

SARVENAZ PARISH

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Professional Summary

Resourceful, dependable, and goal-oriented academic with eighteen years of experience devoted to teaching creative and technical skills via dynamic and stimulating lessons while adapting teaching methods to students' needs. Self-motivated professional with excellent analytical abilities paired with excellent interpersonal skills and strong presentation talents.

Skills

- Branding
- Posters, Logotype, book covers
- Presentations
- Web Design
- Digital Painting, Media Art
- Illustrations
- Conceptual Art
- Training Program Design and Delivery
- Public Education
- Project Management

Education

- 2017 **Ph.D.:** Art Research
Dual degree – Freie University of Berlin and Alzahra University of Tehran
Thesis: *The Application of Conceptual Metaphor Theory in the Creation of Innovative Images*
- 2005 **Masters:** Visual Communication
Art and Architecture University, Tehran, Iran
Thesis: *Aesthetics of Peace in Contemporary Poster Design*
- 2002 **Bachelor:** Graphic Design
Art and Architecture University, Tehran, Iran
Thesis: *The Evolution of Typography from the Visual Point of View*

Certificate/honours

- 2021-2022 **Internationally Educated Professionals (IEP) York University, Canada**
- 2021 **OSLT (Occupation Specific Language Training), Seneca College, Canada**
- 2019 **Visiting Scholar (OISE), University of Toronto,**
One-year research scholarship hosted by the University of Toronto, Canada; focus on the role of visualization in scientific education and literature illustration.

Work History

Partial load professor

Seneca College- Toronto, Canada

09/2022 to Present

- taught design thinking, UX/UI design and foundation of visual design and a variety of thinking skills to anticipate and solve problems visually
- Taught experiential/environmental graphic design and developed the visual aspects of wayfinding, communicating identity and information, and shaping the idea of place.
- Demonstrating a fundamental knowledge of the techniques and terminology of art history.
- Developing a personal creative direction for students using a variety of design techniques.

Medical Artist & Digital Anatomy Painter

05/2020 to Present

University of Auckland – Auckland, New Zealand

- Drawing scientific diagrams of human anatomy using Adobe Illustrator and converting 2D images to 3D images with Adobe Photoshop.
- Producing layout design and mood boards on various projects using Adobe InDesign
- Concept development and collaboration with colleagues on various design projects.
- Planning for Design Thinking, problem-solving

Medical Illustrator & Layout Designer

05/2020 to Present

University of Toronto – Toronto, Canada

- Created hyperrealism anatomy drawings for the human figure and inner organs from scientific definitions and imagination.
- Managed organization systems and conducted presentations.

Instructor

02/2019 to 05/2020

Petrel College – Toronto, Canada

- Developed new curriculum for new courses and implemented interactive learning methods regarding visual design principles.
- Taught creative branding, UI/UX Design within an online classroom environment by meeting module and program objectives as set out in the curriculum.

Senior Lecturer & Head of Graphic Design Department

01/2014 to 09/2018

Sooreh Art University – Tehran, Iran

Graphic Design Department

- Developed creative branding, logo design, poster, brochure, web design, advertising, and typography.
- Planned and facilitated several international exhibitions of students works.
- Designed and taught corporate branding of print and digital material for financial, retail, educational, and medical institutions.
- Created visually engaging and innovative web-based and mobile products.

Illustration Department

- Introduced new learning methodology based on PhD theses on cognitive illustration and writing components to create purposeful art
- Taught Graphic Novels, advanced drawing, painting and sculpting as well as Character Design, Editorial, Packaging, Pattern and Label.
- Worked cooperatively with other instructors and staff to develop the initiative curriculum, policies and promotion.

Lecturer

07/2015 to 05/2017

Art University of Tehran – Tehran, Iran

- Taught Layout, Editorial, Packaging, Graphic Novel, Children's Book Illustration.
- Instructed on graphic novel, children's book illustration, and critical analysis essays.
- Conducted high quality research and disseminated its results, presenting and publishing research output, investigating and negotiating collaborative/joint projects with potential partners, and supervising Masters' students' theses.

Instructor

10/2013 to 05/2014

University of Applied Science & Technology – Tehran, Iran

- Taught Adobe Creative Cloud and Microsoft Office by using adaptive and inclusive student engagement methods.
- Taught traditional and digital illustration by using various illustration materials, tools, software and techniques.
- Evaluated student performance fairly and consistently at mid-terms and final with the consideration of curricular requirements and deadlines.

Lecturer

10/2007 to 10/2013

Art & Architecture University – Tehran, Iran

- Taught Principal and Fundamental Visual Arts and picture and Children's Book Illustration.
- Taught Commercial Illustration, Cultural Illustration, Pre-Press Preparing and Typography.

Publications

Articles

- Parishanzadeh, S., Hoseini, M. and Dadvar, A., 2016. Comparative Study of Conceptual Metaphor Theory in Illustration and Poem. *Kimiya-ye-Honar*, 5(18), pp.95-110.
- "Conceptual metaphor of "light" in Rumi's poems". *Allame University, ISC Conference, Tehran, Iran*

- Parishanzadeh, S., Dadvar, A. and Hoseini, M., 2016. A study into the motifs of the otherworldly myths.

Illustration for publication

- Parish, Sarvenaz. "A Retrospective Cohort Study of Healthcare Utilization Associated with Paravertebral Blocks for Chronic Pain Management in Ontario." *Canadian Journal of Pain*, Feb. 2021, <https://doi.org/10.1080/24740527.2021.1929883>.
- Parish, Sarvenaz. "Pediatric Paranasal sinuses—Development, Growth, Pathology, and Functional Endoscopic Sinus Surgery." *Clinical Anatomy*, Apr. 2022, <https://doi.org/10.1002/ca.23888>.

Books

- Parishanzadeh, S. (2018) *The Principles of Cognitive Illustration (With a look at Rumi's lyrics)*, Mehr-e-Norouz publishing, Tehran, Iran
- Parishanzadeh, S. Mohamadi, M. (2015). The visual structure of the version of the illustrated manuscript "Mehr and Moshtari" in the Fatih Library of Istanbul. *Manuscript Research, Tehran, Iran* (Book Chapter)

Presentations

- Parishanzadeh, S. 2018. The phenomenological hermeneutics of contemporary conceptual art. *The Art in Society. Thirteenth international conference, Vancouver, Canada*
- Parishanzadeh, S. 2016. Title: "Participation in international conference. Iran and Europe in the mirror of history. *Sofia University, Sofia, Bulgaria*
- Parishanzadeh, S. 2016. Seminar Rumi's lyrics illustration. In the mirror of Iranian Art. *National gallery of Bulgaria*

Awards

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| 2020 | Certificate of Community Service for Volunteering Cultural Activities, Cyrus Foundation, Toronto, Canada |
| 2018 | Certificate of Merit for Excellence in Creative Visual Art teaching in elementary schools |
| 2016 | Certificate of Excellence in the first biennial, Iran and Europe in the mirror of history, Sofia University, Bulgaria |
| 2016 | Outstanding Graphic Novel, the festival of Children and Young Adults Development Institute, Iran |
| 2012 | Children's book first prize, the festival of Children and Young Adults Development |

	Institute, Iran
2011	Best poster award, Festival for Art Universities Lecturers, Iran
2011	Best picture award, Art and Architecture University, Iran
2010	Children year's book, Culture Ministry of Iran
2008	Outstanding writer, Book house, Iran
2004	Kharazmi Scientific & Cultural Festival, Iran

Technical Proficiencies

- Photoshop
- InDesign
- Illustrator
- Adobe XD
- MS Office Suite
- Miro

**Memberships | Professional member of Graphic Designers of Canada, International ASIFA, Art Research Society, Illustrators Society

References Available Upon Request
