Iowa State University, Ames, Iowa
- 2019 **Mentored Animated Typographic Poster Workshop**  
Iowa State University, Ames, Iowa
- 2018 **Mentored After Effects Online Class**  
Kurdistan Art Center, Sanandaj, Iran
- 2017 **Curated Poster Design Workshop and Exhibition**  
University of Applied Science and Technology, Sanandaj, Iran

## Academic Certificates

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- 2025 **Design Psychology: Master the Art and Science of UX Design**  
LinkedIn
- 2025 **Interaction Design: Interface**  
LinkedIn
- 2022 **Preparing Future Faculty (PFF) Associate**  
Iowa State University, Ames, Iowa
- 2022 **Preparing Future Faculty (PFF) Fellow**  
Iowa State University, Ames, Iowa
- 2021 **Preparing Future Faculty (PFF) Scholar**  
Iowa State University, Ames, Iowa

## Publications

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### Papers

#### Peer-Reviewed Journal Articles

- Ahmadian, S., Mehdipour, P., & Dehrashid Ahmadi, K. (n.d.). *The analysis of colors used in the Tahmasebi Shahnameh in the second period of Tabriz school*. The Turkish Online Journal of Design, Art and Communication (TOJDAC). 2016)

#### Peer-Reviewed Conference Papers

- Ahmadi Dehrashid, K.(Accepted). *Multi-Frame Grid Perspective for Traffic Video Captioning and Context-Aware VQA*. AIAS Conference 2025, AI for Accelerated Research Symposium.

#### Conference Presentations (Abstracts)

- Ahmadi Dehrashid, K. (Accepted). *Integrating Personal Narratives: Fusing Faith and Cultural Identity into Socially Engaged Design Education*. SECAC Conference 2025, Cincinnati, OH.
- Ahmadi Dehrashid, K. (2023). *Transformative Approaches in Design Education*. 18th International Conference on Design Principles & Practices, Polytechnic University of Valencia, Spain.
- Ahmadi Dehrashid, K. (2021). *The Place of the Poster in the Digital Era*. 15th International Conference on Design Principles & Practices, Polytechnic University of Valencia, Spain.

#### Preprints / Technical Reports

- Konadu Adu-Gyamfi, K., Ahmadi-Dehrashid, K., Okyere Adu-Gyamfi, Y., Gunaratne, P., & Sharma, A. (2023). *MobiScout: A scalable cloud-based driving and activity monitoring platform featuring an iOS app and a watchOS extension*. arXiv e-prints. arXiv:2308.xxxxx

#### Thesis

- Dehrashid, K. A. (2021). *The place of poster in the digital era* (Master's thesis). Iowa State University.

## Conferences / Presentations

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**Ahmadi Dehrashid, K.** (2023). *Transformative Approaches in Design Education*. Eighteenth International Conference on Design Principles & Practices, Polytechnic University of Valencia, Spain. (Letter of Acceptance)

**Ahmadi Dehrashid, K.** (2021). *The Place of the Poster in Digital Era*. Fifteenth International Conference on Design Principles & Practices, Polytechnic University of Valencia, Spain.

## Invited Talks / Guest Lectures

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**Ahmadi Dehrashid, K.** (2023). *Graphic Design as an Effective Mode of Communication in Protests and Social Movements Using Social Media*. College of Communication, Fine Arts and Media, University of Nebraska Omaha, March 9th, Weber Room 214.

## Exhibitions

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### Solo Exhibitions

- 2025            **Digital Realms: An Exhibition of New Media Practices**  
Webster University Hunt Gallery – St. Louis, MO  
Group exhibition curated by Jodi Kolpakov
- 2024            **Here the Sky is Cloudy**  
University of Missouri–St. Louis– St. Louis, MO

## Professional Services

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### Department Service, Department of Art, Design, and Art History, Webster University:

- 2022-24        **DADAH Portfolio Reviews**
- 2022-25        **Summer Advising & GROW**
- 2022-25        **AIGA Club Advisor**
- 2024-25        **Designer and editor, DADAH website**
- 2024-25        **Editor, DADAH curriculum and catalog changes**

### University Service, Webster University:

- 2023-25        **GCP Elected Committee Member**
- 2023-25        **Multicultural Elected Committee Member**
- 2022-25        **Competitive Transfer Scholarship Review Committee**

## Awards and Honors

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### Invitations & Exhibitions

- 2022 Selected Senior Graphic/Motion Designer. Hosted by Warriors Studio, Graphic Design Festival Scotland, Glasgow, Scotland. Selected works exhibited in Olympia Gallery and featured on the Poster World app.2020 Invited to Hong Kong International Animated Poster Exhibition
- 2020 Invited to Global Consciousness Poster Exhibition.
- 2020 Invited to FISU Summer World University Games Key Visual Design Solicitation
- 2020 Invited to Poster Iran International Poster Exhibition
- 2017 Selected poster in "Poster battle" International Poster Competition | Greece.
- 2017 Selected poster in "Seventh World Biennial of Student" Poster Competition | Serbia.
- 2017 Selected poster in "Dasthaye Mehraban" International poster competition | Iran.
- 2017 Selected poster in "No Barriers" International Poster Competition | Venezuela.
- 2017 Selected poster in "Reggae" International Poster Competition | Jamaica.
- 2016 First place prize in Awakening Poster Design Competition | Iran-Sanandaj
- 2016 Third place prize in Sanandaj Youth Visual Arts Competition | Iran-Sanandaj
- 2016 Selected poster in "Asmaull Husna" Typography Poster competition (First Round) | Iran.
- 2016 Selected logotype in international poster and logotype contest (Ayeigraphy) | Iran-Rasht
- 2016 Selected poster of 32nd Chicago film festival poster contest | United States - Chicago
- 2016 Selected poster in Sanandaj Youth Visual Arts Competition | Iran-Sanandaj
- 2016 Selected poster in Awakening Poster Design Competition | Iran-Sanandaj
- 2016 Selected art works in 3rd graphic design Baban book of year | Iran.
- 2016 Selected poster in international (Persian Gulf) poster contest | Iran.
- 2016 Printed posters in 3rd graphic design Baban book of year | Iran.
- 2015 Selected poster in "Asmaull Husna" Typography Poster competition (First Round) | Iran.
- 2015 Selected poster in for Water is life International Poster Exhibition | Germany.
- 2015 Selected poster in "Mehrab" Poster Competition | Iran-Tabriz
- 2015 Printed poster in Water is life Catalog | Germany.
- 2012 Ranked 46th in National entrance exam for bachelor's degree in Iran known as Konkur among more than 4600 students.

### Certificates & Diploma

- 2017 Certificate from "Reggae" International Poster Competition
- 2017 Certificate from "Poster battle" International Poster Competition
- 2017 Certificate from "No Barriers" International Poster Competition
- 2017 Certificate from " Dasthaye Mehraban " International Poster Competition
- 2016 Certificate from 32nd Chicago film festival poster contest
- 2016 Certificate from nternational (Persian Gulf) poster contest
- 2016 Certificate from 3rd graphic design Baban book of year
- 2016 Certificate from Awakening Poster Design Competition
- 2016 Certificate from Sanandaj Youth Visual Arts Competition
- 2015 Certificate from Institute of Design and Communication | Berlin

## Skills

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### Adobe

After Effects	Illustrator	InDesign
Premiere	Photoshop	XD

### 3D & Motion

Cinema 4D	Houdini	ZapWorks (AR)
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### UI/UX

Figma	Wireframing	Prototyping
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## References

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### **Paul Bruski**

Iowa State University  
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Chair, Graphic Design  
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### **Anuj Sharma**

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### **Bernard Canniffe**

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