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/ Personal Statement

- / Graphic Design graduate with over fifteen years' experience of demonstrated success performing a variety of roles within various agencies and companies.
- / Solid knowledge of user-interface design and web/mobile application workflow, successfully transforming business objectives into compelling, user-centered visual productions.
- / Well-developed ability to plan, design and execute tasks in busy, demanding work environment while ensuring high quality service.
- / Ability to create friendly, well organized and customer-oriented working atmosphere.

/ Work Experience

Moved to San Fransisco Bay Area - February 2017

Freelance Multidisciplinary Designer

September 2001– Present

Recent accomplishments:

- / Designed new user interface that increased click-through by 16.4% for ParsOnline (a major ISP in Iran) - 2016
- / New website Increased ProWall (home decor) sales by 28% in 3 months - 2015

In addition to collaborating with independent businesses, I have worked with well-known companies and organizations such as LG Electronics, P&G, Mitsubishi, Unicef and MTN.

Skills

Detail-oriented, Positive, Passionate, Quick-learner, Highly adaptable, Ambitious, Self-motivated, UX mindset, Flexible team player able to perform independently with minimal supervision.

Tools

Adobe Creative Suite

Photoshop, Illustrator, Dreamweaver, InDesign

Microsoft Office

Word, Excel, Outlook, PowerPoint

Sketch, InVision, Proto.io

Adobe XD

Bootstrap, Foundation

SilverStripe, WordPress

Github, Trello

Rhinoceros, Font Studio

Skills

HTML5	● ● ● ● ●
CSS3	● ● ● ● ●
SASS	● ● ● ● ○
JavaScript	● ● ● ○ ○
XML	● ● ○ ○ ○
PHP	● ● ○ ○ ○

Co-Founder & User-Interface Designer

Kishtrip

May 2012 – June 2016 Tehran, Iran

A premiere Kish Island travel resource website. Visitors to the site will find exhaustive guides to many popular travel spots that include up-to-date listings of sights, hotels, eateries, etc.

- / Conceptualized, planned and executed original designs for a wide range of website properties.
- / Used site analytics and metrics to define and monitor success.

Senior Graphic Designer

LG Electronics

April 2010 – October 2011 Tehran, Iran

- / Effective ATL and BTL advertisement designs which helped sales growth.
- / Created ads, road-show booth, event designs for 2 lucrative shopping festivals.
- / Localization & brand development based on media kits and Style Guides.

Graphic Designer

Booria CAD/CAM Systems

April 1999 – December 2006 Tehran, Iran

- / Created first installer wizard and CHM help files for softwares in Iran with compelling visuals which made a big impact on customer satisfaction.
- / Designed virtual images for 3D texture mapping which efficiently supports the designing, marketing and sales groups to stay ahead in the market.
- / Software Interface design for the first time in Iran.
- / Branding, packaging design and advertisements for all time best-selling Iranian software (Parsa 2001)

/ Honor & Award

Best in Marketing Solutions Category

Apr 2017

FishBowl Hackathon, Santa Clara, CA

Education

Islamic Azad University

Bachelor's Degree in
Graphic Design

1996 – 2006

Experienced in

Website Theme Design

E-Commerce Design

App Design

GUI

RTL Design

Landing Pages

Email Marketing

Social Marketing

Typography

Iconography

Motion Graphics

Banner Ads

Branding & Identity

Billboards

Catalogues

Infographics

Charts/Graphs

Roadshow

Exhibition Design

In-Store Marketing

Package Design

Book Cover

Magazine Design

Animation

Other Experiences

Drawing

Sketching

Watercolor

Colored Pencils

Screen-Printing

Photography

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