

## PROFESSIONAL EXPERIENCE

<b>CanDo Academy</b>	One of the leading IT Training Center in Iran	Feb 2023 — Present
Design Director		Industry: Education
<b>Sekke Podcast</b>	Most Popular Persian Podcast about Economics	Oct 2020 — Present
Full-Stack Designer		Industry: Media Production
<ul style="list-style-type: none"><li>Redesigned user-flows, components, and visual identity</li><li>Delivered HQ design artifacts, lo-fi to hi-fi prototypes, pixel-perfect layouts, presentations &amp; documentation</li><li>Conducted interviews with stakeholders to discover and improve the usability of the product</li></ul>		

<b>Cinema Choob</b>		Nov 2022 — Jun 2023
UI/UX Designer	Industry: Office Equipment / Customs / Web-Development	
<ul style="list-style-type: none"><li>Led the design and development of high-end solutions for Cinema Choob's websites, including a complete visual identity redesign, optimization for web usage, and the implementation of a cohesive design system and style guide</li><li>Designed and developed the Gomrok24 app for the customs industry, creating a cohesive visual identity, conducting market research and user interviews, and crafting a visually engaging and intuitive user interface</li><li>Collaborated with IdehWeb Holding to develop a NodeJS-based CMS for worldwide customers, defining the visual identity and branding, creating a brand style guide, and designing visually stunning templates and layouts for high-end websites</li></ul>		

<b>Dayamode</b>	Official Giorgio Armani representative in Iran	Apr 2022 — Jun 2023
UI/UX Designer	Industry: Luxury & Sports Clothing Brand	

Dayamode is a luxury and sports clothing company based in Tehran, Iran, representing the official Italian company, Giorgio Armani. In addition, Dayamode owns the Iranian sports company Mel & Moj and sells products from other famous brands such as Superdry, Hackket, and Uhlsport.

- Redesigned local websites for several famous brands, including Superdry, Hackket, Uhlsport, and Mel & Moj
- Organized design systems based on brand visual guidelines to improve the overall user experience and flows
- Designed and implemented new features to enhance the UX using tools such as MS Clarity, Figma & Balsamiq
- Conducted user behavior analysis to find bottlenecks and improve the design using Google Analytics
- Managed weekly sprints using Jira Atlassian for organization and efficiency
- Designed advertising banners for the Najva platform to promote Dayamode's products
- Contributed to the ongoing development of Dayamode's brand and design strategies

<b>Nextle</b>		Dec 2019 — Mar 2022
UI/UX Designer	Industry: Design Studio	
<ul style="list-style-type: none"><li>Designed user interfaces and user experiences</li><li>Designed visual elements, such as brand design for various projects</li><li>Mentored and trained new designers and helping them start their careers in UX/UI design</li><li>Utilized my knowledge of SEO and Google algorithms to optimize projects for search engines</li><li>Exhibited a high level of creativity, attention to detail, and expertise in visual and UX/UI design</li></ul>		

<b>McGill University</b>	One of the leading universities in the world	Sep 2020 — Nov 2020
Visual Designer	Industry: Higher Education	
<ul style="list-style-type: none"><li>Designed an aesthetically pleasing and symbolic brand for the McGill Iranian Student Association (MISA) that reflected the needs of the organization and its Iranian culture</li><li>Focused on showcasing the friendship and calmness of the organization through the brand redesign</li><li>Conducted research to understand MISA's needs and culture better</li><li>Created design concepts for the brand that reflected MISA's objectives and culture</li><li>Presented design concepts to MISA stakeholders for feedback and refinement</li><li>Produced the final brand design and guided how to implement it across various mediums and platforms</li><li>Demonstrated a high level of creativity, cultural sensitivity, and attention to detail in the role of brand designer for MISA</li></ul>		

<b>Webyar</b>		Oct 2013 — Nov 2019
Founder	Industry: Information Technology & Web Services	

<b>TDA Group</b>	Official F-Secure representative in Iran	Nov 2017 — Apr 2018
Visual Designer	Industry: Computer and Network Security	

<b>VitrinTop</b>		Aug 2016 — Nov 2017
Visual Designer	Industry: Marketing Services	

<b>MTN Irancell</b>	One of the first and greatest Iranian Mobile Operator	Sep 2015 — Dec 2015
Visual Designer	Industry: Telecommunications	

<b>Javan-e Emrooz</b>		Aug 2014 — Oct 2014
Graphic Designer	Industry: Media Production	

<b>Parmis Designer</b>		Dec 2012 — Nov 2013
Graphic Designer	Industry: Design Services	

## EDUCATION

<b>Bachelor of Architecture - BArch</b>	2017 — 2023
Islamic Azad University	Hamedan, Iran

## CERTIFICATIONS

<b>User Experience Design (Professional)</b>	Present
Google	
<b>Interpersonal Communication</b>	Aug 2022
LinkedIn	

## PORTFOLIO

<b>My Portoflio</b>	Download
The Recent Projects at a Glance	
<b>Premier Admit</b>	Live View
Design, Consultant	
<b>Mel &amp; Moj</b>	Live View
Redesign, UX Research	
<b>Sekke Podcast</b>	Live View
Design, Consultant	

## SKILLS

Design Thinking	Visual Design	Identity Design	UX Research	Figma	AI
Interior Design	User Experience Design	Front-End	Wordpress	Jira	Scrum
Agile	Photography	Adobe Photoshop	Adobe Illustrator	Adobe Premier Pro	