Contacts

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LOCATION
Tehran (Relocating to Istanbul)

LINKEDIN
linkedin.com/in/mohadeseh-masoumi

Education

Bachelor of Industrial Design
Islamic Azad University, Central Tehran
2023 – Present (In Progress)

Vocational Animation Diploma
Azadegan Technical & Vocational School
2023

Hard Skills & Tools

Google Workspace · Adv. Google Sheets · Notion · ChatGPT · Claude · AI Agents · n8n · Zapier · Figma · Photoshop · Illustrator

Soft Skills

Clear Communication · Problem Solving · High Accountability · Rapid Adaptability · Time & Priority Management

Languages

- Persian (Native) ●●●●●
- English (Working Proficiency) ●●●●○
- Turkish (A1 Elementary) ●●○○○



Experience

Executive Assistant to Senior Leadership
Office of Chairman & Founder — Ekeepa & Mindroo | 2026 – Present
- Direct executive assistant to Hamed Fallahi in managing and scheduling executive and personal operations.
- Coordinating business meetings, prioritizing daily agendas, and tracking project deliverables across teams.
- Building and maintaining practical financial and operational tracking sheets in Google Sheets across branches.
- Daily utilization of AI agents (such as Hermes) and LLMs to accelerate research, correspondence, and admin workflows.

Social Media Manager & Visual Designer (Freelance)
SiMo Detailing | 2025 – Present
- Built the brand's digital presence from scratch, managed publishing schedules, and directed editorial calendars.
- Executed end-to-end print and digital design assets including business cards, product catalogs, letterheads, and brand identity.
- Leveraged AI tools for content ideation, scriptwriting, and consistent publishing workflows.

Graphic Designer & Content Specialist (First Period)
Ekeepa | 2024 – 2025
- Designed graphic assets and produced multimedia content for official brand and social media channels.
- Planned and executed a 2-month marketing campaign with verified audience engagement.
- Initiated hands-on learning of n8n, implementing simple automated workflows to connect lead forms to internal sheets.

Senior Graphic Designer (Part-Time)
Tileh Creativity House | 2023 – 2024
- Managed end-to-end graphic design, visual brand identity, and board game production.
- Designed all physical board game components for universities and corporate clients (Soore University, AbanTether).
- Supervised print-production workflows from initial mockups to final physical delivery.

Graphic Designer & Content Specialist / Hashour Studio
Mastaneh Clinic (2023 – 2024) | Hashour Studio (2022 – 2023)
- Designed social media visuals and promotional marketing collateral, structuring editorial calendars and engagement.
- Delivered diverse visual brand identity systems, digital designs, and commercial print assets at Hashour Studio.

MOHADESEH MASOUMI
Executive Assistant

PORTFOLIO QR

For me, the word "dead-end" has never existed. Since childhood, I viewed the world and its challenges through a distinct lens: wherever a knot formed, no matter how arduous or lengthy the path, I refused to walk away until I engineered a working solution. My professional journey began with design and aesthetics, but I quickly discovered a deeper truth: true design was never merely drawing or building a product, but **architecting clear pathways through crises**. I am fascinated by building systems and operating structures that make hard tasks simple and fluid.

I transform chaos, raw ideas, and operational friction into disciplined processes, intelligent automations, and executable reality.