

Nima Sohrabi

UI/UX Designer

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Career Goal: Highly creative web and 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. Main objection is to utilize current skills to gain further experience while enhancing the company's productivity and reputation. Skills include UI/UX Design, web design, responsive design, information architecture, app design, mock-ups, wire-frames, prototypes and graphic design.

Professional Experience:

Web & UI/UX Designer, NIMA Design, Berkeley, CA

Nov 2011-Present

Description: As an independent contractor assisting clients with UI/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. Responsible for completing various visual design assignments including visual identity, info-graphics, logos, posters, and brochures. 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. Designed and developed web pages and build new custom Landing Page using HTML, CSS, and WordPress for content migration. 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

Avnet's rebrand took place over a period of 1 year, collaborating with marketing, development and design teams. Hybrid role as both a web and UX designer. 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. Responsible for created graphics, banners, and Images for the website using adobe creative suite. 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. Client seeking 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: 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, 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: Client seeking e-commerce website and CMS package could improve his web presence online for his customers in San Francisco & Oakland. Assisted with suitable package to build a new website and set up an online E-commerce store for his company.

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.

Design Skills:

UI/UX Design: Hands-on design experience including experience in web, user interface, user experience and determining visual needs and presenting new ideas. Build prototypes & wireframes for user experience. 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

Education:

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