

# Simin Nasiri

Graphic Designer

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[siminnasiri.com](http://siminnasiri.com)

## ABOUT ME

Creative Graphic Designer with 3 years of extensive experience creating intuitive interface designs, solving design problems and providing the best solutions with great customer experience and usability. In-depth knowledge of end-to-end design processes from conceptualization to commercialization.

## EDUCATION

UX Design Certificate  
Google

Web Development Certificate  
Montreal College of IT  
Montreal, Canada

B.A in Architecture  
Shariaty Technical University  
Tehran, Iran

## SOFTWARE

Photoshop, Illustrator, InDesign  
Premiere  
Figma, Sketch, XD  
Principle  
HTML, CSS

## STRENGTHS

Problem solving  
collaboration  
Critical thinking  
Design systems  
Sketching  
communicating ideas  
Manage multiple projects

siminnasiri.com

## EXPERIENCE

### MEDICOM INC.

Graphic Designer | Mar. '21 - Current Montreal, Canada

- Creation and management of graphic design projects as assigned by graphic manager and/or marketing manager.
- Work simultaneously on 5+ projects based on current client workload.
- Create visual aspects of marketing materials, packaging, websites and other media, including infographics.
- Work with the marketing team to assist in product development in brand consistency, while refreshing ideas for existing ones.
- Responsible for providing artistic direction to bring concepts to life through the development of a design concept.

### MONTREAL COLLEGE OF IT

Graphic & Web Designer | Nov. '19 - Mar. '21 Montreal, Canada

- Design and develop numerous marketing programs (landing pages, web banners, blog posts, brochures, email marketing campaigns, infographics, presentations and videos.)
- Execute all visual design stages from concept to final hand-off to develop.
- Develop social media ad assets and videos for the company with successfully increase digital impressions.
- Work closely with the development team to implement the vision.

### DATAK INC.

Graphic & Web Designer | Oct. '16 - Sep. '18 Tehran, Iran

- Provide various brand guidelines, packages, brochures, logos, and style guides.
- Design of all print pieces across the company, including environmental graphics for trade shows and internal exhibition.
- Present concepts and ideas consistent with company brand guidelines to the creative team.
- Support all internal teams with any graphic design needs for both digital and print.

### FREELANCE

Graphic & UI Designer | Dec. '19 - Current

- Design logos, iconography and brand guidelines.
- Create UX wireframe and UI mockup.
- Design landing pages

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