

# AZADEH SHANEHSAZAN

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## PROFESSIONAL SUMMARY

Results-driven **Senior Graphic Designer & Web/UI/UX Specialist** with 10+ years of experience in the IT, tech, and digital sectors, excelling in the creation of high-impact, user-centered designs. Skilled in developing responsive websites, optimizing user interfaces, and enhancing brand visibility through strategic design. Proficient in **Adobe Creative Suite, HTML/CSS, JavaScript, WordPress, HubSpot** and **SEO**. Strong attention to detail, time management, and project management skills, consistently delivering on time within agile frameworks. Seeking a dynamic role where creative vision and technical expertise can drive user engagement and business growth.

## KEY SKILLS & COMPETENCIES

- **Graphic Design:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Figma, Flyer, Express), AI-Enhanced Design, Microsoft 365 (Word, Excel, and PowerPoint)
- **Web/UI/UX Design:** Responsive Web Design, Wireframing, Prototyping, User Testing, Interaction Design
- **Web Development:** HTML, CSS, Bootstrap, JavaScript, jQuery, WordPress, HubSpot, SEO Optimization
- **Project Management:** Agile, Scrum, Jira, Trello, Basecamp, Time Management, Attention to Detail
- **Analytics & SEO:** Google Analytics, SEO Best Practices, A/B Testing, Conversion Rate Optimization (CRO)
- **Other Languages:** Fluent in Persian, Familiar with Arabic

## EXPERIENCE

### SENIOR GRAPHIC DESIGNER

IRON BOW TECHNOLOGIES | AUSUEST 2022 – PRESENT

- Spearheaded the design and deployment of **responsive websites** and **landing pages** using HTML, CSS, and HubSpot, optimizing them for multi-device compatibility and search engine visibility.
- **Designed and produced diverse graphic assets**, including **presentations, event graphics, banners, logos, marketing collateral, digital ads, social media content, Newsletters**, and **email templates**, significantly enhancing brand visibility and engagement across multiple platforms.

- Utilized **creative design principles** and **data-driven insights** to deliver cohesive and impactful visual communication across all touchpoints.
- Leveraged **AI-powered design tools** to streamline workflow and improve the quality of creative output.
- Implemented **SEO strategies** that improved traffic, and leading to better visibility.
- Designed and optimized email templates using **UX principles**, improving open and conversion rates.
- **Developed and maintained comprehensive brand guidelines**, ensuring a cohesive visual identity and consistent messaging across all marketing channels.
- Managed cross-functional projects with teams using Basecamp and Jira, delivering high-quality design solutions under tight deadlines while ensuring exceptional **attention to detail**.
- **Consistently met tight deadlines in a fast-paced environment**, managing multiple design projects simultaneously while maintaining high-quality standards. Demonstrated exceptional time management and organizational skills to prioritize tasks effectively and deliver impactful design solutions on time.

## WEB DESIGNER, UI/UX DESIGNER, & GRAPHIC DESIGNER

HASIN GROUP | MAY 2014 – MARCH 2022

- **Designed and deployed responsive websites** using **HTML, CSS, Bootstrap, JavaScript**, and **jQuery**, ensuring optimal user experience across devices.
- **Managed server-side development tasks** to meet support needs, collaborating effectively with cross-functional teams.
- **Designed and deployed a responsive internet banking system**, working closely with customers and the implementation team to ensure functional requirements were met.
- **Conducted UX design** for the Internet Banking system, distributing shopping center admin panels, OTA panels, and Android Appstore applications, enhancing user interactions and overall usability.
- **Utilized Clarity, Google Analytics, and Google Optimize** to validate design outcomes and improve user engagement metrics.
- **Set up and monitored Google Analytics and SEO strategies**, optimizing website performance and driving organic traffic growth.
- **Created graphic design assets** for business sets, logos, billboards, banners, catalogs, events, and exhibitions, elevating brand identity and visibility.
- **Designed icon sets** for various projects, enhancing visual communication and user experience.
- **Developed and deployed diverse websites** (support, knowledge base, magazine, etc.) using **WordPress**, ensuring responsive design and functionality.
- **Designed email templates** for marketing campaigns, improving user engagement and conversion rates.
- Led project management efforts utilizing Trello, Jira, Scrum, and Agile methodologies, ensuring timely delivery of high-quality design projects.

## SYSTEM ANALYZER, WEB/UI DESIGNER& PROJECT MANAGER

SOROUGH HIGHTECH | JUL 2012 – MAY 2014

- **Designed and implemented responsive pages** for hotel TV displays using **HTML, CSS, Bootstrap, JavaScript, and jQuery**, enhancing guest interaction and experience.
- **Developed and executed various hotel-related projects**, collaborating closely with business analysts to ensure alignment with client requirements and objectives.
- **Created tailored pages** based on company specifications for display on TV sets, improving visual communication and information delivery.
- **Designed engaging intro pages** that captivate users and effectively communicate key information.
- **Developed custom icons and banners** to support branding initiatives and enhance the overall visual appeal of digital content.

## SYSTEM ANALYZER, WEB DESIGNER, & PROJECT MANAGER

NEGAHENO CO | MAY 2009 – JULY 2012

- **Managed the successful implementation** of projects, ensuring adherence to timelines and budgets while delivering high-quality outcomes.
- **Coached team members** in gathering and documenting project requirements, fostering collaboration and clarity.
- **Defined tasks, guidelines, and deadlines**, enhancing project organization and efficiency.
- **Communicated effectively with customers**, managing expectations and delivering project updates to ensure satisfaction and alignment.
- **Analyzed project requirements**, defining use cases and classes using **Rational Rose** and **Power Designer** to streamline development processes.
- **Designed and implemented various websites** tailored to customer needs, ensuring optimal functionality and user experience.

## EDUCATION

- **Master's Degree in Management Information Systems**  
Azad University of Tehran
- **Bachelor's Degree in Computer Science**  
University of Isfahan

## VOLUNTEER EXPERIENCE

**Volunteer Web Designer** for UNESCO Body and Mind Wellness | 2021 – Present

<https://unescobmw.org>

**Volunteer Web Designer** for Smart License Plate Recognition Technology Startup | 2019 – 2020

<https://www.ashnasolutions.ca>

**Volunteer Web Designer** for Raad Charity | 2014 – 2016

<https://raad-charity.org>

**Volunteer Graphic Designer** for Tehran Climbing Club | 2013 – 2016

## **WORK SAMPLE**

You can find some of my works on my [portfolio website](#)