



Sepideh Rabiei

Graphic & UI/UX Designer

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[My Portfolio](#)

[Linkedin](#)

Experiences

Freelance Graphic & UI Designer | Jun 2022 - Present

- Designed creative and functional logos for a wide range of businesses.
- Managed the visual design process of websites from ideation to delivery, focusing on user-centered solutions.
- Developed complete visual identities and branding assets for various businesses, including hotels – covering logo design, brand identity, social media icons, menus, signage, stickers, forms, and catalogs.
- Designed food and beverage menus for hotels and restaurants with attention to aesthetics and readability.
- Created engaging Instagram posts and stories aligned with each brand's tone and audience.

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

- Aligned design goals with project objectives and managed the entire design process from concept to final delivery.
- Collaborated with project managers to define and execute strategic design decisions.
- Created and implemented branding strategies that reflected the client's market position and business goals.
- Ensured brand consistency across multiple projects by developing cohesive visual design systems.

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

- Delivered innovative and scalable design solutions for complex challenges.
- Conducted in-depth user research to inform data-driven and user-centered design strategies.
- Created wireframes, storyboards, and user flows to visualize concepts and communicate effectively with clients and teams.
- Performed A/B testing and usability testing to optimize and validate design decisions.
- Analyzed user journeys and provided actionable recommendations to enhance user experience.

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

- Designed tailored, functional logos for a variety of businesses.
- Delivered custom visual design solutions for clients across different industries.
- Developed creative concepts aligned with brand values and client expectations.

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

- Designed creative, customized visual concepts for events and special occasions.
- Managed all stages of the design and production process, from ideation to execution.
- Coordinated design teams to ensure successful and timely project completion.
- Delivered unique designs tailored to each client's vision and requirements.

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

- Designed a wide range of graphic materials including annual calendars, brand identities, exhibition booth visuals, promotional items, and corporate assets.
- Oversaw the full design and production cycle, ensuring timely delivery and high-quality outcomes.
- Supervised project workflows and collaborated with internal teams and external partners to achieve consistent brand results.

Layout Designer | Tehran Municipality | Full-time | Oct 2009 - Dec 2013

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