



Hamed Safi

Montreal, Canada

Creative Direction Brand Development

UI/UX Design Product Design

15 Years of Practice in Brand Development, User Experience Design, and Marketing Technology.

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Visit: hamedsafi.digital/portfolio

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Education

Academy of Design & Technology
Bachelor's Degree, Advertising

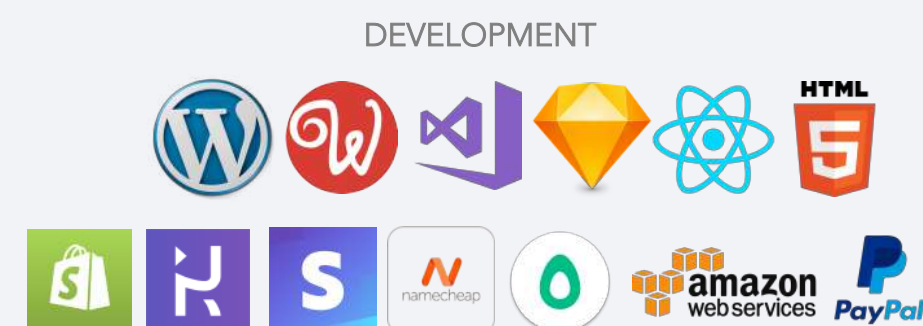
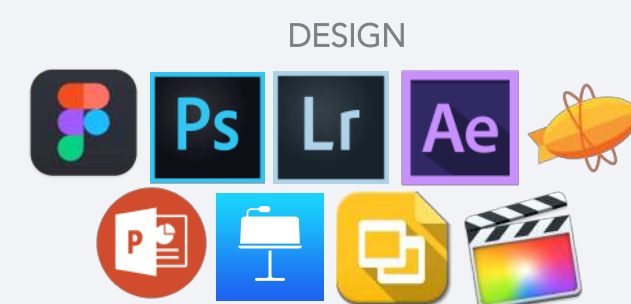
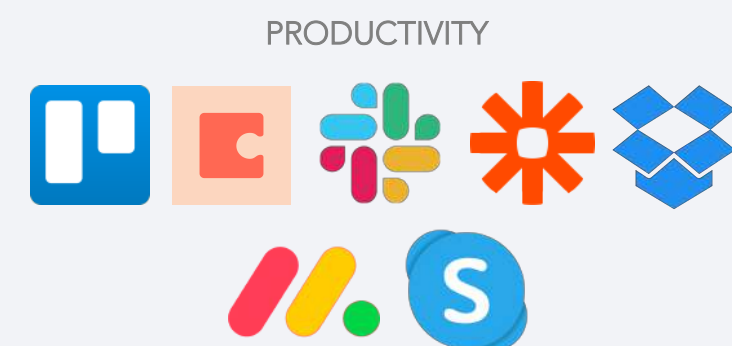
2002 – 2005 | Toronto, Canada



Expertise

- UX/UI Design + Development
- Digital Marketing Automation
- Visual Strategy + Creative Direction
- Customer Journey + Mapping
- Brand Development + Awareness
- Team Management

Tools & Applications



Hivestack

Creative Manager
2020 - Present | Montreal

Leading and directing the design and production of visual materials, and media used for advertising, broadcast, and web communications. Managing creation of art, photo, video, and layout design. Establishing and implementing design, format standards, and processes, to produce consistent and high quality results.

Spearheading and managing content strategy for both small-scale and large-scale projects, harnessing strategy, digital and brand design, compelling content, and technology.

Collaborating with the marketing and sales departments in developing marketing plans, analyzing results, and identifying opportunities.

Supervising a cross-functional marketing team of copywriters, social media experts, photographers/videographers, and project managers in the strategic brand development and awareness.

[Learn more](#)



Zimtra Trading Platform

 **Marketing & UI/UX Manager**
2019 - 2020 | Montreal

Managed the marketing strategy for Zimtra & LYNX Trading software. Including the economic indicators, tracking changes in supply and demand, identifying customers and their current and future needs, and monitoring the competition.

Lead the development and design of the user interface and design system for the proprietary trading and data platform.

Provided short- and long-term market forecasts and reports by directing market research collection, analysis, and interpretation of market data.

Managed research database by identifying and assembling marketing information for both brands. Maintained relationships with external sources such as agencies and freelancers. Developed new marketing strategies for existing products by analyzing statistics regarding market development, user case data, and consulting with internal and external sources.

[Learn more](#)



Faulhaber Communications

 **Design & Innovation Director**
2018 April - 2019 August | Toronto

- Creative Head Of User Experience Design, UX/UI Design • Managing The Marketing, Design And Sales Teams
- Overseeing Vendors, Photographers, Printers
- Creative Pitch Concepts And Proposals
- Business Development & Client Relations
- Managing The Creative Department
- Overseeing Vendors, Photographers, Printers
- Creative Clients Pitches
- Business Development & Client Relations
- Ensure A Framework Is In Place To Monitor, Forecast And Prioritize The Overall Work And Portfolio Of Projects For All Digital Channels
- Advising The Sales Department In Scoping and Executing New Sales Products And Digital Initiatives.

[Learn more](#)



NOW Magazine

 **Design & Innovation Director**
2016 April - 2018 April | Toronto

- Lead NOW Magazine's Digital Strategy, Production, IT, And Operations
- Continuous Supervision And Development Of The NOW Digital Platform
- Leading Website UX/UI Design
- Supervision Of Digital Production Manager, Art Director And Creative Team
- Development Of Long-term Digital Strategic Plan For All Digital Channels Including But Not Limited To Social Media, Email, SEO, Engagement.
- Develop And Execute Ideas For Increasing Visibility And Engagement Of Now
- Ensure A Framework Is In Place To Monitor, Forecast And Prioritize The Overall Work And Portfolio Of Projects For All Digital Channels
- Responsible For Managing And Optimizing The Development/Execution Of Nowtoronto.Com For Both Desktop And Mobile Applications.

[Learn more](#)



SHO Agency



Director of Marketing & User Experience
2014 March – 2016 April | Toronto



Airmiles



Digital Marketing & Media Manager
2007 October – 2014 March | Toronto



IBM Canada

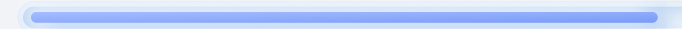


Customer Contact Center Team Lead
2005 - 2007 October | Toronto

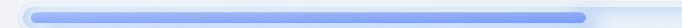
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Design Skills

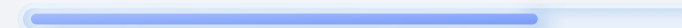
UX UI



Product Development



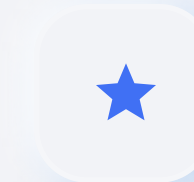
Visual Identity



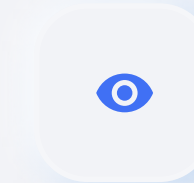
Web Design



Illustration



Management
& Coaching
10+ Years

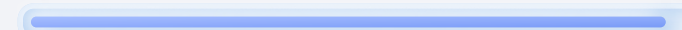


Development
& Design
50+ Brands

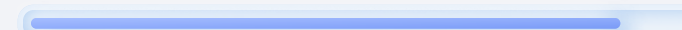


Marketing Skills

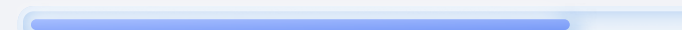
Brand Development



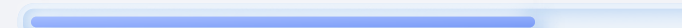
Content Strategy



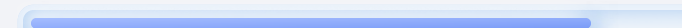
Marketing Automation



Search Engine Optimization



Advertising



Scan to View
Online Portfolio



Designed & Presented By:
Khaled Naji

[Contact](#)