Hello, I'm Fiona

Doing digital.

While I am a designer by trade, over the past decade I have gained experience and expertise in all-things digital from UX, design, front-end developement and managing processes.

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Specialties

User Experience Design, User Interface Design, Sketch, InVision, Axure, Adobe XD, Photoshop, HTML5/CSS3, Illustrator, Bootstrap, LESS/SASS, Wordpress, jQuery components, Sublime Text, Dreamweaver, InDesign, Adobe Edge, Animate CC, After Effect

Skills

- Expert knowledge of responsive design & mobile-first design principles, UX & UI design

- Creation of varied wireframes, design prototypes

- Proven ability to plan, prioritise and manage several projects at a time

- Using Brand guidelines to create a clean and functional design

- Problem solving, creating personas and visual concepts for the content and ensuring that the sites are consistent and easy to navigate

- Skilled in numerous popular computer design programs (Sketch, Invision and Adobe Creative Suite) with the desire and ability to quickly learn new programs

- Front End development using HTML5/CSS3 for websites and landing pages, and HTML/CSS and in-line styling for eDM

- Responsive design and code utilizing Bootstrap framework, LESS/SASS

- Word Press development and customisation

- Works effectively under deadlines, producing exception product quality

- Comfortable working closely with others or independently

- Strong commitment to excellence

June 2013 - current
Digital/Web Designer
Open Colleges, Sydney Australia

Open Colleges is one of Australia's leading providers of online learning, associated with NSW Tafe, and a host of other tertiary education associations.

At OC my role is to work directly with Head of UX, Head of Product and Technology and Head of Communication on the digital marketing side of the business, mainly focussed on landing pages, microsites, websites and eDMs. Below are some of my responsibilities:

- Involvement in the user experience of websites in a Python and PHP environment
- Creating A/B testing and UI solutions for existing web elements
- Mapping or outlining a website's structural content
- Code HTML5/CSS3 to build website elements, modules and pages
- Creating templates of approved website layout
- Translate wireframes into usable visual and interface design
- Define process and task flows to create elegant user experiences
- Responsible for the design and coding of all eDMs
- Design and code of many online content pieces for SEO team
- Create template and content blocks for Marketing Cloud which is a platform for sending eDMs
- Creating or editing images and graphics, icon set (using icon management tool) for website use
- Design of identities, logo, marketing collateral & brand guidelines

Feb 2013 - June 2013
Digital Designer
Asthma Foundation, Sydney Australia

Asthma Australia and Asthma Foundations have been the leaders in asthma health care and research. Asthma Australia and member Foundations deliver high quality support to people with asthma and their carers.

My time at Asthma Foundation consisted of scoping, planning, concepting and managing digital projects in collaboration with the Marketing Manager. My responsibilities spanned the entire length of projects including social media assets, eDMs, client liaisons and delivery. Below were some of my responsibilities:

- Control and design all printing media for supporting marketing department
- Work closely with marketing manager and Head of faculty from University of Sydney to work on a few printing booklets using InDesign
- Design eDMs and printing stuff
- Code XHTML/CSS and inline style to build eDMs

Jan 2012 - Dec 2012
Digital Designer
Freelancer, Sydney Australia

I worked directly with Creative director of Wasabi digital agency on some landing pages and animation banner Ads. Below were some of my responsibilities:

- Design prototype of web design and web application for clients following brand identity and present look and feel fit to customer requirements
- Work closely with creative director of Wasabi digital agency to work on Flash banners and landing pages for their customers
- Flash banner design based on the storyboard

Apr 2006 - Nov 2012
Web Designer
Payahost, Tehran

Paya Host provides business web hosting and a variety of other hosting alternatives. They do webdesigning as well and they have developed a CMS software to sell.

The focus of my role was leading the design of any array of digital assets, mainly contained to design and develop of websites and eDMs, liaising with customers including phonecalls and meetings to provide their needs and expectations (based on their guidelines). Below were some of my responsibilities:

- Translating client's marketing or informational content into functional websites
- Creating or editing images and graphics for wesite use
- Posting completed site to internet server using FTP software
- Project management for the website of the customers
- Making changes to the site directed by clients
- Develop prototype of web application and web design for clients and in house
- Migration the major company websites to CMS in term of functional specifications such as web navigation, screen flows, forms, etc
- Project leader for the website of subsidiaries company
- Making the new products and services launch in website of subsidiaries companies

Education

User Experience Design, General Assembly (2017)

Bachelor Degree of Graphic Design, Tehran Art Architecture Azad University (2002)

Reference

Available on the request.