

HI, I AM



SAEED TAVOOSI

A SIMPLE MAN WITH A CREATIVE MIND

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## DESIGN PHILOSOPHY

I'M A CREATIVE DIRECTOR AND DESIGNER. FOR ME,  
GREAT DESIGN IS ABOUT MORE THAN JUST LOOKING NICE  
IT IS ABOUT FEELING RIGHT AND MAKING THE USER  
AN INTEGRAL PART OF AN EXPERIENCE.  
IT'S ABOUT USER'S SMILE :)

## WORK EXPERIENCE

### Farakav co. • JUN. 2016 – PRESENT

Farakav is a digital media & marketing company. It runs the most popular web-based media in the Persian speaking world called **Varzesh3**. Recently they founded a start-up in video sharing field named **Tamasha**. Chand Chand, Lenz, Tazeyab & Tv3.ir are also provided by this company.

#### BRANDING & IDENTITY DESIGNER

Rebranding of **Farakav**, design visual identity of **Tamasha** & re-design visual identity of **Varzesh3** (not released yet)

#### LEAD UI/UX DESIGNER

Design UX and UI of **Tamasha**. Analysis current UX of **Varzesh3** and redesign its UX and UI from scratch (not released yet)

#### FRONT-END DEVELOPER

Develope **Tamasha's** front-end using SASS & MAKO template engine

### Yara Kish • SEP. 2014 – SEP. 2015

Yara Kish is one of the Iranian's most active and innovative company in the area of mobile & game applications.

#### LEAD UI/UX DESIGNER

I've worked on a lot of products such as **Gisheh.net** logo design, **Melodia Game** visual identity design + game UI design, **Eventset** new UI design, **Rooster Wars** new website design, **PayCash** app logo and UI/UX design & **33th Fajr movie festival's** official mobile app UI/UX design.

#### FRONT-END DEVELOPER

Using HTML5, SASS & Angular js

## PRO SKILLS

- ILLUSTRATOR • SKETCH •
- PHOTOSHOP • INDESIGN •
- AFTER EFFECT •
- HTML5 • SASS • LESS •

## PORTFOLIO

#### ONLINE RESUME

saeedtavoosi.github.io

#### BEHANCE

behance.net/saeedTavoosi

#### DRIBBBLE

dribbble.com/saeedtavoosi

#### INSTAGRAM

instagram.com/tavoosi.saeed

#### LINKEDIN

ir.linkedin.com/in/stavoosi

### Floataalk.com • SEP. 2014 – SEP. 2015

Floataalk is an American start-up which is an on-site commenting and sharing tool that helps everyone to express their opinions precisely on the specific part of a page.

#### BRANDING & IDENTITY DESIGN

Design visual identity of Floataalk such as: logo, stationary, tag-line, artwork guideline

#### LEAD UI & UX DESIGNER

Design whole System UX & UI including: Website, browser extension, bookmarklet & iOS mobile app

#### FRONT-END DEVELOPER

Develope website and browser extensions (Chrome & Firefox) UI using HTML5, SASS & Angular js

### Asa co. • AUG. 2012 – SEP. 2014

Asa co. is a leading provider of technology solutions for players in financial and capital markets in Iran.

#### BRANDING & IDENTITY DESIGN

Design company visual identity such as: logo, stationary, slogan & advertisement guideline, website

#### LEAD PRODUCT UI/UX DESIGNER

+100 interviews with users to find the best UX design for company's specific apps, desinging and producing **Simplative** framework and a unique icon set (including +500 icons) from scratch which met our needs in design of twelve company's apps.

#### FRONT-END DEVELOPER

Using HTML5, LESS & Angular js to develop Simpletive framework to match company's development needs

## CREATIVE FIELDS

- IDENTITY & BRANDING •
- WEB & MOBILE UI / UX DESIGN •
- TYPOGRAPHY • ILLUSTRATION •
- ICON DESIGN • DIGITAL ART •