

LADAN KASHANI

Objective

Creative Web Designer and Front-End Developer with a passion for crafting visually appealing, responsive, and user-friendly websites. Proficient in **Figma, Adobe Creative Suite, HTML, CSS, JavaScript, PHP, Bootstrap, React.js** and **CMS platforms** like **WordPress**. Skilled in UX design principles, responsive design, and front-end development, I aim to create websites that align with business objectives and deliver engaging user experiences.

TECHNICAL SKILLS

Development

HTML | CSS | JavaScript | Bootstrap | React.js | Next.js | PHP | WordPress | TypeScript | Tailwind CSS | GitHub

Methods

Qualitative & Quantitative Research | Competitive Analysis | Persona Creation | Wireframing | Sitemap | A/B Testing | User Interviews | Interactive Prototyping | Usability Testing | Affinity Diagram | SWOT | User Flow/Task Flow | Heuristic Evaluation Iterations

Design Tools

Sketch | Figma | Adobe Suite (Photoshop, Illustrator, After Effects, Premiere Pro) | color | typography

Management Tools

Project Management | Asana | Scrum | Microsoft Office

EDUCATION

CDI College

Web Design ACS | Canada

2023-2024

UXLand Online School

UX/UI Design Certificate | USA

2021-2022

College Edouard Montpetit

Education Technique ACS | Canada

2016-2017

Azad Tehran University

Bachelor of Art French Language Translation | Iran

2003-2007

PROFESSIONAL DEVELOPMENT

The Ultimate React course 2024 | Certificate, Udemy

Google UX Design Professional | Certificate, Coursera

Complete Web & Mobile Designer, UIUX, Figma, | Certificate, Udemy

The Complete Web Development | Certificate, Udemy

The Complete WordPress | Certificate, Udemy

Communication Skills for the Workplace | Certificate, Udemy

FIELDS OF EXPERTISE

Web UX/UI Designer & Developer

- ◆ Developed user-friendly site architectures and visually engaging designs, ensuring a balance between functionality and aesthetics.
- ◆ Designed and built responsive websites using HTML, CSS, JavaScript, and Bootstrap, ensuring compatibility across browsers and devices.
- ◆ Created high-fidelity prototypes and wireframes for web and mobile platforms, and translated designs into functional, performant front-end code.
- ◆ Conducted user research and competitor analysis to inform design decisions, enhancing overall usability and user experience.
- ◆ Integrated UX/UI principles into development workflows, streamlining site structure, navigation, and data flow for a seamless user experience.
- ◆ Collaborated with cross-functional teams, ensuring visual consistency, alignment with business goals, and optimal website performance.

EMPLOYMENT HISTORY

Web UX Designer & Developer

2024

UniSolution, Self-employed

Achievements:

Project: Multi projects

- ◆ Participating in building Websites for local businesses using WordPress, HTML, CSS, JavaScript, Bootstrap, PHP constructed and integrated custom features depending on the client request.

UX/UI Designer

2023-2024

WITT, Ottawa, (Remote)

Achievements:

Project: Co-parent Web application

- ◆ Designed user-centric interfaces, following UX/UI principles to improve usability and engagement.
- ◆ Conducted user research (qualitative and quantitative) to inform design decisions and optimize workflows.
- ◆ Created prototypes and wireframes using Figma, collaborating with development teams to ensure smooth implementation.

Web UX/UI Designer & Developer

2022-2023

Freelance, Canada

Achievements:

Multi projects: ACP Renovation (WordPress, custom theme), Unisolution (WordPress), Time Tracking App (UX/UI), Toy Share (UX/UI)

- ◆ Designed and developed multiple digital products, including a comprehensive time-tracking app and websites for local businesses.
- ◆ Conducted UX research (interviews, surveys) and applied findings to designs, resulting in a 20% increase in user engagement.
- ◆ Designed and implemented site architecture, enhancing user navigation.
- ◆ Developed clickable prototype using Figma.
- ◆ Executed usability and A/B testing to validate design choices.
- ◆ Developed websites with HTML, CSS, JavaScript, and WordPress, ensuring seamless integration of design and functionality.

Researcher & Teaching Assistant

2009-2011

Azad Tehran University, Iran

LANGUAGES

- ◆ French | English