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Summary

With a strong foundation in both creative concept development and technical implementation, I excel at turning ideas into contemporary, dynamic designs. My passion for digital media design drives me to constantly seek out new ideas and methodologies in my work.

In addition to my expertise in product design, I am skilled at multitasking and managing tight deadlines in a professional environment. I have a strong ability to work with minimal supervision and take on challenging tasks with ease.

I also pride myself on my excellent communication and interpersonal skills, which allow me to work effectively in a team setting while maintaining high standards of work ethics and responsibility. I am confident in my ability to bring value to any project through my creativity, collaboration, and competence.

Experience

Product Designer

Atisaz Bazar | آتی ساز بازار

May 2023 - Present (6 months)

my primary responsibility is to design and develop the brokerage website, user dashboard, and trading system.

I successfully led the first phase of the project, which involved redesigning Atisaz's website.

Through careful analysis and user research, I identified the main issues affecting user experience and devised an optimized user journey.

The result was a remarkable 400% increase in user interactions with the site.

This achievement showcases my ability to identify and address usability challenges while delivering impactful solutions.

Head of Product Design

Dorfack Financial Department

Aug 2020 - Feb 2022 (1 year 7 months)

- Set design requirements based on information from internal teams and user research.
- Identify new product improvement opportunities.
- Stay up to date on current industry trends and market conditions.
- Present product ideas to Managers for brainstorming
- Use 3D modeling software to design Special Illustration based on Ideas

Product Designer

Khorshid

Apr 2021 - Oct 2021 (7 months)

- Design interfaces that are exciting, beautiful, and usable.
- Execute all visual design stages from concept to final hand-off to engineering.
- Create wireframes, storyboards, user flows, process flows, and site maps to communicate interaction and design ideas effectively.
- Assist with organization, documentation, and communication of design requirements.
- Create style specifications & UI assets.
- Reviews final implementation with front-end developers to ensure design standards are followed.

Senior User Experience Designer

Farabi Brokerage Co.

Apr 2020 - Sep 2020 (6 months)

- Leads the gathering and formation of insights from user research and usability testing and applies user-centered design principles to identify design needs, craft design solutions, and deliver high-quality design.

- Redesigning main products of Farabi Brokerage
Such as Main Website, Amoozin, and Support website.

Brand Identity Manager / Visual Content Provider

Farabi Brokerage Co.

Dec 2019 - Apr 2020 (5 months)

- Working closely with the Brand and Marketing Director to define brand strategy
- Brand guardianship
- Contribution to the development of global design and visual communications strategies
- Interpretation and apply the brand identity system throughout the global network
- Direction of other creative professionals, demonstrating leadership capabilities among team members

Art Director

BimeBazar | بیمه بازار

Apr 2019 - Nov 2019 (8 months)

Creation of an overall theme for the Brand, reviewing and approving UI changes, and determining the best way to represent a concept visually.

Visual Designer

BimeBazar | بیمه بازار

Dec 2018 - Mar 2019 (4 months)

- Designing visual content for Instagram
- Developing concepts and layouts for product illustrations, company logos, and website
- Creating images and illustrations that identify a product (life insurance, third-party insurance, ...)
- Incorporating changes recommended by the art director into the final design

Design Consultant

Hostinja | هاستینجا

Jan 2018 - Jan 2019 (1 year 1 month)

Senior Visual Designer, UI Designer

Jan 2018 - Dec 2018 (1 year)

Production and execution of graphic design in applications, motion graphics, and social networks.



Design Consultant

HAMPA

Oct 2016 - Apr 2017 (7 months)

Composition of branding graphic design such as Logo, motion graphics, banner design, and online advertising.

Motion Graphic Designer

UNIC Studio

Mar 2015 - Jan 2016 (11 months)

Designing motion graphics and video editing of a thirty-one-part "Depth of field" series regarding the photographers of Iran's eight-year war in the 1980s.

3D Visualizer

Art Science Industry Company

Sep 2014 - Jan 2015 (5 months)

3D visualization design of architectural interior and exterior design.

Concept Designer

Arian Perfume Company

Sep 2013 - Jun 2014 (10 months)

3D visualization and representation of perfume and related products.

Education



Soore University

Master of Arts - MA, Animation, Interactive Technology, Video Graphics and Special Effects

2017 - 2019



University of Applied Science and Technology

Bachelor of Arts - BA, Graphic Design

2013 - 2017

Licenses & Certifications



3Ds Max Advance Certificate - Tehran Institute of Technology (MFT)



Presentation Design - INVERSE School

Skills

Product Development • UX Research • Design Thinking • Attention to Detail • Information Architecture
• User Experience (UX) • Customer Experience • User Interface Design • User Experience Design
(UED) • User-centered Design