

# Romina Mirzaei

UI/UX Designer, Senior Graphic Designer

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## Executive Summary

Creative Senior Graphic and UI/UX Designer with 10 years of experience across print and digital platforms, applying human-centred design principles across all aspects of my work. I design visually compelling, highly user-friendly solutions that leverage creativity, data, and emerging technologies—including AI tools—to enhance design, streamline workflows, and optimize user experiences. My background in graphic design provides a broad, innovative perspective, enabling me to approach UI/UX projects with strategic thinking, user-focused solutions, and modern design methodologies. Skilled in user research, usability testing, wireframing, prototyping, and AI-assisted design workflows, delivering interfaces aligned with cultural, business, and user needs. Proficient in Adobe Creative Suite, Figma, Sketch, Cinema 4D, and AI design tools.

## Education

- **Bachelor of Arts, Visual Communication Design**  
Tehran Art University, Iran (Feb 2013 – Jun 2017)
- **Human-Centred Design Certificate (CSMC-N100 - 001)**  
OCAD University – Issued Jan 2026
- **SCS Creative Professionals Network Membership**  
OCAD University – Verified Jan, 2026

## Skills

- **Creative Graphic & UI/UX Design:** Extensive experience across print and digital platforms, creating designs that are both **visually compelling and user-friendly**.
- **Human-Centred & AI-Assisted Design:** Skilled in applying human-centred design principles and leveraging AI tools for ideation, prototyping, content creation, and workflow optimization.
- **UI/UX Expertise:** Wireframes, low- and high-fidelity prototypes, design systems, usability testing, A/B testing, and user interviews.
- **Web & Analytics:** Google Analytics, CRM tools, SEO optimization, and analytics/heatmap tools to track user behaviour and improve experiences.
- **Digital Marketing & Motion Graphics:** Social media campaigns, Meta Ads, Google Ads, email newsletters (Mailchimp, Canva), videos, and motion graphics.
- **Print & Branding:** Catalogues, packaging, billboards, presentations, and brand books.
- **Project Management & Collaboration:** Trello, Notion, cloud-based workflows; experienced in cross-functional teamwork.
- **Languages:** English (Proficient), French (Basic), Farsi (Native)

## Professional Experience

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

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

- Lead website and portal design, optimizing UX, SEO, and performance using CRM tools and Google Analytics.
- Conduct user research, usability testing, and A/B testing to improve flows and engagement.
- Create wireframes and prototypes in Figma for web platforms and applications.
- Develop digital campaigns, email marketing, motion graphics, and print materials.
- Produce product photography and visual assets to strengthen brand identity.

### **PEEKAGE | Digital Platform (Startup), Toronto, ON**

*Senior Graphic Designer (Jun 2021 – Aug 2023)*

- Designed in-app visuals and multi-channel digital campaigns supporting product and brand launches.
- Managed social content strategy and ensured brand consistency across touchpoints.

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

*Art Director (Jan 2019 – Jun 2021)*

*Graphic Designer (Aug 2015 – Dec 2018)*

- Led creative direction and campaigns for 50+ brands across digital and print platforms.
- Developed brand identities, design systems, and user-centred marketing solutions.
- Mentored designers and maintained creative quality across projects.
- Implemented **human-centred design principles** in projects, ensuring designs were both visually compelling and user-friendly.

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

*UI/UX Designer (Freelance, 2019 – 2022)*

- Designed responsive web layouts, **design systems**, and **illustrations** using Figma, Sketch, and Adobe Creative Suite.
- Conducted research on design trends and **user behaviour** 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**

*Web & Graphic Designer (Freelance, 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 catalogues and brochures for various pharmacy products.