

Azadeh Tahriri UX/UI Designer

As a UX/UI designer with a strong background in Graphic design, I specialize in creating thoughtful, human-centric experiences and interface. with extensive experience in designing intuitive, engaging experiences for various platforms.

EXPERIENCE

UX/UI Designer—Freelance

Jan 2024-Present | Vancouver, BC

Digital financial holding (Desktop and mobile)

- Modifying the user interface to ensure intuitive navigation and using user-centered design principles to simplify exchanging, paying, and receiving traditional and digital currencies by testing on mobile and website.
- Enhancing user trade experience and financial management and providing better support for user interaction by redesigning the UI chart on the user dashboard.
- Improving UX project design in collaboration with stakeholders and the development team having business requirements, goals, and constraints through continuous meetings.

UX/UI Designer—Freelance

August 2023-September2023 | Vancouver, BC

Event ticket sale website (Desktop and mobile)

- Achieved a remarkable 30% increase in user satisfaction by conducting extensive UX research, including interviews and competitive analysis, to enhance website usability.
- Improved user engagement, readability, and consistency by creating visually appealing designs, refining prototypes, and implementing a cohesive design system, all centered around the user.
- Significant growth of 50% in sales and user retention on the website and by providing design resulting from usability testing and iterative design based on user and stakeholder needs and satisfactions.

Graphic Designer—Freelance

October 2022-August 2023 | Vancouver, BC

- Enhanced market presence and brand recognition through a redesigned brand identity and compelling visual guidelines within comprehensive branding strategies.
- Increased social media brand engagement by 50% through the creation of captivating brand assets across various platforms.
- Improved brand consistency by 80% across multiple media, meticulously applying renewed brand guidelines.
- Achieved higher customer satisfaction by actively collaborating with clients, gathering feedback, and promptly aligning visual content with their brand vision and goals.

Volunteer Graphic Designer—ISH on KPU

June 2022-October 2022 | Langley, BC

- Designed clear and engaging presentations, effectively conveying research findings.
- Developed visually appealing brochures, showcasing research projects and achievements.
- Simplified complex agricultural concepts using graphics and infographics for easy understanding.
- Collaborated closely with researchers, gathered and analyzed data, and aligned design with the institute's goals.

EDUCATION & CERTIFICATE

User Interface Design

UX Land online School

Mar to Aug 2023 | Seattle, US

User Experience Design

UX Land online School

Jan to Mar 2023 | Seattle, US

Bachelor of Art in Urban Planning

Rasam University

Aug 2015- Sep 2017 | Tehran, Iran

Associate Degree in Graphic Design

UAST

Sep 2003 -oct 2006 | Tehran,

Iran

SKILLS & TOOLS

Technical Skills

- UX Research Skills
- Information Architecture
- Wireframing and Prototyping
- UX Writing Skills
- Interaction Design Skills
- Design Systems and UI Guidelines
- Cross-Browser and Mobile Design
- Graphic Design (Branding, Typography, Layout Design, Visual Communication)
- Usability Testing
- Responsive Design
- Understanding of HTML and CSS

Software

- Figma & FigJam
- Adobe XD, Photoshop, Illustrator
- Scatch
- MS Office
- Miro
- Maze
- AutoCAD
- Google Drive
- Wix

Soft Skills

- Communication Skills
- Analytical Thinking
- Empathy
- Problem-Solving
- Collaboration
- Curiosity
- Time Management
- Fast Learning

EXPERIENCE

Graphic Designer—Naghsh-e-Memar Hegmataneh

June 2019-Nov 2021 | Tehran, Iran

- Created visually stunning, well-structured layouts for architecture magazines and publications, enhancing content readability and visual appeal.
- Curated high-quality images, illustrations, and graphics to complement articles and maintain a cohesive visual style.
- Ensured design consistency with the company's branding guidelines across all materials.
- Adapted designs for both print and digital formats, optimizing for user experience and readability while considering medium-specific requirements.

Graphic Designer—Freelance

Sep 2017-June 2019 | Tehran, Iran

- Designed attractive and compliant labels and packaging for cosmetic products.
- Developed informative brochures aligning with brand aesthetics.
- Crafted eye-catching posters and banners for effective marketing.
- Ensured print-ready designs, maintaining color accuracy and quality standards.

Graphic Designer & Executive manager—Behin Avaran Sepid

Aug 2008-Sep 2017 | Karaj, Iran

Graphic Designer

- Collaborated with educators and experts on curriculum development.
- Designed multimedia content aligned with learning objectives.
- Maintained a uniform visual identity across materials.
- Reviewed and improved content based on feedback and goals.

Executive manager

- Provided leadership and guidance to the project team.
- Managed project timelines, budgets, and resource allocation.
- Communicated with stakeholders and clients to gather requirements.
- Evaluated project outcomes and implemented improvements for future initiatives.

Junior Graphic Designer—Sultan Chap

Oct 2007-Aug 2008 | Tehran, Iran

- Collaborated with the team to prepare and optimize visual elements for helio and flexo printing processes, meeting necessary standards.
- Created compliant designs tailored for food packaging, incorporating brand identity and essential product information.
- Communicated effectively with customers to gather design requirements and feedback.
- Ensured print-ready design files, managing colors and formats for high-quality printing.
- Worked closely with printing technicians and operators, overseeing production, troubleshooting issues, and maintaining design accuracy throughout, ensuring final materials met specifications.