

Digital Content & Web Design Portfolio

Shahin Kashani nasab

Digital Content & Web Design Specialist

Selected work in web design, content creation, graphic design, and multimedia production.
Creating effective digital experiences that help businesses communicate and grow.

Introduction

Welcome to my portfolio!

I am a Digital Content & Web Design Specialist with experience in website development, visual communication, and multimedia content production.
Having worked with businesses across different industries, I combine creativity, technology, and problem-solving to deliver practical digital solutions.
This portfolio presents selected projects that reflect my technical expertise and professional approach to digital design and content creation.



About Me

Hello, I'm Shahin Kashani Nasab.
With over 10 years of experience in graphic design and visual communication, and more than 5 years in web design and development, I create user-focused digital experiences by combining design, content, and technology. I enjoy transforming ideas into practical solutions and continuously expanding my skills through modern tools, emerging technologies, and AI-assisted workflows.



Areas of Expertise

- Web Design & Development
- Digital Content Creation
- Graphic Design
- Visual Identity Design
- Video Production & Editing
- Photography & Videography

Core Skills

- Website Management
- Website Optimization
- Visual Communication
- Technical Problem Solving
- Content Creation
- SEO Fundamentals
- Creative Ideation



Tools & Software

Web:
WordPress
Elementor Pro
WooCommerce
HTML
CSS
JavaScript
CPanel

Design:
Photoshop
Illustrator
InDesign
CorelDRAW

Video & Audio:
Premiere Pro
After Effects
Audition

Analytics & SEO:
Google Analytics
Search Console
Rank Math
Yoast SEO

AI & Productivity: AI Tools • Prompt Engineering

Web Design Projects

The following projects highlight my experience in designing and developing websites for businesses in different sectors. Each project reflects my approach to combining usability, visual design, and technical functionality to create effective digital experiences.

From corporate websites to business-focused online platforms, these projects demonstrate my skills in WordPress development, responsive design, content organization, and website optimization.

Featured Projects



Jahan Gallery

Luxury Fabrics & Interior Textiles Brand



Project Overview

Jahan Gallery is a luxury interior textiles brand based in Tehran, specializing in premium curtain fabrics, upholstery fabrics, and wall coverings. As the exclusive representative of Chicca Orlando Italy in Iran, the company sought to strengthen its digital presence and position itself as a premium brand within the luxury interior design market.

The objective of this project was to create a visually refined corporate website that reflects the brand's identity, showcases its product collections, and provides an elegant digital experience for potential customers and business partners.

Client	Jahan Gallery
Year	2024
Website	jahangallery.com

My Role

Lead Web Designer & Digital Content Specialist

- Website Planning & Information Architecture
- UI Design & Visual Direction
- WordPress Development
- Custom HTML & CSS Implementation
- User Experience Optimization
- Social Media Content Production

Results & Impact

This project extended beyond website development and contributed to strengthening the brand's digital presence through visual communication, content creation, and audience engagement. The website was designed to support a premium brand image while providing easy access to product collections, showroom information, and social media channels.

Key Achievements

- Increased Instagram audience from 3,000+ to 13,000+ followers within two months
- Produced content that generated over 1.3 million views on Instagram
- Created a custom online catalog system for luxury curtain fabrics, upholstery fabrics, and wall coverings
- Developed a responsive experience for desktop and mobile devices
- Established a visual identity aligned with the brand's luxury positioning
- Improved accessibility to showroom locations and social media channels

Technologies Used

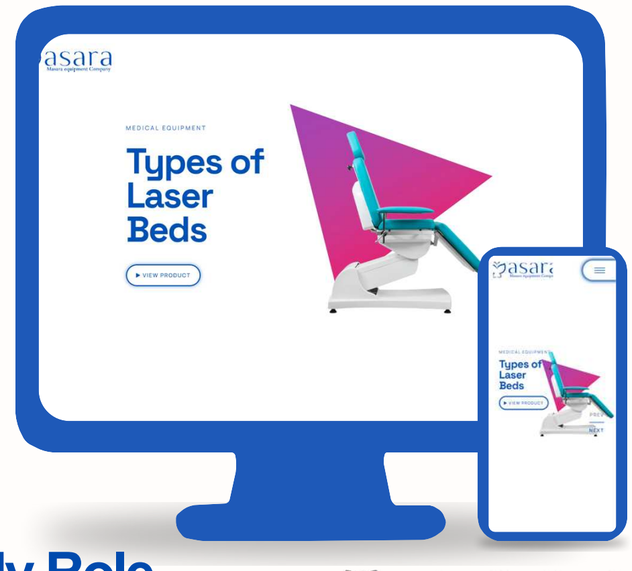
- WordPress
- Elementor Pro
- HTML
- CSS
- CPanel
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro





Masara Equipment

Medical & Aesthetic Technology Supplier



Project Overview

Masara Equipment is a medical and aesthetic technology supplier serving clinics, healthcare providers, and beauty professionals.
The objective of this project was to create a modern and professional corporate website that presents advanced medical equipment while establishing credibility and trust within the healthcare industry.

Client	Masara Equipment
Year	2025
Website	masaraequipment.com

Key Achievements

- Designed a clean and modern website aligned with the medical technology sector
- Created a user-focused content structure for presenting products and services
- Developed custom page layouts using WordPress and Elementor Pro
- Applied visual design principles to strengthen brand credibility and professionalism
- Optimized navigation to improve user access to products and company information

My Role

asara
Masara equipment Company

Lead Web Designer

- Website Planning & Structure
- UI Design & Visual Direction
- WordPress Development
- Content Layout & Presentation

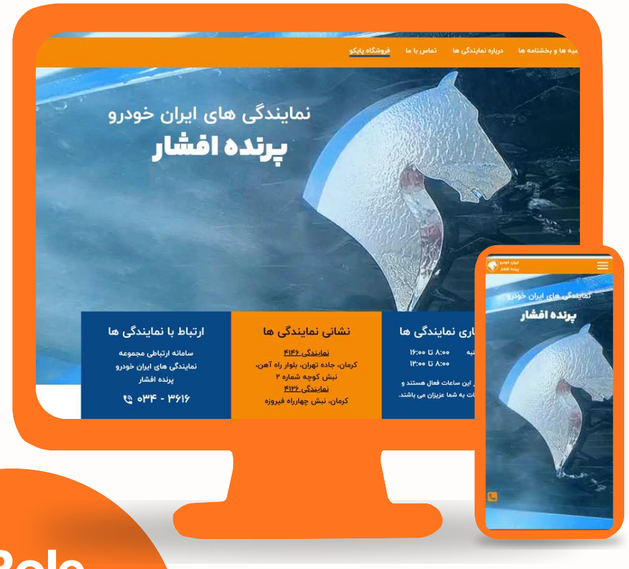
Technologies Used

- WordPress
- Elementor Pro
- HTML
- CSS
- CPanel
- Adobe Photoshop
- Adobe Illustrator

Parandeh Afshar

Authorized Dealership Group

Official Website for an Authorized Iran Khodro Dealership Group



Project Overview

Parandeh Afshar operates two authorized Iran Khodro dealerships in Kerman, Iran. I designed and developed a responsive corporate website that strengthens the dealership group's professional image while making services, locations, contact information, and company achievements easy to access for customers.

Client	Parandeh Afshar
Year	2024
Industry	Automotive
Website	parandehafshar.ir

Key Achievements

- Designed a fully responsive corporate website
- Produced original photo and video content
- Created an intuitive user-focused experience
- Improved customer access to dealership information
- Strengthened brand credibility with a consistent visual identity

My Role

Lead Web Designer & Digital Content Specialist

- Website Strategy
- UI Design
- WordPress Development
- Photography & Videography
- Video Editing

Technologies Used

- WordPress
- Elementor Pro
- HTML
- CSS
- CPanel
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro

1001 Shab Clinic

24/7 Medical Clinic

Patient-Centered Healthcare Website

Client	1001 Shab Clinic
Year	2026
Industry	Healthcare
Website	1001shabclinic.ir

Project Overview

The goal of this project was to create a calm, trustworthy, and patient-focused digital experience for a multi-specialty healthcare clinic. The website introduces medical departments, improves access to healthcare information, and helps visitors quickly find services, contact details, and directions. The visual identity emphasizes cleanliness, professionalism, and reliability.

Project Focus

Creating a calm and trustworthy digital experience for patients through clean design, intuitive navigation, and consistent visual identity.



MEDICAL CENTER

Technologies Used

- WordPress
- Elementor Pro
- HTML
- CSS
- CPanel
- Adobe Photoshop
- Adobe Premiere Pro
- Google Maps Integration

Design Highlights

- Designed a fully responsive healthcare website
- Created a clean, patient-friendly user experience
- Produced original photography and promotional videos
- Organized medical departments for easy navigation
- Simplified access to healthcare services across all devices.

My Role

Lead Web Designer & Visual Content Producer

- Healthcare Information Architecture
- User-centered UI Design
- WordPress Development
- Visual Identity Design
- Photography & Videography
- Photo Retouching
- Video Production & Editing
- Medical Content Presentation

Saeid Zanganeh

Tailoring & Garment Alteration Studio

Professional Website for a Premium Tailoring Studio

Project Overview

This project focused on helping a local tailoring studio establish a recognizable digital presence and attract new customers. The visual identity, logo, website, and overall brand experience were designed to reflect craftsmanship, attention to detail, and premium tailoring services. The website was also structured with SEO fundamentals to improve local visibility and support long-term business growth.

Project Focus

Building a strong local digital presence through branding, website design, and search visibility.

Client	Saeid Zanganeh Tailoring
Year	2024
Industry	Fashion & Tailoring
Website	saeidzanganeh.ir



Project Impact

- Developed a complete visual identity, including logo, branding, and website design
- Created a user-focused website to attract local customers and strengthen online visibility
- Implemented an SEO-friendly website structure to support long-term organic growth
- Launched a promotional campaign that generated high customer demand, leading the client to conclude the campaign ahead of schedule
- Strengthened the studio's premium positioning through consistent branding and visual communication.

My Role

Lead Web Designer & Brand Identity Designer

- Brand Identity Design
- Logo Design
- Website Strategy
- WordPress Development
- UI Design
- Local SEO Structure
- Local Digital Strategy

Technologies Used

- WordPress
- Elementor Pro
- HTML
- CSS
- CPanel
- Adobe Photoshop
- Adobe Illustrator

Brand Identity & Graphic Design

Building Memorable Brands Through Strategic Design

I create visual identity systems that help businesses communicate consistently, strengthen brand recognition, and stand out across digital and print media.

WHAT I DO

Logo Design
Unique and memorable logos.

Business Stationery
Professional branded stationery.

Brand Identity Systems
Complete visual identity systems.

Print Design
Print-ready publications and packaging.

Marketing Materials
Brochures, flyers, banners, and catalogs.

Social Media Graphics
Creative visuals for digital platforms.

Design Approach

Clean, strategic, and consistent design focused on creating meaningful brand experiences.



Brand Identity Project



Eskan Sarv Construction Company

Brand Identity Design & Visual Applications

Project Description

Eskan Sarv is a construction company focused on quality, precision and sustainable building solutions.
The objective of this project was to create a professional and trustworthy visual identity that reflects strength, precision, and long-term reliability while remaining suitable for both print and digital applications.



Color Palette

Typography

Aa Playfair Display
Bold / Medium / Regular

Key Values

Trust Quality Sustainability

Deliverables

- Logo System
- Business Card
- Letterhead
- Envelope
- Signage
- Safety Helmet
- Billboard
- Stationery

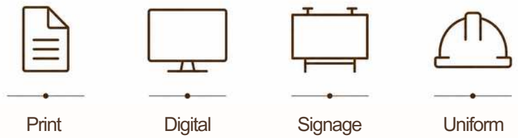
My Role

- Brand Identity Design
- Logo Design
- Visual Identity System
- Print Design
- Brand Applications





Application Areas





Outcome

- Stronger professional appearance
- Consistent visual identity
- Improved brand recognition
- Ready for print and digital use

Additional Logo Design & Brand Identity Projects







This collection showcases selected logo design and brand identity projects created for businesses across various industries. Each project reflects a strategic approach to building distinctive, consistent, and memorable visual identities through thoughtful design and practical brand applications.







Video Editing & Motion Design

From social media content to promotional videos, I create engaging visual stories that help brands communicate more effectively. My work combines clean editing, motion graphics, and platform-focused content tailored for modern digital marketing.

I produce professional video content for social media, marketing campaigns, and brand communication. My experience includes editing promotional videos, creating Instagram Reels, motion graphics, logo animations, and short-form content optimized for digital platforms.



WHAT I DO

- Video Editing
- Motion Graphics
- Instagram Reels
- Promotional Videos
- Logo Animation
- Social Media Content

TOOLS I USE

- Adobe Premiere Pro
- Adobe After Effects
- Adobe Media Encoder
- CapCut

Selected Projects

01 Million-View Interview Reel
For Jahan Gallery

Produced a high-performing Instagram Reel campaign from a six-hour founder interview, combining strategic storytelling, editing, and publishing optimization to achieve over 1.3M views and 10K+ new followers.



WHAT I DID

Creative Direction
Led the creative vision and managed the complete production process. 6-hour interview recorded with 3 cameras and 1 lapel microphone.

Script & Interview
Planned the interview, wrote the script, and hosted the conversation.

Thumbnail Design
Designed an attention-grabbing thumbnail for maximum reach.

Video Editing
Edited the final reel, synchronized audio, added subtitles, and polished pacing. Edited in Premiere Pro.

Instagram Strategy
Optimized publishing time, hashtags, caption, and content performance.

Multi-Camera Production
Directed a three-camera setup and coordinated the production workflow.

Results

Jahan Gallery
@jahangallery.official

754	14.2K	387
Posts	Followers	Following

1.3M+
Views in the first 48 hours

10K+
New Followers in just 2 days

333%
Audience Growth
Expanded the audience from 3K to 13K followers

2 Months
Project Duration

02 Product Teaser Video
For Arcana

Created a cinematic promotional teaser for Arcana's new cosmetics collection. The project included studio production, professional lighting, product cinematography, and post-production to emphasize the premium quality of the brand.

WHAT I DID

Studio Production
Filmed in Our studio with cinematic lighting and multiple techniques.

Cinematic Lighting
Used backlight, key light, moving light and creative setups to create a luxury feel.

Equipment
Filmed using Sony Alpha series camera for high-end quality.

Editing & Music
Edited in Premiere Pro, added music and synchronized cuts for maximum impact.

Final Output
Delivered a 62-second teaser reel optimized for instagram





Photo Editing & Image Retouching

I create clean, realistic, and high-quality photo edits for commercial, advertising, and digital content. From advanced retouching to AI-assisted image enhancement, I focus on producing visuals that are polished, natural, and ready for professional use.

My expertise includes high-end Photoshop editing, portrait retouching, photo restoration, compositing, object removal, color correction, lighting enhancement, and AI-powered image generation. Every image is optimized to meet both creative and commercial standards.

WHAT I DO

- High-End Retouching
- Photo Manipulation
- Object Removal
- Color Grading
- AI Image Editing
- Photo Restoration

TOOLS I USE

- Adobe Photoshop
- Adobe Lightroom
- Adobe FireFly
- ChatGPT (Prompt Design)







Selected Projects

Before



After



High-End Retouching

Skin, lighting and detail enhancement

Before



After



Photo Manipulation

Compositing and creative manipulation

Before



After



Object Removal

Removing distractions for a clean look

Before



After



Color Grading

Color correction and mood enhancement

Before



After



AI Image Editing

Ai-powered enhancement, prompt design and generation

Before



After



Photo Restoration

Repairing and restoring old photos

EDUCATION & CERTIFICATIONS

EDUCATION

M.Sc. Civil Engineering — Construction Management
Eyvanakey University · 2020

B.Sc. Civil Engineering
University of Science & Culture · 2017

Technical & Professional Certifications

Adobe Photoshop — Professional Skills Certificate (2022)
State Technical & Vocational Training Organization

Adobe Illustrator — Professional Skills Certificate (2023)
State Technical & Vocational Training Organization

Adobe Premiere Pro — Professional Skills Certificate (2023)
State Technical & Vocational Training Organization

Adobe After Effects — Professional Skills Certificate (2023)
State Technical & Vocational Training Organization

Adobe InDesign — Professional Skills Certificate (2023)
State Technical & Vocational Training Organization

ICDL — Professional Skills Certificate (2022)
State Technical & Vocational Training Organization

Additional Technical Qualifications

AutoCAD — Professional Skills Certificate (2023)
State Technical & Vocational Training Organization

Revit Architecture — Professional Skills Certificate (2023)
State Technical & Vocational Training Organization





Thank you for taking the time to review my work.

Shahin Kashani Nasab

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