

# ALI ALAMSHAHI

## UI/UX Designer · Bachelors in Graphic Design

Pleasanton, CA

☎ (408) 892 60 41

@ ali.alamshahi@gmail.com

🖱 <http://alialamshahi.com>

Clear and firm understanding of graphic design processes and user experience principles to create innovative interaction designs through explorations, user flows, wireframes, and behavior specifications.

Effectively communicate designs across teams using engaging presentations, collaboration tools, prototypes, and narrative vision.

Well developed ability to translate wireframes and other UI specifications into compelling visual productions.

### Areas of Expertise

User Experience · Interface Design · Interactive Design · Prototyping · Wireframing · Graphic Design · Team Management · Adobe Creative Suite · HTML, CSS, Sass, JS, jQuery · Sketch, Figma, InVision · Microsoft Office · Bootstrap · WordPress, SilverStripe

- Solid understanding of hand-held device/web/print graphics techniques & production practices.
- Well-developed ability to plan, prioritize and execute tasks in busy, demanding work environment and meet project deadlines while ensuring a high-quality product.
- Logical thinker capable of envisioning complex user flows.
- Highly experienced in landing page design, utilizing analytics, and email marketing.

### Work Experience

#### Visual Designer/Marketing Manager - 2017 to Present

##### OCSC SAILING

- New newsletter email design improved open rate by 16.4%
- Several site section redesign/modify, including landing pages, course and vacation pages.
- Provide wireframes and prototypes for further expansions including e-learning platform and members dashboard.
- Successfully launched Google AdWords campaigns. Utilize Google analytics for tracking, goal measurement and reporting on the performance of all digital marketing campaigns.
- Design a variety of print and digital collateral materials.
- Design, build and maintain social media presence.

#### User-Interface Designer - 2012 to 2016

##### Kishtrip

- Conceptualized, planned and executed designs for a wide range of website properties.
- Conducted usability testing, optimized the UX.
- Used site analytics and metrics to define and monitor success.

## Freelance Multidisciplinary Designer - 2001 to Present

- Provided UI/UX Design, Creative Direction, and Marketing Campaign Strategy and Design Services.
- In-Depth Analysis of Data to Optimize Efficiency Within Each Communication Channel.

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

### Recent Accomplishments

- Designed new user interface that increased subscriptions by 16.4% for ParsOnline - 2016
- New website Increased ProWall (home decor) sales by 28% in 3 months - 2015
- Won approval from difficult stakeholders by designing detailed wireframes for every screen and state - Arian Motor 2015

## Senior Graphic & User Interface Designer - 2010 to 2011

### LG Electronics

- Effective ATL and BTL advertisement designs.
- Implemented advanced user interfaces, ads, road-show booth, event designs for three lucrative shopping festivals.
- Localization & brand development based on media kits and style guides.

## Graphic & User Interface Designer - 1999 to 2006

### Booria CAD/CAM Systems

- Created desktop app Interface design, installer wizard, and CHM help files.
- Designed 3D texture mapping images which efficiently supports the designing, marketing, and sales groups.
- Designed marketing materials, including logos, business cards, promotional pieces, software packaging, in-store artwork, and e-newsletters.

## Education

### Bachelor's Degree in Graphic Design

Azad University (IAU) - 1996 to 2006

## Awards & Honors

### Best in Marketing Solutions Category

FishBowl Hackathon, Santa Clara, CA - 2017

[in](https://www.linkedin.com/in/alialamshahi) <https://www.linkedin.com/in/alialamshahi>

[🌐](https://dribbble.com/alamshahi) <https://dribbble.com/alamshahi>