

LADAN KASHANI

Objective

Creative and detail-oriented **Web Designer & Front-End Developer** with a passion for crafting responsive, user-centered websites and interactive digital experiences. Skilled in **HTML, CSS, JavaScript, React, WordPress**, and **Unity**, with a strong foundation in **UX/UI design**, usability testing, and cross-functional collaboration. Bilingual in French and English, eager to contribute to inclusive and accessible digital solutions.

TECHNICAL SKILLS

Development

HTML | CSS | JavaScript | Bootstrap | React.js | React. Native | PHP | WordPress | TypeScript | Unity | 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 & Development ACS | Canada

UXLand Online School

UX/UI Design Certificate | USA

College Edouard Montpetit

Education Technique ACS | Canada

Azad Tehran University

Bachelor of Computer Science | Iran

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 Designer & Developer

- ◆ Developed responsive websites and user-friendly site architectures, balancing aesthetics and functionality.
- ◆ Designed high-fidelity prototypes and wireframes, translating them into performant front-end code.
- ◆ Conducted user research and competitor analysis to improve usability and engagement.
- ◆ Integrated UX/UI principles into development workflows for seamless navigation and optimized user experiences.
- ◆ Collaborated with cross-functional teams to ensure visual consistency and alignment with business goals.

EMPLOYMENT HISTORY

Web UX Designer & Front-End Developer | Self-employed, Canada | 2024

Projects: Binky Bunny (Unity), KidsTalk App (React Native), client websites

Binky Bunny – Mobile Game (Unity)

- ◆ Designed and developed a 2D mobile game using Unity and Illustrator assets.
- ◆ Created character animations, environmental graphics, and UI elements.
- ◆ Built gameplay mechanics (item collection, interactive towers) and prepared promotional assets for app store publishing.
- ◆ Published on [App Store](#) and [Google Play](#).

KidsTalk App – Mobile Language Learning Application (React Native)

- ◆ Designed and developed an educational app to help children learn shapes, colors, and vocabulary.
- ◆ Built interactive screens and integrated React Native components for a smooth mobile experience.
- ◆ Currently in progress and planned for release on mobile platforms.

Designed and developed websites and digital products using WordPress, React Native, HTML, CSS, and JavaScript.

- ◆ Built custom features based on client requests, ensuring responsive and accessible design.
- ◆ Created branding assets and interactive prototypes for mobile and web applications.

UX/UI Designer | WITT, Ottawa, (Remote) | 2023-2024

Projects: Project: Co-parent Web application

- ◆ Designed user-centric interfaces to improve usability and engagement.
- ◆ Conducted qualitative and quantitative research to inform design decisions.
- ◆ Produced wireframes and prototypes in Figma, collaborating with developers for implementation.

Web UX/UI Designer & Developer | Freelance, Canada | 2022-2023

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

- ◆ Designed and developed multiple websites and applications, improving user engagement by 20%.
- ◆ Conducted user interviews and surveys to guide UX decisions.
- ◆ Created site architectures, clickable prototypes, and executed usability/A/B testing.
- ◆ Developed clickable prototype using Figma.
- ◆ Delivered functional websites with HTML, CSS, JavaScript, and WordPress.

Researcher Assistant | Azad Tehran University, Iran | 2009-2011

- ◆ Assisted with academic research and data analysis in the Computer Science department.
- ◆ Compiled reports and supported faculty-led projects.

LANGUAGES

- ◆ French | English