

# ROMINA MIRZAEI

UI/UX Designer, Graphic Designer

Toronto, Ontario • (647) 937 37 56

[rom.mirzaei@gmail.com](mailto:rom.mirzaei@gmail.com) •

[LinkedIn: Romina Mirzaei](#)

Portfolio: [www.rominamirzaei.com](http://www.rominamirzaei.com)

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## Executive Summary

Accomplished UI/UX and Graphic Designer with 9 years of experience across print and digital platforms. Expertise in UI/UX design, motion graphics, branding, packaging design, and various communication materials. Adept at collaborating with cross-functional teams, ensuring creative projects from concept to completion with a strong focus on visual hierarchy and detail. Passionate about tackling challenging projects and continuously learning new tools to enhance design capabilities. Known for maintaining a positive attitude in fast-paced, collaborative environments and delivering high-quality, creative solutions.

Proficient in Adobe Creative Suite, Cinema 4D, Figma, Sketch, and more.

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## Skills

- **Design Software Expertise:** Mastery of Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Cinema 4D
- **UI/UX Design & Prototyping:** Proficient in Figma, Sketch, and Adobe XD, excelling in **user-centred design** and collaborating closely with developers to deliver custom websites and applications. Proficient in **HTML and CSS**, ensuring smooth communication and design implementation.
- **Web Design & Management:** Extensive experience in WordPress and other website builders, managing content updates, and ensuring seamless user experiences.
- **Email Marketing:** Skilled in crafting and managing impactful email campaigns using Mailchimp, driving customer engagement and conversions.
- **Digital Marketing & Advertising:** In-depth understanding of digital marketing strategies, and creating effective promotional materials for online campaigns.
- **Video Editing & Motion Graphics:** Proficient in Adobe After Effects and Premiere Pro, producing high-quality videos, animations, and motion graphics.
- **Project & Time Management:** Expertise in cloud-based file management systems and project management tools like Trello and Notion for streamlined workflows and team collaboration.
- **Versatile Design Skills:** Extensive experience in both print and digital design, covering branding, marketing collateral, and more.
- **Detail-Oriented & Deadline-Driven:** Highly attentive to detail, ensuring precision in all projects while managing tight deadlines.
- **Languages:** English (Proficient), French (Basic), Farsi (Native), Turkish (Proficient).

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## Experience

### SUNGLOW Window Covering Products of Canada Ltd., Toronto, ON

*Web & Graphic Designer (Aug 2023 - Present)*

- Redesigned and managed the company's WordPress website, enhancing relevance, **user experience**, and **SEO performance**.
- Built three website portals using Figma for **user-centred prototypes** and collaborated with front-end developers for seamless design implementation.
- Developed innovative print and digital communication materials, including **catalogues**, **presentations**, and updates to the **brand book**.

- Created social media content and launched seasonal campaigns on Meta Ads and Google ads, driving engagement with visually compelling banners and ads.
- **Conducted product photography** and edited images for use in marketing campaigns.
- Developed detailed **product mock-ups** to enhance the brand's visual identity.

#### **PEEKAGE, Digital Platform, Toronto, ON**

*Graphic Designer (Jun 2021 – Aug 2023)*

- Created visual assets, including banners and ads, to support the launch of new products and brands on the Peekage app.
- Designed and launched **monthly digital campaigns**, producing visually engaging designs for paid search, social media, and more.
- Managed social media content creation and post scheduling through **Meta Business Suite** to efficiently manage campaigns.
- Performed quality control on print materials to ensure adherence to brand guidelines.

#### **AVIDEH, Marketing & Advertising Agency, Tehran, Iran**

*Graphic Designer (Aug 2015 - Jun 2021)*

- Collaborated with over 50 brands, developing creative design solutions for marketing campaigns, from **billboard designs** to **food packaging**.
- Managed multiple projects, consistently meeting deadlines while ensuring high-quality standards.
- Designed a wide range of digital and print assets, including packaging, web, and application interfaces.

#### **ITROZ, Digital Agency, Tehran, Iran**

*UI/UX Designer (Freelancer, Sep 2019 - Apr 2022)*

- Designed responsive web layouts, **design systems**, and **illustrations** using Figma, Sketch, and Adobe Creative Suite.
- Conducted research on design trends and **user behavior** to ensure optimal **user experience** in UI/UX designs.
- Collaborated with clients to create designs that effectively communicated brand identity.

#### **FDTCO, Pharmaceutical Company, Tehran, Iran**

*Graphic Designer (Freelancer, Jan 2017 – Jun 2023)*

- Designed an innovative website layout to showcase the brand's products.
- Developed packaging and labels for pharmaceutical and supplement products, maintaining brand consistency.
- Conducted photoshoots and created catalogs and brochures for various pharmacy products.

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#### **Website Design Projects:**

- **Body Fuel Mattress** (2024): [bodyfuelsleep.com](https://bodyfuelsleep.com)
- **FDTCO Company** (2021): [fdtco.com](https://fdtco.com)
- **WeHelp Staging** (2024): [wehelpstaging.ca](https://wehelpstaging.ca)
- **Sunglow Dealer Portal**: [dealerportal.mysunglow.com](https://dealerportal.mysunglow.com)
- **Sunglow Builder Portal**: [mysunglow.com](https://mysunglow.com)