

ALI ALAMSHAHI

UI/UX Designer • Bachelors in Graphic Design

Pleasanton, CA

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Solid knowledge of user-interface design, successfully transforming business objectives into compelling, user-centered interactive productions.

Coming from a diverse background of graphic design, traditional animation, and marketing in addition to a deep interest in psychology and human behavior.

Looking for an opportunity to bring my expertise into a position to create high-quality experiences.

Areas of Expertise

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

- Well-developed ability to plan and execute tasks in busy, demanding work environment while ensuring a high-quality product.
- Ability to create icon fonts, infographics, and charts.
- Experienced in landing page design, web site analytics, and email marketing.
- Optimization for reusable and re-purposeful source files.

Work Experience

Freelance Multidisciplinary Designer - 2001 to Present

- Provided creative direction web design, and promotional campaigns.
- Advised, trained and supported managers and stakeholders on new strategies.
- 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, 3com, 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 a difficult stackholder by designing detailed wireframes for every screen and state - Arian Motor 2015

User-Interface Designer - 2012 to 2016

Kishtrip

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.
- Conducted usability testing, optimized the UX.
- Used site analytics and metrics to define and monitor success.

Senior Graphic & User Interface Designer - 2010 to 2011

LG Electronics

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

Graphic & User Interface Designer - 1999 to 2006

Booria CAD/CAM Systems

Booria provides dedicated software and hardware products for carpet industry such as Carpet Designer, Carpet Weaver, Carpet Studio and more.

- Created desktop app Interface design, installer wizard, and CHM help files which made a big impact on customer satisfaction.
- 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 - 1996 to 2006

Awards & Honors

Best in Marketing Solutions Category

FishBowl Hackathon, Santa Clara, CA - 2017

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