

Web Design and business WMM630

WEBSITE DESIGN

Shirin Semsar

COVER LETTERS

Shirin Semsar
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(201)4964283
semsar.sh@gmail.com

10th Ma7 2018

Elle Chun
UX Interaction Designer, Innovation lab at GE
United States; Illinois, Chicago

Dear Elle,

It was great meeting you in Grace Hopper Celebration 2017, as a woman who is thank you for supporting women in tech, I am writing to inform you of my interest in the UX Interaction design internship of GE lab for the summer of 2018.

I have been working in web design field over 12 years in Iran and Hong Kong , I moved to New York City on January 2017 , currently I am completing third semester a Master program in Web and Multimedia design at Touro college (graduate school of technology), with a GPA 3.8 . Over the past year I have been working as a professor in Undergrad school teaching web design from basic to advance. I also did freelance design for couple of non profit organizations here . While attending Touro, I have been on the Dean's scholarship list every semester and I have made a strong connection with all of my art professors and colleagues.

I have experience on prototypes & UI specifications (including screen layouts, color palettes, typography, and user-interface elements) and I also worked in start ups as a Freelance UX/UI Designer included building UI guidelines and wireframes. I would like to work in big team to learn from experience UX Designers to create useful and user friendly product and working on experience on complex projects in big companies to organize my knowledge under the right supervision.

Given my education and experience, I am confident that I am an excellent fit for the UX Interaction design internship program. I would like the opportunity to have an interview and share more about my background and the skills I could bring to GE. If you have any further questions, please contact me using the information at the top of this letter.

Respectfully,
Shirin Semsar

To whom it may concern,

I am a UI/UX Designer seeking work experience. My family and I have been dedicated customers of Apple since 1992 and we've been convincing people to hop on the "Apple train" ever since. I'd love to bring my enthusiasm as well as creative, organizational and people skills to Apple and I hope to be invited for an interview.

As a graduate student and employee of Touro University, I've learned how to be flexible, work together with others as a team, and independently, in a fast-paced and changing environment. I am currently employed as the Professor in Touro college, Teaching web design. My experience in the Graduate school of Technology has improved my ability think and act quickly and efficiently, as well as multitask.

I am eager to learn, hard-working, and self motivated and I am confident that I can offer the qualities the you seek in a member of the Apple Creative team. I would like the opportunity to have an interview and share more about my background and the skills I could bring to Apple. Please feel free to contact me at 2014964283 to arrange an interview. I hope you consider me for this position. Thank you for your time.

Best Regards,
Shirin Semsar

RESUME

SHIRIN SEMSAR

Senior UI/UX Designer

201-496-4283 | me@shirinsemsar.com | shirinsemsar.com



BUSINESS SKILLS

10+ years' experience in Web/UI/UX design and front-end development

Winner of the best application design (Charterz) in 2013 Amirkabir University web & mobile festival

Excellent communication and personal interaction skills, reliable, on-time, positive, enjoy research & work well as a team member

Ability to work under pressure, priorities schedules, manage workloads & managing multiple projects to tight deadlines



TECHNICAL SKILLS

- Photoshop
- Illustrator
- Prototyping
- Bootstrap/Base
- POP Design
- InDesign
- HTML4/5
- Corel Draw
- CSS1/2/3
- Flash
- SASS/SCSS
- Visual Studio
- Phone Gap
- JavaScript/JQuery
- PHP/Xampp
- WordPress/Joomla



EDUCATION

Master in Web & Multimedia Design
Touro College New York City
Expected 2018

Bachelor's in computer engineering software
Azad University Mashhad
2007-2010

Certificate in Rich Internet Application
Faratar Az Danesh Institute Tehran
2013

Diploma in Web Design
Cavendish College Institute London
2000



EXPERIENCE

Senior UI/UX Designer | Celsius Network | New York City

Jan 2018 – Now

- Consulted with CEO, CTO to outline website goals, illustrate wireframe, and site functionality when needed, manage additional contracted developers and designers to complete projects in a timely fashion, often under tight deadlines for Funds Signed & Raised (50 Million Dollar)
- Maintained WordPress website by updating content, implementing new technology and monitoring performance and created custom web pages from WordPress themes
- Created all marketing materials including corporate identity, catalogs, advertising, packaging's such as Whitepaper, one paper, catalog, Business card, swags, etc and trade show graphics.

Web Design Instructor | Touro college | New York City

Jan 2017 – Now

- Teaching Web Design I-II-III (Basic and advanced) in Undergrad school
- Teacher assistance in Web and Mobile development in Graduate program

Freelance UX/UI Designer | WOW Talent | Hong Kong

Sep 2016-Feb 2017

- Analyze, study and understand company application, business domain data requirements, user task flows and objectives, and create pixel perfect designs in a fast-paced environment.
- Working closely with CEO, CTO, Developers, Product Owners and other project stakeholders, act as user-advocate during the development process, conceptualizing ideas that bring simplicity and user friendliness to complex, enterprise design challenges.
- Established UX/UI design as the first stage website for finding talented people and connect them to sponsors or schools

Senior UI Designer | MTN IranCell | Tehran

Jun 2016 - Aug 2016

- Created interactive prototypes & UI specifications, including screen layouts, color palettes, typography, and user-interface elements
- Collaborated with marketing, product management and product development during design stages and Worked with production teams to make UI & created enhancements to optimize user experience & trained junior designers and developers

Senior UI/UX Designer | Farabi Stock Marketing | Tehran

Mar 2013 - May 2016

- Lead UI & UX designer for Stock trading platform (Farabix) and Mobile/Tablet that improved **company ranking from 28 to 2**
- Designed mobile application (Mobix) for IOS, Android and Mobile Web
- Studied Stock trading and researched on other stock marketing platforms
- Created wire-frames and designed the entire UI foundation
- Designed user interface for web platform and mobile application
- Established a user interface elements library to describe the visual design, behavior & required code windows, menus, icons, controls and tabs and online UI guide line for UI developers, designed specific icons for stock platform & made font-face package
- Tested user experience on released platform and fixed the problems

Mobile UX/UI Designer | Chargoos Software Co. | Tehran

Apr 2012 – Nov 2013

- Prototyped visual design concepts, provided solution for a new navigation system, resulting in a better user experience for News application
- Produced flow charts, document, wireframes and designed page layouts for the News application

Web/Graphic Designer | JameJam Newspaper | Tehran

Mar 2005 - Feb 2012

- Redesigned current website to make it responsive for all devices & different browsers
- Designed Website and logos, developed, and launched 8 websites for Newspaper daily: Nava | Nama | Click | Sport | Image | Sima | Sara | Press
- Report progress and status of assigned tasks and present designs to project teams and management articulating reasoning behind design decisions.

STYLE GUIDE

Possible Colors



#ccc



#000



#fff



This is an Example of a Header

Font: **Raleway -Black #000**

This is an Example of a Sub Head

Font: **Raleway-bold #000**

Adjective

Simple

User friendly

Modern

Interactive

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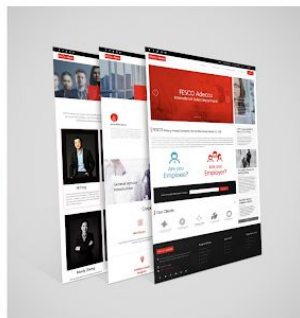
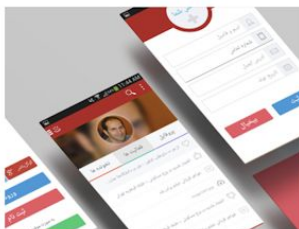
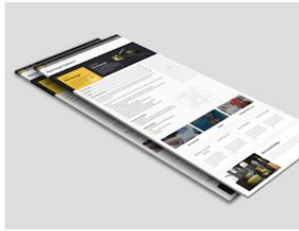
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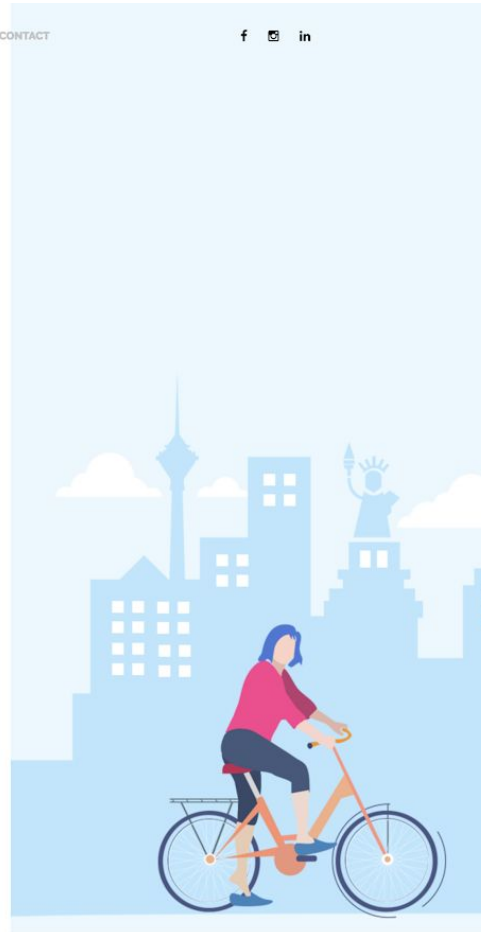
WEBSITE DESIGN

HI, I AM SHIRIN, UX/UI DESIGNER BASED IN NEW YORK CITY |

I have been working as a web designer and UX Designer for more than 12 years.
I have a passion for people, design and creativity.



More



ABOUT ME

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I studied Software Computer engineering in bachelor and now I am getting my master's degree in Web and Multimedia design in New York City.

I have a passion for people, design, and creativity. I love to learn new technologies and mix them with my knowledge to find simple solutions for complex problems and find the balance of user and business needs to make products user-friendly and enjoyable.

[Download resume \(PDF\)](#)

I DO

Research 🔍

Learning about company and project. Gathering Client's needs, Listen to their ideas, List the most important questions that will help beginning your project. Research ideas & sketch. Know company competitors and problems.

Design ✍️

Design web and mobile interface is like making puzzle with technology for me. It's all about aesthetics, simplicity, design, elegance. usability matters, this is my favorite part.

Coding </>

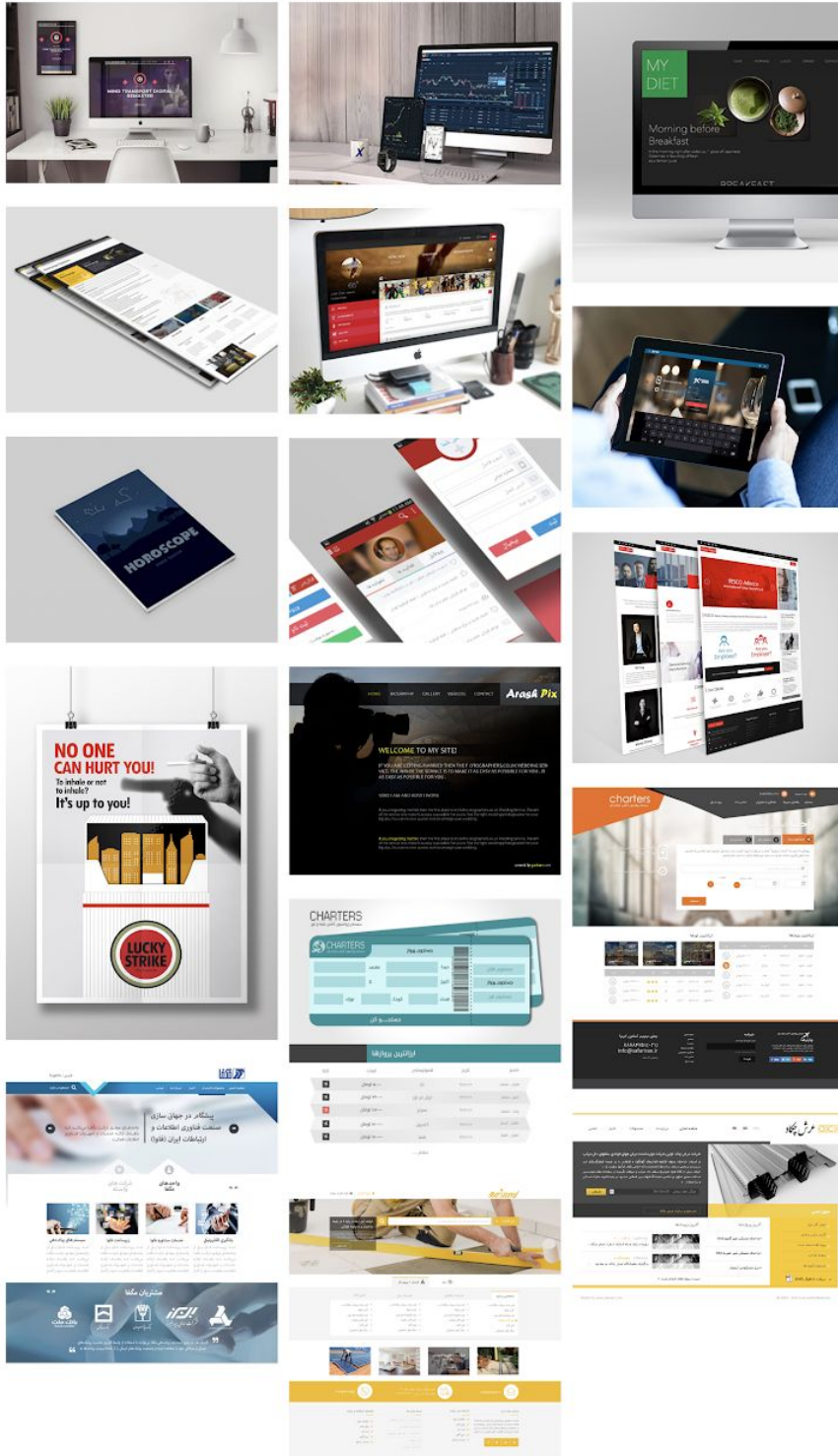
After finalized Graphic design, I make it readable for all browsers and different sizes for web, android and IOS with HTML5/CSS3/Javascript/Ajax and everyday there is new technology that I learn to code better and faster.

Test/Optimize 💎

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PROJECTS

I have worked in USA, Hong Kong and Iran. Please check my portfolio and tell me what do you think?



FARABIXO

Branding, Website, Mobile Application

WHAT I HAVE DONE

- Designed Interface & User Experience designer for Stock trading platform (Farabix) that improved company ranking from 28 to 2 in
- Studied Stock trading and researched on other stock marketing platform
- Created wire-frames and designed the entire UI foundation
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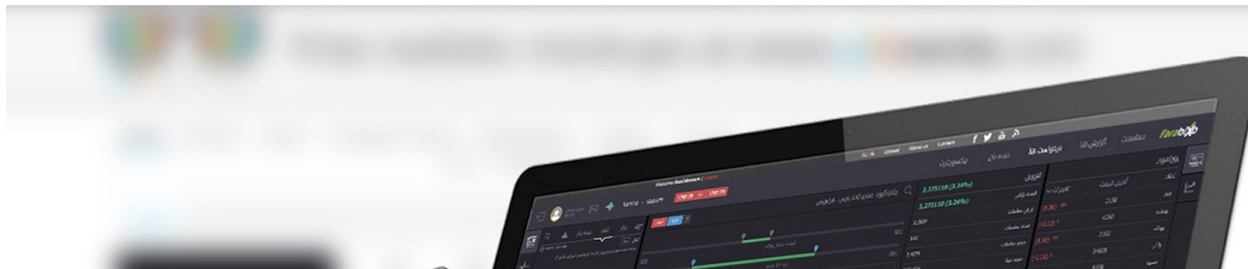


[View Website](#)



ABOUT COMPANY

Farabi brokerage as a full-service financial group in Iran Capital Market(ICM) offering a wide range of financial services such as brokerage, asset management and financial advisory to the individual and institutional clients. Farabi is also one of pioneer and proficient brokerage, with wide range of services in Iran Mercantile Exchange (IME). With over two decades of experience, 27 nationwide branches and 15 dedicated trading halls, and 130 skilled employees, Farabi has established itself as a reputable brokerage in Iran Capital Market.



CONTACT

Drop me a line and lets work together.
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Name:

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SEND

Tablet :

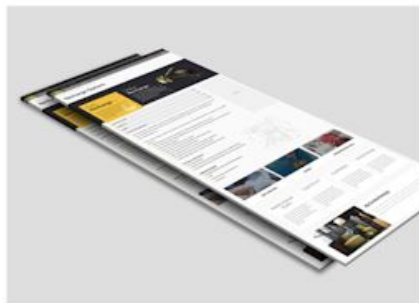


[HOME](#) [ABOUT](#) [PROJECTS](#) [CONTACT](#)



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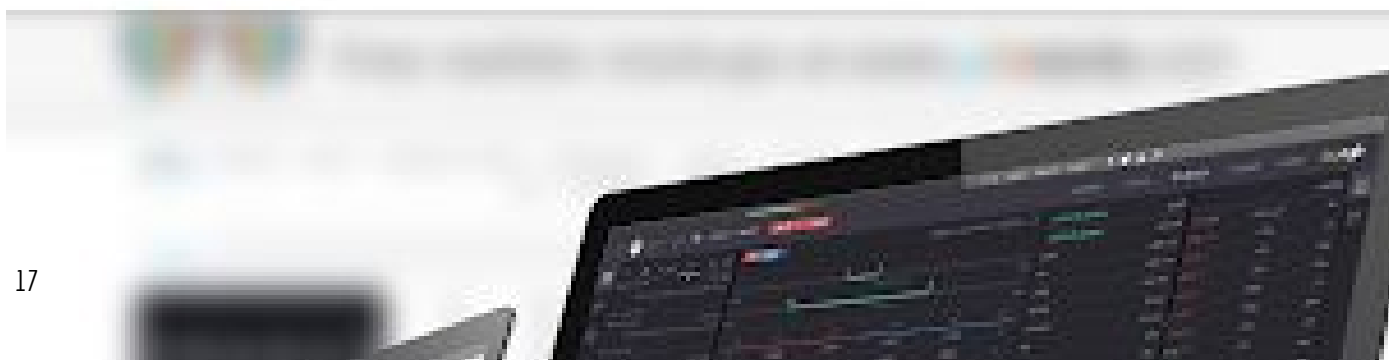
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Mobile :



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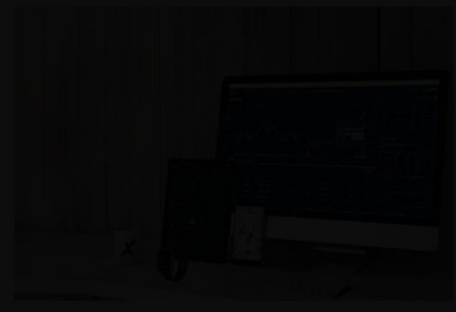
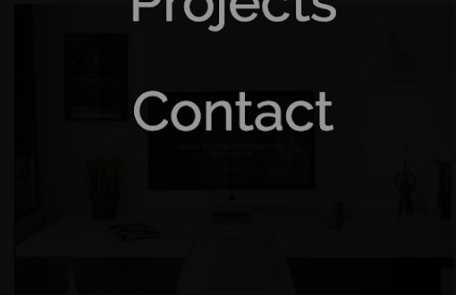
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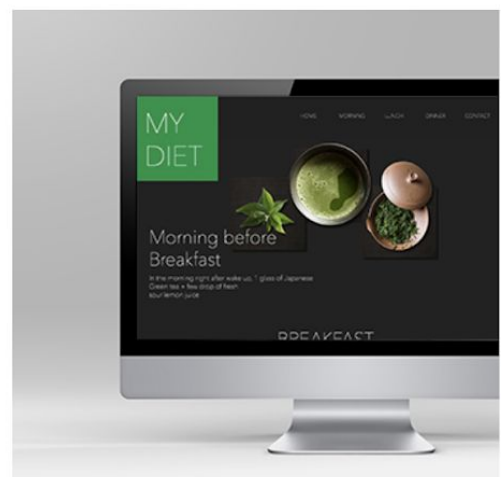
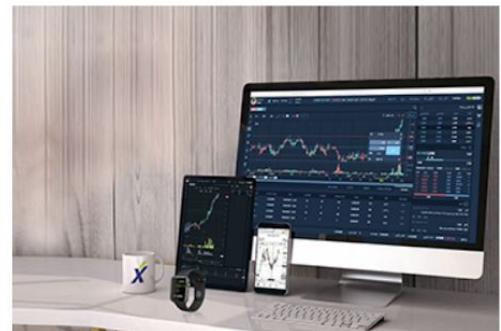
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