

Shirin Kazerooni

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Objective

To Present my strong development and design skills and also my sharp eyes on details.

Skills Summary

- Extensive Graphic Design experience in creating web, digital media, and print design
- Excellent knowledge of html, Css, JavaScript, PHP, MySql and Vue.js
- Proficient with Adobe Photoshop, Illustrator, Indesign and MS Office
- Thorough knowledge of Adobe After Effects, Cinema 4d and rendering and animation
- Keen eyes and good Knowledge for UX/UI design
- Ability to design and develop custom wireframes
- Fluently bilingual in English and Farsi

Education

Diploma of Interactive Media Design | Fanshawe College, London, Ontario
January 2021- April 2022

Diploma of Web Design and Development | CCBST College, Toronto, Ontario
July 2019- September 2020

Master of Fine Arts | Alzahra University, Tehran, Iran
September 2008- March 2011

Bachelor of Fine Arts | Art University of Tehran, Tehran, Iran
February 2003– October 2007

Employment History

Regional Visual Presenter | Harry Rosen Co., Toronto, Ontario
July 2016 – July 2019

- Coordinated and implemented all steps of creating focal points for interior and windows according to store different needs.
- Ensured all windows are presented to a high standard including mannequins dressing and positioning, lighting direction.
- Created visual impact with mannequins, Props, floor displays and merchandise presentation that enhance the Company's image via Marketing directions and guidelines.
- Communicated visual presentation standards to store management and brand ambassadors.

Employment History (continued)

Visual Presenter | PVH Company (calvin Klein), Toronto, Ontario

June 2015 – July 2016

- Executed floor plans and implements visual merchandise presentation strategies to positively impact the store's sales
- Ensured promotional set-ups and proper signage are implemented within a timely manner to company standard
- Partner with the visual and operations departments to ensure that the operational objectives of the store are being achieved and exceeded
- Ensured that the image and style of the company is projected at all times
- Responsible for creating and maintaining a compelling presentation of merchandise that will engage customers and help stimulate sales activity
- Created the floorset with keeping an eye to Rules of Company
- Demonstrated fashion flair and creativity

Senior Graphic Designer | Novin Sepehr Co., Tehran, Iran

May 2012 – March 2015

- Created projects which included graphics, audio, and video components.
- Coordinated with internal and external creative teams to drive design strategy for digital experience and advertising.
- Ensured digital creative is in line with overall brand parameters and guidelines.
- Provided ongoing recommendations for site design and user experience improvements.
- Designed prototypes and user interfaces for websites and applications.
- Established and maintained strong internal relationships with the web, product and IT teams
- Developed design for website, Facebook page, Twitter accounts, blogs, and other social media outlets.

Graphic Designer| Aryavand Co., Tehran, Iran

April 2010 – March 2012

- Created Graphic Design for different platforms.
- Taken Photographs and retouched and prepared existed pictures
- Led graphic team to reach an integrated procedure and meet customer's needs faster
- Supervised the communications with clients and introduced other services
- Followed customer's orders with print-house in whole level of printing process suitably detailed for digital and offset printing

Interests

- Photography, Movies, Travelling, Restaurants

References are available on request