



Sepideh Rabiei

Graphic & UI/UX Designer

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[My Portfolio](#)

[Linkedin](#)

Experiences

Freelance Graphic & UI/UX Designer | Jun 2022 - Present

- Developed creative logo designs for mobile and web-based applications.
- Managed the visual design process of websites from the concept stage to completion, providing user-centered design solutions.
- Delivered design projects on time according to client requirements while maintaining quality standards.

Graphic & UI Designer | DigiFace Solutions (Project-Based) | Feb 2022 - Apr 2022 · 3 mos

- Aligned design objectives with project needs, managing processes from inception to final implementation.
- Collaborated closely with program managers to make and apply strategic design decisions.
- Developed design strategies that supported brand identity and integrated them into projects.
- Designed logo and branding projects in alignment with clients' business objectives.

Freelance Graphic & UI/UX Designer | Jul 2021 - Feb 2022 · 8 mos

- Analyzed design challenges and provided innovative and sustainable solutions.
- Conducted in-depth user research to improve user-centered design and developed data-driven solutions.
- Visualized design concepts through wireframes, storyboards, and user flows, delivering effective presentations to clients and project teams.
- Conducted A/B testing and user testing to optimize user experiences in design processes.
- Analyzed user journeys and provided concrete recommendations for UX improvements.

Freelance Graphic Designer | Oct 2018 - Jan 2020 · 1 yr 4 mos

- Created customized visual design solutions for clients across various industries.
- Developed creative designs that aligned with brand values and met client expectations.

Founder & Administrative Manager | Mom Art Studio | Dec 2016 - Jul 2018 · 1 yr 8 mos

- Designed custom creative solutions for special events and ceremonies, managing all processes from concept to implementation.
- Coordinated the design team to ensure projects were completed successfully and on time.
- Created unique and tailored designs that met clients' expectations.

Graphic Designer | Mavi Design Group | Full-time | Feb 2014 - Jul 2016 · 2 yrs 6 mos

- Designed annual calendars and corporate promotional materials for corporate clients.
- Managed design and production processes, ensuring projects were completed on time and met quality standards.
- Supervised project workflows and collaborated with teams to achieve high-standard results.

Layout Designer | Tehran Municipality (Project-Based) | Full-time | Oct 2011 - Dec 2013

Graphic Designer | Tehran Municipality (Project-Based) | Full-time | Oct 2009 - Oct 2011

Layout Designer | Islamic Azad University (Project-Based) | Part-time | Jul 2007 - Sep 2009

Layout Designer | Medical System Organization (Project-Based) | Full-time | Nov 2005- Jan 2007

Skills

Tools

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Canva

Design

- User flow
- Concept sketch
- Wireframe
- Style guide
- Mockup
- Prototype

Research

- Surveys
- User interviews
- Competitive Analysis
- Persona
- A/B test
- Benchmark
- Usability test

Educations & Certificates

Graphic Design

Islamic Azad University
Tehran, IRAN

UI/UX Designing

UX-Land institute
Seattle, US

Digital Skills: Mobile

FutureLearn
Issued Jun 2023

Languages

Persian | Native

Turkish | Nativelike

English | Elementary