



Personal information

- Name : Saleh
- Last name : Zekavati
- Date of birth : April 29, 1989
- Location : Tehran, Iran
- Marital status : Married

More about me

I'm a passionate product designer who loves creating user-centric designs. During these years I have had the opportunity to collaborate with cross-functional teams to create visually appealing products. With a focus on quality and customer satisfaction, I strive to seek innovative solutions and stay up-to-date with the latest design trends. When I'm not exploring new design concepts, I prefer to spend my time on photography, travelling, and writing.

Softwares

- |||| Adobe XD
- |||| Figma
- |||| Adobe Illustrator
- |||| Adobe Photoshop
- |||| Adobe Premiere
- |||| Adobe After Effects
- |||| SketchUp
- |||| Auto CAD

Skills

- UI/UX design
- Visual Identity design
- Graphic design
- Printing product design
- Sketch
- 3D modeling

Honors & Awards

- Andisheh city green pedestrian urban design competition
3rd 2016
- Annual Pastoo Story Writing Contest
1st 2015
- Annual Pastoo Story Writing Contest
3rd 2014
- Caricature competition of District 9 of Tehran
1st 2000

Education

- Master of Arts : Urban Design : Iran University of Science and Technology 2013-2016
- Bachelor of Arts : Urban Engineering : Ferdowsi University of Mashhad 2007-2012

Work experience

- Sina Communications Co. 2020-Now Senior product designer
 - Set design requirements based on information from internal and external partners, including users and the development teams;
 - Lead the design process of user-friendly interfaces for company products;
 - Partner with product managers to define and evolve product roadmaps;
 - Work closely with developers to suggest improvements for products and processes;
 - Present product design ideas to cross-functional teams and senior leadership;
 - Conduct research and usability tests with users to improve user experience, both in-person and online;
 - Analyze market needs and consumer preferences related to company products;
 - Create, improve, and use wireframes, prototypes, style guides, and user flows;
 - Produce prototypes and test their functionality;
 - Execute all visual design stages from concept to final product;
 - Modify and revise existing designs to meet changing customer preferences;
 - Identify new product improvement opportunities;
 - Advocate for the users within the organization and foster a culture of user-centric design.
- Hinava Smart Home Co. 2017-2020 Visual designer
 - Develop creative ideas to present company products based on requirements and brand identity;
 - Manage the design process for all graphic materials, including product boxes, brochures, social media posts, PowerPoint presentations, catalogs, logos, mock-ups, and other materials;
 - Support product marketing by designing logos, iconography, illustrations, and other visuals;
 - Coordinate with external partners to prepare in-print products.
- Arseh Consulting Engineers Co. 2014-2017 PM _ Urban designer
 - Senior member in carrying out 7 urban projects
- Fajr-E Tosee' Consulting Engineers Co. 2013-2014 Urban designer
 - Senior member in carrying out 3 urban projects
- Host Pano Co. 2009-2010 Graphic designer
 - Logo design
 - Visual document design

Freelance projects

- MTN Irancell Box design
- Teyf Pardazan Roham Visual identity design
- Ahang Tejarat Nikoo Visual identity design
- Winup Group Visual identity design
- Petlaza Application Application design
- Qolop Application Application design
- Amen Capital Visual identity design
- Baran Capital Visual identity design
- Giti Faraz Atlas Visual identity design
- Exwino Logo design
- Rak Ceramic Business card design
- Mr. IPTV Logo design
- IR. Iran Judo Federation Business card design
- Mana Faraz Tejarat Visual identity design
- Behbod Laser Clinic Billboard design
- Corson Fasion Visual identity design
- Arseh Logo design
- HemeDeco website design
- Mehr Omid Jam Logo design