



Amirmohammad Kahinpour

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Highlights

- 1.5 years of freelancing branding, website design and development
- 2.5 years of experience in UI/UX design and development a digital piano product
- Experience in working collaboratively within an Agile process
- Solid understanding of marketing, Design and Advertising backed by strong research based analytical thinking gained during education in Master's in Engineering

Sketch

Invision

Figma

HTML

CSS

SASS

Bootstrap

JS

ES6

JQuery

Photoshop

Indesign

Illustrator

After Effects

Python

Excel + VBA



Education

Advertising & Marketing Comm. / Diploma

CONESTOGA COLLEGE - DIPLOMA - GPA: 3.85

2017-2019 Kitchener, Ontario

Electronic Eng. / Master of Engineering

UNIVERSITY OF BIRMINGHAM

2010-2012 Birmingham, United Kingdom

Electronic Eng. / Bachelor of Science

AMIRKABIR UNIVERSITY OF TECH.

2006-2010 Tehran, Iran

- Graduated with Distinction and was awarded Dean's Honor List

- Runner-up for Excellence in Creative Design Awards by School of Media & Design

- Was awarded £9,000 scholarship for Masters degree



Work Experience

Sun Life Financial | Branding - Web Design & Development

Feb 2019 - Mar 2019 Kitchener, Canada

- Re-branded Wagner Livock & Associates brand and integrated the new brand into all print and digital communications pieces including new website design
- Researched client intake forms user experience, developed user personas, user flows and created a new interactive client intake form. Reduced response time from 3-7 days to 1-2 days
- Designed and developed e-invites and email marketing materials using HTML CSS

Marketing / Web design & Development freelancer

📅 Feb 2016 – Aug 2017 📍 Tehran, Iran

- Designed and developed two websites. Implemented Google Analytics for clients and performed base SEO using Yoast plugin.
- Developed a B2B marketing strategy, designed packaging, found most cost effective vendor and raised sales of an ostrich oil product from 60 to 240 bottles per month
- Full branding and website for Choobchinddecor, Website design & development of Arian Sea Scent, Branding and social media marketing for KouK Fshion Design

Arsheh Jaam – Jam Piano | Product Manager

📅 Aug 2015 – Aug 2017 📍 Tehran, Iran

- Lead the team of UI developers to develop Main Menu, Metronome, and Tuning and Instrument Selection interface.
- Collaborated with product design team to test and refine the design
- Worked closely with sales and marketing team to develop positioning strategy and unique selling point strategy.
- Lead the digital marketing team, designed and implemented the sales funnel and, increased conversion rate by 25%.

Arsheh Jaam – Jam Piano | Product designer

📅 Mar 2013 – Aug 2015 📍 Tehran, Iran

- Designed and prototyped user interface for main menu, metronome, tuning and instrument selection.
- Researched and developed user personas, journey maps and story boards by considering the end to end omni-channel experience
- Gathered customer feedback insights, performed stakeholders interviews, preliminary user testing and focus groups
- Designed and prototyped the UI using Sketch and Invision and refined the design after each iteration of test



Personal Projects

Goal\$ app

A personal financial advisor that has the Red Flag Deals functionality integrated in it

i Cook

An online ordering app for supermarkets where search is based on the final dishes and not individual items

Recycle.me

A waste sorting website that allows users to snap a picture of the product and find the correct recycling bin