



My Design Portfolio



PARASTOO MOGHADDAS





Welcome to my portfolio

I'm a graphic designer,
based in Toronto, specializing in branding, digital media
and creative visual solutions

This portfolio presents a curated selection
of branding, visual design, and advertising
works combining creativity, clarity, and
purpose.



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■ Brand Identity Design Moon Studio

A complete visual identity for a sleepwear brand, including logo design, packaging, product labeling, reflecting a calm and modern aesthetic tailored for nighttime comfort.



■ Brand Identity Design Balance Club

A cohesive branding project for a wellness and yoga studio, featuring logo design, merchandise mockups, outdoor advertising, and product applications that promote harmony and active living.



Where Coffee and Games
Come Together

■ Brand Identity Design MONO Game Cafe

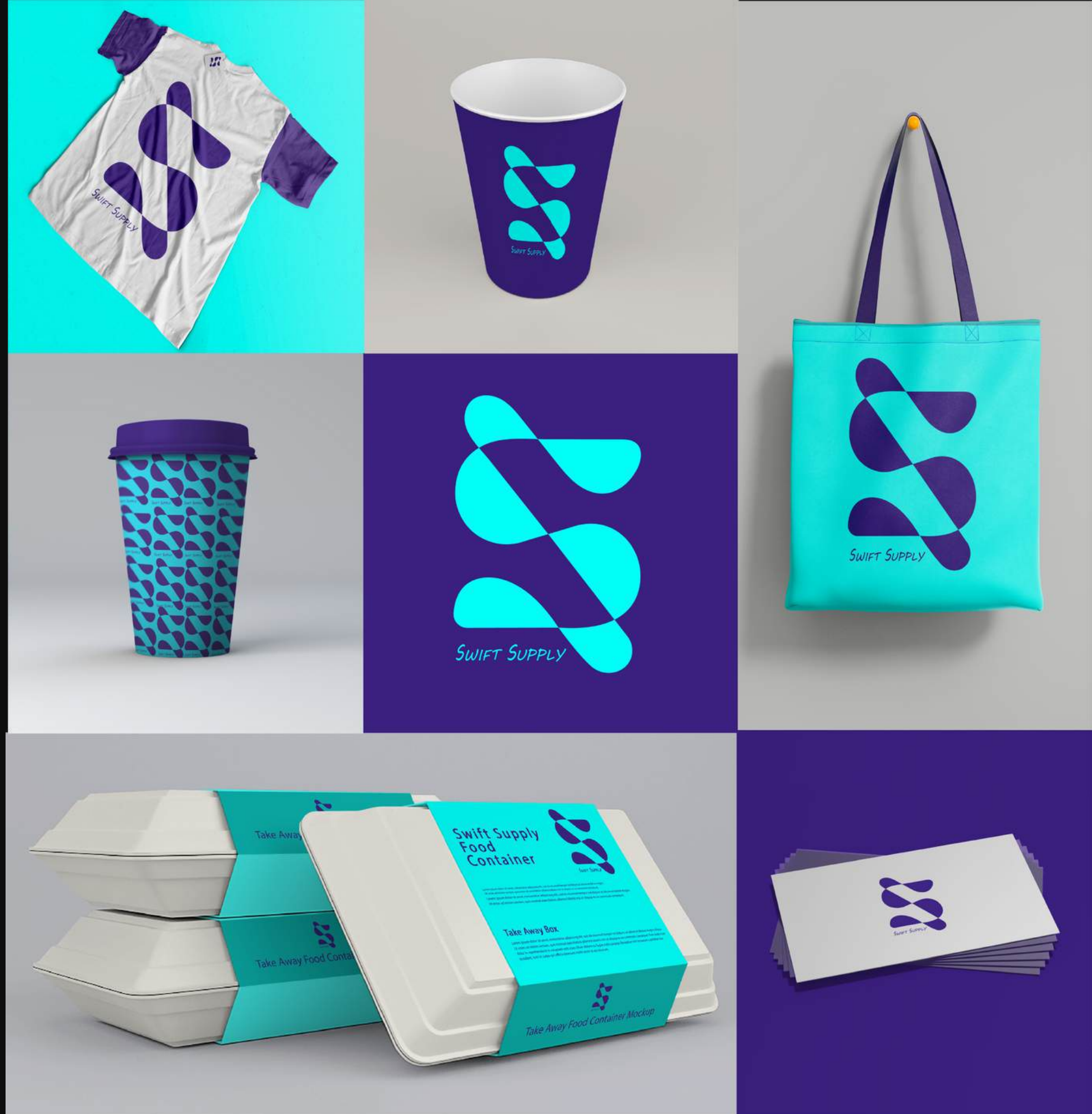
A full branding concept for a game-themed coffee shop, combining playful visual elements with cozy cafe aesthetics across web design, packaging, and merchandise.

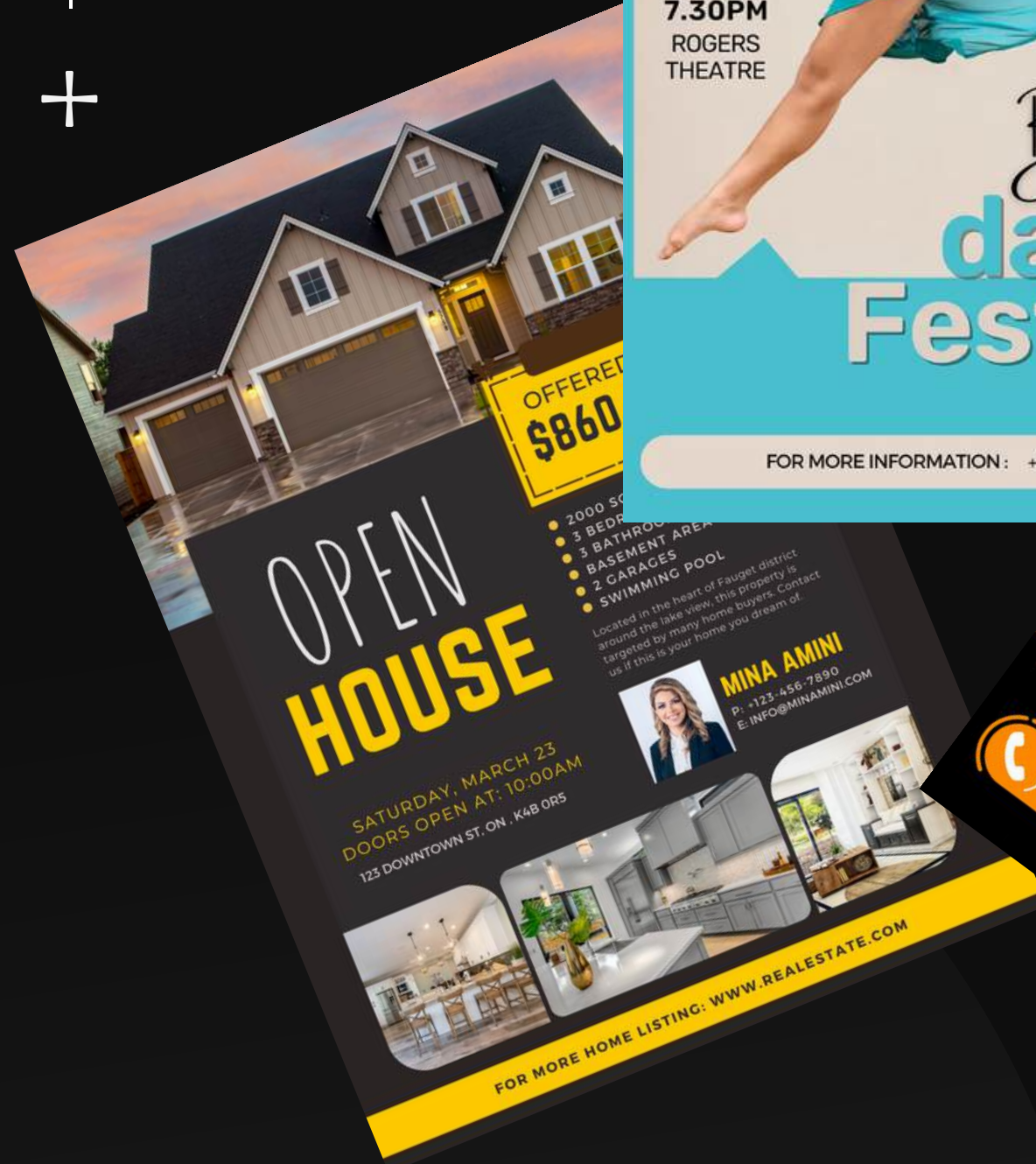




■ Brand Identity Design Swift Supply

A modern visual identity for a packaging and supply brand, featuring a dynamic logo, custom patterns, and branded merchandise across print and delivery materials.





■ Flyer Design Digital & Print

A variety of flyers designed for both digital promotion and print distribution, tailored to diverse industries such as beauty, fashion, wellness, and real estate — combining eye-catching visuals with clear messaging to boost audience engagement.



■ Logo & Business Card Design Peg Studio

A minimal and architectural logo created for an interior designer whose name begins with “P”, reflecting structure, precision, and elegance applied across tactile business card designs with a modern, clean aesthetic.





■ Traditional Logo Design Iranian Historical Research Group

A calligraphy-inspired emblem designed for a team of history researchers, combining Persian typography with ancient motifs and ornamental patterns. The stone texture and aged color palette evoke a strong sense of heritage, authenticity, and cultural depth.

■ Logo & Packaging Design Moo Milk

A playful and energetic brand identity created for Moo Milk featuring a hand-drawn cow-inspired logo and custom packaging for all flavored milk varieties (banana, strawberry, chocolate). The bold splashes, vibrant colors, and ingredient-driven visuals bring fun and freshness to every bottle.





■ Logo Design

Premium Coffee Brand

A warm and minimal coffee logo designed to reflect premium quality and comfort. The cup and heart shape convey both passion and care, while the subtle coffee bean pattern completes the brand's inviting feel.





■ Personal Logo Design Happiness Researcher

A minimalist and elegant logo designed for a happiness researcher, combining the initials “N” and “S” into a geometric symbol that reflects clarity, individuality, and calm. The client specifically requested a clean, modern look with subtle personal identity.



■ Logo & Brand Design

Indo Shop

A sleek and contemporary logo designed for an online fashion shop run by two co-founders. The name “Indo” derived from “these two” — was chosen as a mutual agreement between the clients to reflect their partnership. The branding conveys simplicity, unity, and a confident online presence.





■ Logo Enhancement

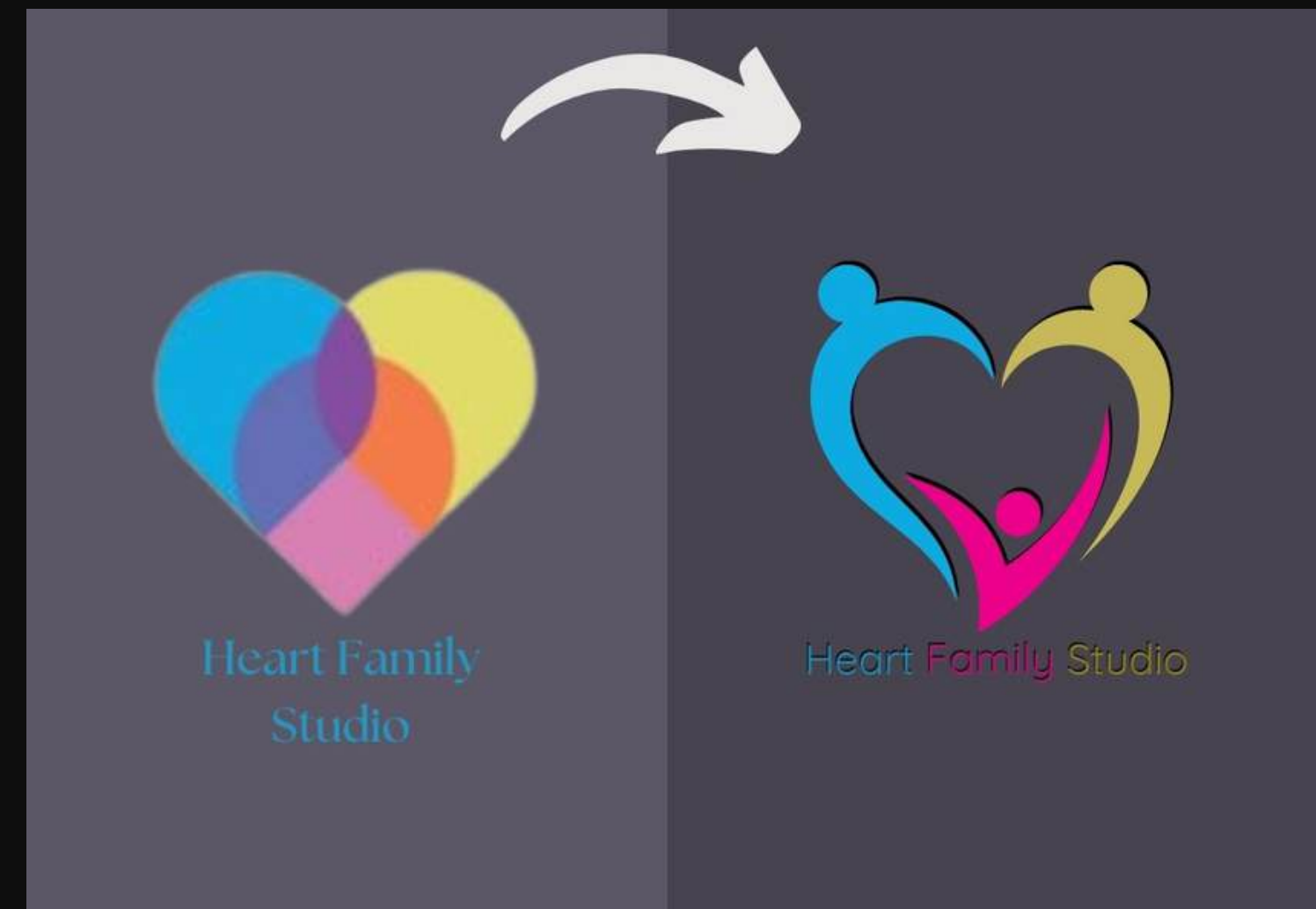
Royal Service with Roya

An upgraded version of the original logo, refined for better clarity, contrast, and elegance. The redesign maintains the core concept a key turning into a house while enhancing visibility, line precision, and brand presence to make it stand out more confidently across digital and print platforms.

■ Logo Re-design

Heart Family Studio

An updated logo concept developed to replace the previous abstract heart with a more meaningful and human-centered design. The new visual captures the essence of family connection through dynamic figures forming a heart shape, while maintaining vibrant colors and enhancing clarity and emotional resonance.



■ Ad Design

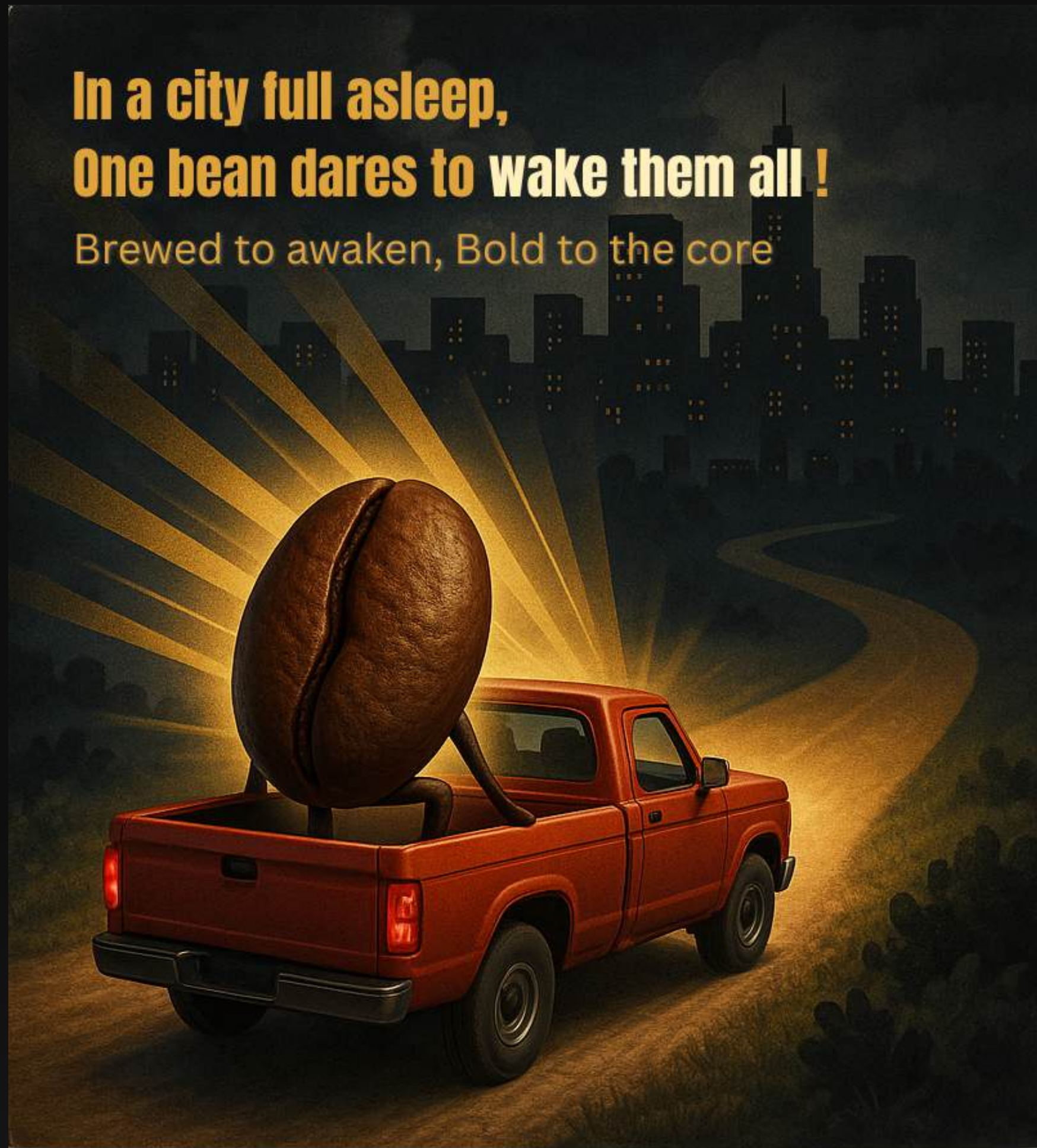
Orange Juice Campaign

A vibrant and explosive visual showcasing the pure intensity of 100% pulp-free orange juice. The splash captures freshness and flavor in motion — bold, juicy, and impossible to ignore.



**In a city full asleep,
One bean dares to wake them all !**

Brewed to awaken, Bold to the core



■ Ad Design Coffee Campaign “Awaken the City”

A bold, cinematic ad featuring a giant coffee bean driving through a sleeping city. With powerful lighting and storytelling visuals, it delivers the message:

“Brewed to awaken, Bold to the core.”

■ Poster Design

Photoshop - Concept Art

A surreal and poetic poster designed in Photoshop, blending human form with floral elements to evoke inner beauty, transformation, and calm. The butterfly at the core adds a touch of symbolism — a quiet emergence from within.





■ Conceptual Poster Design Photoshop Collage

A bold surreal poster designed in Photoshop, merging a clenched fist and a screaming face to symbolize inner rage, suppressed voices, and the raw power of expression. The visual tension invites the viewer to confront emotion head-on.

■ Poster Design Photo Manipulation

When imagination breaks the screen!

A surreal digital composition created in Photoshop, blending cinematic depth and dynamic energy to visualize the ultimate 3D viewing experience. This manipulation pushes the limits of reality and brings action to life right into your living room!





■ Poster Design Tehran

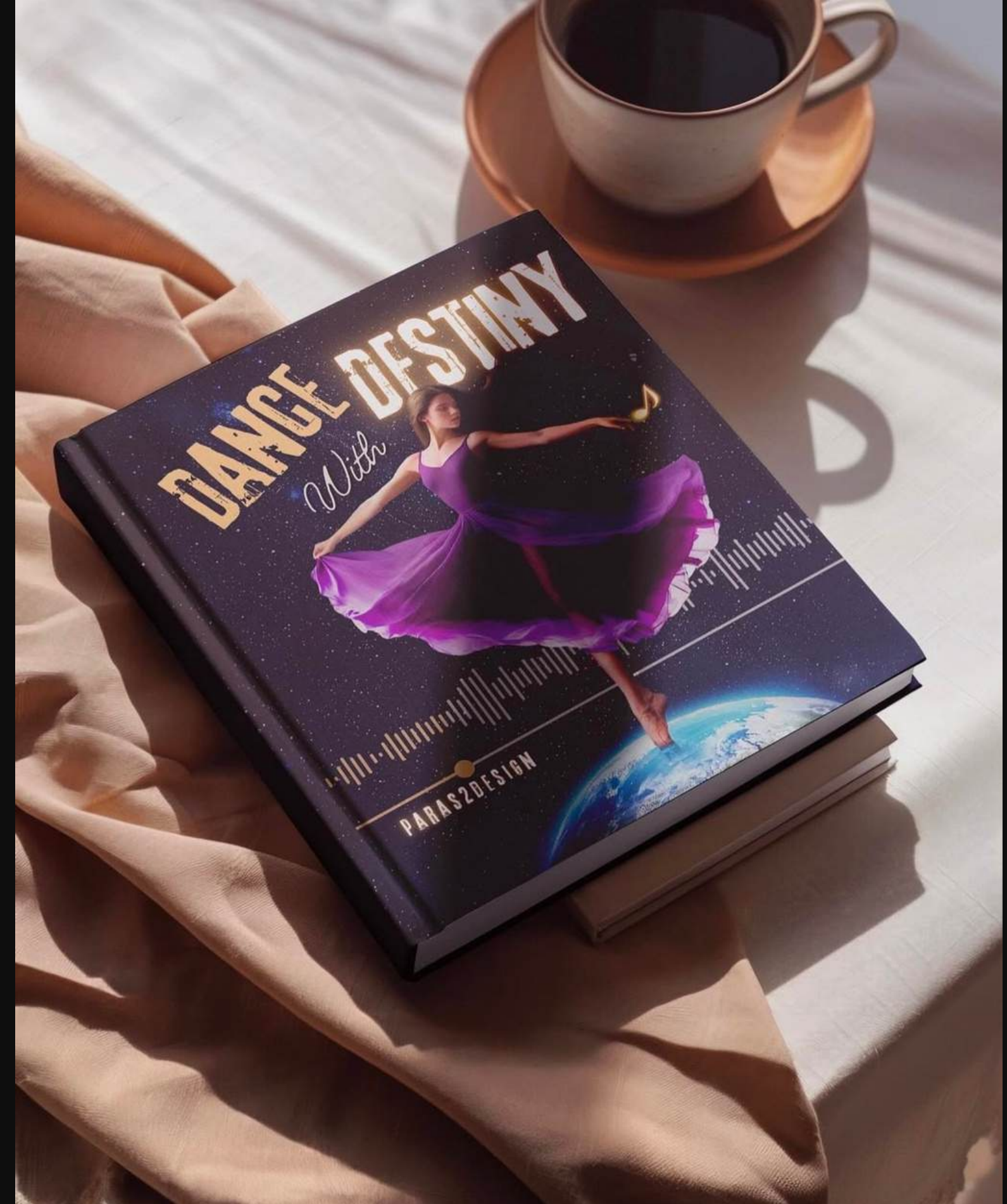
A stylized nighttime poster inspired by the urban rhythm of my city, Tehran. The city's name is creatively integrated into high-rise buildings under a crescent moon, blending typography with skyline illustration to capture the mood of a sleepless metropolis.





■ Book Cover Design “Dance with Destiny”

A visually striking book cover designed to reflect the poetic and empowering theme of embracing one's fate. Featuring a cosmic atmosphere and a dynamic dancer in motion, the design blends elegance and energy — symbolizing a graceful journey across space and self-discovery.





I appreciate your interest in my work!

I'm open to new opportunities, freelance
projects, and creative collaborations



Please contact me at:
parastoo.moghaddas@gmail.com
www.paras2design.com