TINA ASADI

kanata, Ontario | 613-276-3739
asad0019@algonquinlive.com | https://tina-asadi.github.io/Portfolio/

EDUCATION

Algonquin College – Ottawa, ON   **2025 - 2027**
Web Development & Internet Applications Diploma
- Dean's Honours List; GPA: 3.93 / 4.0
- Relevant coursework: Front-End & Back-End Development, Cross-Platform Web Development, Database Design, Operating Systems
- Developed skills in HTML, CSS, JavaScript, Python

Adiban Institute of Higher Education – Tehran, Iran   **2021 - 2025**
Bachelor of Software Engineering
- Acquired in-depth understanding of computer systems, programming logic, and software development principles
- Studied core topics such as algorithms, data structures, computer architecture, and systems theory

PROFESSIONAL EXPERIENCE

SEO & Web Optimization Specialist
Pergas Teb (Lafarrerr) – Tehran, Iran   **July 2024 – December 2024**
- Conducted comprehensive technical SEO audits to enhance website performance, core web vitals, and structured data for improved accessibility and search-ability
- Wrote clean, SEO-friendly HTML and optimized CSS for speed and responsiveness

Web Support and SEO Specialist
Damavand Polymer – Tehran, Iran   **October 2022 – March 2023**
- Managed and executed comprehensive on-page SEO strategies to improve site visibility and search engine rankings
- Uploaded and maintained accurate product listings on company's website
- Optimized product pages by enhancing meta tags, headings, image alt text, and internal linking for improved SEO performance

OTHER EXPERIENCE

Sales Associate
H&M – Ottawa, ON   **April 2025 – Present**
- Deliver customer-focused service by assisting with product selection, styling advice, and purchase support
- Maintain visual standards and organize merchandise according to brand guidelines
- Operate POS system efficiently and process cash, credit, and return transactions
- Collaborate with team members during peak hours to ensure smooth floor operations

Campaign Volunteer & Scrutineer
Jenna Sudds, Member of Parliament – Kanata   **March 2025 – April 2025**
- Assisted in community outreach and event coordination, supporting campaign activities across the riding.
- Served as a scrutineer on election day, monitoring the voting process to ensure compliance with Elections Canada regulations.
- Demonstrated strong communication, teamwork, and organizational skills in a high-pressure, fast-paced environment.

Sales Advisor

CDS – Kanata, ON   **March 2025 – April 2025**
- Promoted national and international brands through strategic in-store marketing activation at Costco
- Communicated key product benefits clearly to diverse audiences, contributing to brand awareness and loyalty
- Collected customer feedback and reported on buying patterns to help inform future campaign strategies

PROGRAM-RELATED SKILLS

Programming Languages & Concepts: HTML5, CSS3, JavaScript, Python, C#, Strong understanding of Object-Oriented Programming principles
Frameworks & Libraries: Bootstrap, SASS, LESS, jQuery, ASP.NET, WordPress CMS theme development and customization
Development Environments & Tools: Visual Studio, DataGrip, JetBrains Rider, PyCharm, Git, GitHub, FileZilla
UI/UX & Design Tools: Adobe Photoshop, Illustrator, Figma, Knowledge of responsive design, accessibility standards, and prototyping
Data, Analytics & SEO: Google Looker Studio, Google Analytics, Search Console, SEMrush, Ahrefs
SEO strategy: keyword research, schema markup, on-page & technical SEO best practices
Collaboration & Productivity Tools: Google Workspace (Docs, Sheets, Slides), Microsoft Office Suite, Zoom

CERTIFICATIONS

Google UX Design Certificate ,Google / Coursera, Remote / Online   **May 2025 – Present**
- Curriculum includes a comprehensive 8-course series covering user-centered design, empathy mapping, wireframing, prototyping (using Figma/Adobe XD), usability testing, and accessibility

ACADEMIC PROJECTS

- Interactive Juice Landing Page – Designed and developed a responsive landing page using UX principles to optimize layout, call-to-actions, and visual hierarchy.
- Portfolio Website – Designed and developed a personal digital portfolio to showcase academic, creative, and web development projects. Built with HTML5, CSS3, and responsive design principles, ensuring accessibility and a professional user experience.
- Grocery List Application (Academic Project) – Built a user-friendly grocery list web app focusing on usability, accessibility, and smooth interaction flows.
- Watch Store Website – Created desktop and mobile e-commerce designs in Figma, applying responsive design principles and user-centered workflows.