



OBJECTIVE

Creative and detail-oriented UI/UX & Graphic Designer with over 17 years of experience across digital, print, and branding. Skilled in Adobe Creative Suite, Figma, typography, layout, and user interface design. Proven ability to lead full-cycle design processes and collaborate cross-functionally in B2B SaaS and tech environments.

TECHNICAL QUALIFICATIONS

- Advanced in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, Animate)
- Expert in Figma and prototyping tools
- Strong grasp of typography, layout, accessibility, and design systems
- Experienced in responsive design, brand identity development, and social media content
- Exposure to motion design and video editing through academic work and select professional projects

EDUCATION

SENECA COLLEGE	2021 - 2023
Bachelor of Arts: Graphic Design Toronto, ON	
ISLAMIC AZAD UNIVERSITY	2021
Associate of Arts: Graphic Design Tehran-IRAN	
CAVENDISH COLLEGE	2004
Certificate: Computer Graphics London-England	

SKILLS

Tools

Figma, Adobe CC (Photoshop, Illustrator, InDesign, XD, Premiere, Animate), Wordpress.

Design Expertise

UI/UX Design, Visual Identity, Web & Mobile Design, Branding, Typography, Layout, Print, Retouching.

Languages

English, Persian

PROFESSIONAL EXPERIENCE

PoolPal Corp.	2022 - Current
UI/UX Graphic Designer (Full-time)	Toronto, ON
<ul style="list-style-type: none">Led UI/UX and visual design for B2B SaaS applications in the commercial swimming pool sector.Designed web interfaces, dashboards, component libraries, and branding assets using Figma and Adobe Creative Suite.Created social media assets and marketing visuals such as animate logo intro to support product features and campaigns.Collaborated with developers, marketers, and cross-functional	

stakeholders in an agile environment.

- Maintained consistent visual language across digital and print deliverables.

Dadeh Asan Iranian (EZ Web)	2014 - 2021
Graphic Designer (Part-time & Project Base)	Tehran, IRAN

- Delivered full-cycle UI/UX solutions including wireframes, mockups, and final visual assets for government and enterprise clients.
- Created branded content and digital marketing materials.
- Designed responsive web templates and content-rich interfaces aligned with accessibility and usability standards.

PTL Co.	2009 - 2012
Head of Graphics Department (Full-time)	Tehran, IRAN

- Directed creative projects for B2B marketing and branding campaigns.
- Oversaw UI/UX direction for internal web tools and digital platforms.
- Developed visual strategies that aligned with company goals and analytics.

Monji-e Melal	2006 - 2009
Graphic Designer (Full-time)	Tehran, IRAN

- Produced brochures, banners, internal communication designs.
- Collaborated with UX teams to deliver production-ready files for print or digital.

College of Industrial Management	2006
Computer Graphic Educator (Part-time)	Tehran, IRAN

Taught Adobe Creative Suite and design theory

AVID	2004 - 2006
Graphic Designer (Full-time)	Tehran, IRAN

- Produced multimedia graphics for marketing campaigns.
- Created cohesive design systems and visuals aligned with brand identity.

AWARDS & ACCOMPLISHMENTS

President's Honour - GRA Program	2021 - 2023
Seneca College (6 semesters)	Toronto, ON
First Prize - Web Graphics	2017
10th Iran Web Design Festival	Tehran, IRAN
First Prize - Gov Organization Category	2016 & 2015
8th & 9th Iran Web Design Festival	Tehran, IRAN
Best Web Graphic Design	2012 & 2013
Tehran Municipal Sub-Portals Festival	Tehran, IRAN