

UI UX DESIGNER

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AREZOO KAZEMI

Thinking in user shoes, feeling their pain and design a solution that makes their life better.

I leverage design thinking in my work to help shape the development of products and services based on user needs. I have over ten years of experience in Graphic and Web Design, more than four years in Front-end and over two years in UI/UX, designing user workflows, delivering delightful services, and crafting thoughtful interactions.

Studying and working in different countries and cultures, gave me to have a wide perspective of different personas and scenarios and my personal studies in psychology with the sense of empathy, and merging them with design and technical skills, empathy, creativity and functionality, help me to understand users' needs and help them to enjoy and have a better experience of the products.



WORK EXPERIENCE

- **Havas** [PR & Advertising-Prague - remote] **Creative Developer** | 2019-Current
 - As a part of a team, I work on the structure of some platforms with php, jsp, js and HTML languages, like Chili, Dalim, Flexitive, FileCatalyst and Strawberry: combine the functions together and define the visual design language and personalize to work with Havas' and clients' brands.
 - Import artworks from Adobe into a platform and make it either as a dynamic page to be changable by clients or export for different ranges to print.
 - Landing pages, HTML Newsletters and HTML5 banners with Adobe Animate and Google Web Designer.
 - Client brands: "ILLY", "Jacobs", "BMW", "KIA", "Toyota",...
- **Well360** [Advertising-Milan] **UI/UX Designer** | 2019-2021
 - Primarily responsive web design and prototyping from research about the users and target customers to come up with fresh solutions to problems. UX research, customer journey, userflow, wireframing, design system, prototype to launch and collaborate with developer for a responsive and user friendly website and debug.
 - Design digital banners and posts, static or animation for social media.
 - Design and create Newsletters in HTML. Responsive and Cross-Client/Browser. MailChimp & MailUp.
 - Work on brands such as "Allianz", "Genialloyd", "Polaroid", "Montefarmaco", "Freddy", "Mukki", "Ontherapy", ...
- **Bison & Rose** [Public Relations-Prague] **Graphic & Web Designer** | 2018-2019
 - Design, layout and print data preparation for magazines: "Billa" and "Eurovia".
 - Design Microsites: wireframe, mockup and prototype.
 - Digital and printing banners and html Newsletters.
 - Worked for brands such as "CocaCola", "BMW", "Nestle", "CSOB", "Medtronic", "Skoda",...
- **U.PLUS** [Digital Agency-Prague] **Frontend Developer** | 2015-2018
 - Working professionally as a front-end developer to create functional, smooth and responsive web pages by using HTML, twig, CSS3(scss, sass,less,bliss), jQuery, JavaScript and React.
 - Collaboration with project managers and clients to identify best solutions to enhance user experience starting from client needs. Working in a 10 people team on a project or alone in one a project.
 - Working by scrum and sprints like Jira and Trello, Bitbucket and working by Gulp & Git, Version Control Systems & Pull Request. Experienced on Agile Methodologies, MVP, DevOps team.
- **IMPESUD** [E-commerce service-Milan] **Graphic & Web Designer** | 2015
 - Digital design, banners and microsites, using Adobe creative tools and WordPress.
- **NAGHSHE KHIYAL, POOBER, MEHRMAHAN** [Different companies-Tehran] **Graphic Designer** | 2002-2011
 - Graphic designer in different companies. Logo and branding, catalogs, poster, billboard, calendar, ads gifts and window dressing. Adobe Package (Photoshop, InDesign, Illustrator, ...) and CorelDraw. Printing process in publish house.

SKILLS

- Responsible, enthusiastic, dynamic and determined. Able to adapt easily to new environments and working on several projects at the same time while adhering to deadlines.
- Graphic, digital and print, logo and branding, banners (static and animation), campaign ads and social media, responsive web design, user interface and user experience, user friendly web and app (iOS and Android).
- UI/UX, user interview, identify problem, pains and goals, UX research, creating personas, empathy map, customer journey, user flow and sitemap, wireframe, style guide and design system, UI design and components based on knowledge of frontend codes, prototype, usability test and analysis.
- UI Kit, Design System and Behavioural Documents base on Human Centered Design.
- Adobe XD, Photoshop, Illustrator, InDesign, After Effects, DreamWeaver. Adobe Animate and Google Web Designer. Figma, Sketch, InVision, Principle, Marvel, Maze, Whimsical and Miro.
- DEM and HTML Newsletter: Design and develop, responsive and cross-browser. MailChimp and MailUp.
- HTML5, TWIG, CSS (Sass, Less, Bliss), jQuery and Javascript.
- Knowledge and experienced working on PHP, ES6 and React.
- Bootstrap, Grid System, E-commerce and Wordpress.
- Test and debug, Responsive and Cross Browser.
- Gulp and Grunt. Bitbucket, Working by Scrum and sprints by Jira, Trello and Pulse.
- Git and Yarn, Version Control Systems, Push and Pull Request. Agile Methodologies, MVP, DevOps Team.
- Illustration: Hand art, computer and mixed media, engraving on copper, wood and linoleum. Creating illustration ambient. Photography of nature, urban, products and still-life.
- My personal interests and studies in psychology and sociology, help me understanding users need and bringing them to their expectation through technology.
- All opinions are welcoming for improvement.

INTERESTS

- Composing and illustrating my own poems: www.alefka.com/illustrator
- Author of "Pictorial encyclopaedia of Art" and Co-Author of 10 editions of a bilingual monthly magazine for children.
- Obtained certificate of psychology and interested in reading about sociology and psychology to better understand people and different points of view.
- Curious always in spirituality, philosophy, cosmos and the meaning of life.
- Photography and capturing the moments: [_alef.ka_](https://www.instagram.com/_alef.ka_)
- The ways to enjoy life: Camping, Nature, Yoga, Books, Movies and Music.
- Traveling and discovering new places, people and cultures and seeing things from a fresh perspective.



EDUCATION

- **Frontend Programming, Design Methodology & E-Commerce Strategies**
Tehran Institute of Technology
[2014-2015 . Tehran, Iran]
- **Graphic Design M.A** [98/100]
Brera Academy
[2011-2014 . Milan, Italy]
- **Graphic Design M.A** [92/100]
Alzahra University
[2009-2011 . Tehran, Iran]
- **Graphic Design B.A** [90/100]
Art University
[2001-2005 . Tehran, Iran]



EXPERTISE

- Graphic, Web, UI and UX Design
- Logo and Branding, Digital/Print
- Responsive and Cross Browser
- Web and app, iOS and Android
- UI Kit, Design System and Style Guide, User Centered Design
- UX Research, User Interviews, Persona, Empathy Map, Customer Journey, Wireframe, Prototype and Usability Test
- Adobe XD, Photoshop, Illustrator, InDesign, After Effects, Adobe Animate and Dreamweaver
- Figma, Sketch, Invision, Principle, Marvel, Maze, Whimsical and Miro
- HTML, CSS, jQuery and JavaScript
- React, Redux and ES6
- Bootstrap and Grid System
- E-commerce and Wordpress
- Google Web Designer
- Google Analytics and Hotjar
- HTML Newsletter and DEM
- MailChimp and MailUp
- Git, Scrum, Jira, Trello and Pulse
- Agile, MVP, DevOps team



LANGUAGE

- English [fluent]
- Italian [fluent]
- Spanish [basic]
- Persian [native]