

## **Nima Sohrabi**

Berkeley, CA

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### **UI/UX Designer**

#### **Career Goal:**

I am a highly creative user interface / user experience designer, motivated, customer service oriented and highly organized with five years of experience working with web, graphics, social, and multimedia design technologies. My goal is to become associated with a company where I can utilize my skills to gain further experience while enhancing the company's productivity and reputation. My skills include UI/UX Design, web design, information architecture, web design, app design, mock-ups, wire frames, prototypes and graphic design.

#### **Summary:**

- Identifying visual & business needs and presenting new ideas to solve problems in a fast-paced environment
- Have an eye for details and the user-centered design practices including usability goals, user personas, tasks and workflow of a product or service
- Experienced at driving a design project from start-to- finish. My process includes identifying the product requirements; meeting with clients, product owner, stakeholders and QA, gather research, create use cases from the research and requirements, create task flows, wire-framing and mockup design, prototyping, and usability testing.
- Experienced creating and revising information architecture, content maps and wire frame diagrams
- Participating in product exploration and design, as well as graphic, web, email design, mobile application, visual identity and info-graphic design
- Hands- on experience as a interaction/visual designer
- Working Knowledge with HTML, CSS & JS
- Experienced using content management systems such as WordPress and IBM WebSphere
- Collaborated with marketing, product designers, UX designers, engineers & front-end developers in an agile environment
- Building prototypes, wireframes, mockups
- Proficient with Adobe creative cloud, Illustrator, Photoshop, Sketch and Invision
- Responsive design for desktop, tablet, mobile
- Experience creating print design, flyers, brochure, business cards

#### **Education:**

Bachelor of Science, Industrial High Technology Product Design, spring 2012. San Francisco State University, San Francisco, CA

#### **Design Skills:**

**UI/UX Design:** I've hands-on design experience including experience in web, user interface, user experience and determining visual needs and presenting new ideas. I can build prototypes & wireframes for user experience with ability to come up with creative ideas about a given topic or situation to solve problems in a fast-paced environment. Participating in market studies, product exploration and design, as well as graphic, web, mobile application, visual identity and info-graphic design. Collaborated with Product designer, UX designers & front end developers in an agile environment and working with a large team. Working Knowledge of Adobe Software's, Sketch and Invision.

**Web Design:** user interface design for responsive web and mobile experiences, E-commerce experience, social media design, SEO, graphic design, content creation, theme design and interactive design.

**Graphic Design:** visual design, branding design, printing design, advertisement, motion graphics design, brochure, poster and flyer design

**Design Software:** Sketch, Illustrator, Photoshop, Adobe cloud, Invision, Zeplin, and Axure for interactive prototypes, wireframes and pixel perfect layouts. Experience with Final Cut Pro and After Effects for video editing tools.

**Programming:** Dreamweaver for developing HTML, CSS, and Javascript

**Content Management Systems:** IBM WebSphere, Wordpress, SharePoint, Squarespace, Webs and Weebly

**Microsoft Office Software:** Word, Excel, Powerpoint, and Keynote for Mac

## **Professional Experience:**

### **UI/UX Designer, NIMA Design, Berkeley, CA**

Nov 2011-Present

Description: As an independent contractor assisting clients with UX web & Graphic design needs. Responsible for coordinating and producing a variety of graphic products, providing UI design, graphic design and art direction. I designed and developed web pages, using HTML, CSS, JS. I was responsible for completing various visual design assignments including visual identity, info-graphics, logos, posters, and brochures. I was providing UI guideline for websites, Apps and user interface and develop Wireframes, functional prototypes and collaborate on user experience using industry standard UX Process to create new designs.

- Designed and developed web pages, using HTML, CSS, JS
- Responsible for completing various visual design assignments including visual identity, info-graphics, logos, posters, brochures
- Providing UI guideline for websites, Apps and user interface
- Develop Wireframes, functional prototypes and collaborate on user experience
- Using industry standard UX Process to create new designs
- Developed WordPress and IBM portal as CMS
- Designed Interactive Contents and slideshow, using JavaScript & Adobe Creative Suite
- Participating in market studies, product exploration and design, as well as graphic, web, mobile application, visual identity and info-graphic design
- Build Custom Landing Pages
- Hands-on design experience including experience in UI/UX
- Provided Print Design, Business Card, Flyer, Menu, Brochure
- Ability to come up with creative ideas about a given topic or situation to solve problems in a fast-paced environment
- Product interaction flow and visual design
- Cooperating with research, engineering, and marketing teams

### **Web designer /graphic designer/ Consultant, Intercultural Institute of California - San Francisco, CA**

May 2017- Jun 2017

Description: The intercultural institute of California wanted a responsive new design for their marketing site. The Responsive WordPress site is accessible across devices. I Designed and developed web pages and build new custom Landing Page using HTML, CSS, and WordPress for content migration. I created graphics, re-design Logo, creating new images and Image resizing and cropping using Adobe Creative Suite.

- Old Website migration to a new website and transferring data
- Designed and developed web pages, using HTML, CSS, and WordPress
- Created graphics, Logo Design, and Photography, using Adobe Creative Suite
- WordPress Website design & Development & Content migration
- Building Pages using HTML, CSS
- Build Custom Landing Pages
- Image resizing and cropping

### **UI/UX designer, Avnet INC, San Jose, CA**

Oct 2016- May 2017

Description: As UX and Web Designer at Avnet I worked with a large team to migrate over 1500 web pages in IBM WebSphere. Avnet's rebrand took place over a period of 1 year, collaborating with marketing, development and design teams. I had a hybrid role as both a web and UX designer. As UX designer I designed page layouts and brand guidelines for the rebranding of Avnet's company website. Once the design was established web designers, including myself, populated the layouts created by the UX team with content using HTML and CSS inside of IBM WebSphere. Commerce for Avnet products was a complex system updated to manage products along with their descriptions and images.

- The new re-branding and web design helped increase online conversion rate & revenue from 1% to 3% or generated +\$200 Million in revenue
- Experience working side-by-side with developers, UX designers, and web designers to implement Avnet's website and application
- Daily stand ups with the team and UX directors on deviations based on input during the development process
- Experience with research and user testing of designs and prototypes
- Created graphics, Images, Banner ads, Assets for Avnet's website
- Develop Wireframes, functional prototypes and collaborate on user experience
- Using industry standard UX Process to create new designs

- Design and develop web pages, using HTML, CSS, Java Script for IBM portals
- Design and publish technical articles for Avnet website
- Old Website migration to a new website and transferring big data

**Web Graphic Designer, Zoolack, San Francisco, CA**

Feb 2016 – Apr 2016

Description: Zoolack is a cosmetic company for hair products and makeup in the San Francisco Bay Area. As a web graphic designer I was responsible for created graphics, banners, and Images for the website using adobe creative suite. I provided marketing strategy, art direction and technical support to the client.

**Web Master/ Consultant /Marketing Strategy, Mokhtar Image, Oakland, CA**

Oct 2015 – Dec 2015

Description: Mokhtar Image is web site for a great artist and painter Mokhtar. He came to me looking for a complete package including a logo, banners, website, SEO for search ranking and a WordPress blog. I've design a responsive website for him to sale his paintings and art works online.

**Web Graphic Designer Analog Books, Berkeley, CA**

Jan 2015 – Apr 2015

Description: Created and managed HTML/CSS/WordPress and graphics design

**Web designer/ Consultation/ graphic designer at Dyar Mediterranean Cuisine, Berkeley, CA**

Sep 2014 – Nov 2014

Description: Created and managed HTML/CSS/WordPress and graphics design, Menu design

**Graphic Designer at La Burrita, Berkeley, CA**

July 2014 – Sep 2014

Description: Created Graphics design, Menu Design, Print Design

**Web Graphic Designer at Urbann Turbann, Berkeley, CA**

May 2014 – July 2014

Description: Created and managed HTML/CSS and graphics design, Menu Design

**Web designer/ Consultation / Graphic Designer at Sky Tutoring, Berkeley, CA**

Apr 2014 – May 2014

Description: Created and managed HTML/CSS/WordPress and graphics design

**Web Graphic Designer at Lazer Image Printing, Berkeley, CA**

Feb 2014 – March 2014

Description: Created and managed HTML/CSS and graphic design

**Web designer/ Consultation/ Photographer / Graphic Design at University of California Berkeley, Berkeley, CA**

Aug 2013 – Feb 2014

Description: The main task was web design and I designed and developed web pages, using HTML, CSS. I used WordPress as CMS for this project and created logins for all lab members to edit the website. Also, I created graphics, images, profile pictures, photography, and interactive contents and slideshow, using JavaScript and Photoshop.

**Web and Graphic Designer at Green Copy, Oakland, CA**

Apr 2013 – Jul 2013

Description: Green Copy is an E-commerce website for a printing and copying businesses located in Oakland California. The manger of Green copy came to me looking for an e-commerce website and CMS package could improve his web presence online for his customers in San Francisco & Oakland. I helped him with a suitable package to build a new website and set up an online E-commerce store for his company. Since then he started to reach new clients in San Francisco and other parts of bay area and the sales has been increased because of the E-commerce website. The website is fully search engine optimized for web.

**Visual Design Intern at San Francisco State University, San Francisco, CA**

2010 – 2011

Worked as an AutoCAD engineer intern, Lab Monitor and teacher's assistant, working on various AutoCAD projects, as well as helping students troubleshoot their assignments.