

# 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 | Tailwind CSS | 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

---

<b>CDI College</b> Web Design & Development ACS   Canada	2023-2024
<b>UXLand Online School</b> UX/UI Design Certificate   USA	2021-2022
<b>College Edouard Montpetit</b> Education Technique ACS   Canada	2016-2017
<b>Azad Tehran University</b> Bachelor of Computer Science   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 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 & Front-End Developer

2024

Self-employed, Canada

Achievements: Project: Multi projects

- ♦ Participating in building Websites for local businesses using WordPress, HTML, CSS, JavaScript, React. Native, 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 Assistant

2009-2011

Azad Tehran University, Iran

## LANGUAGES

---

- ♦ French | English