Iraj Asadi

Graphic Designer | CX Designer | Mentor

Creative Design Expert with a Passion for Engaging Visual Experiences

I am a Senior Graphic Designer with 9+ years' experience. Skilled in logo design, visual identities, UX/UI, and print materials. Proficient in Adobe Creative Suite. Adept at crafting engaging designs that align with brand values and objectives.

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Senior Graphic Designer | Product CX Designer
SEP 2021 - PRESENT

Noavaran Abi - Tech company simplifying challenges through AI and data analysis, providing cloud-based booking management solutions for restaurants and hospitality.

- Designed logos & visual identities for 9 AbrAbi holding companies, aligning with each brand's values.
- Created graphical assets and landing pages for international exhibitions, enhancing their visual appeal and impact.
- Crafted marketing materials for targeted messaging.
- Led design for PWA mobile app, admin dashboard, and website.
- Conducted user research for 4 user types, developed multiple Personas.
- Resolved complex challenges in bookings, loyalty programs, check-in/out, etc.
- Designed features that increased retention rate by 25%.
- Redesigned brand identity, logo, and color palette.
- Increased conversion by 30% on reservation site.
- Achieved 100% user engagement boost for PWA app.

Lead Graphic and UX/UI Designer
FEB 2019 - SEP 2021

Rayanmehr - Leader in mobile top-ups and mobile games with 500,000+ users.

- Addressed user pain points with visually appealing solutions.
- Partnered with marketing to supply assets, ensuring brand consistency.
- Revamped product logo and developed motion logo.
- Modernized website and mobile app interfaces for a trendy look.
- Orchestrated design sprints, generating innovative solutions.
- Developed a comprehensive design system, boosting user engagement by 40%.
- Reshaped E-Charge app experiences, achieving 100% task completion.
- Crafted features and user flows, incorporating iterative testing.
- Led a Design team for stunning redesigns.

Senior Graphic Designer | UI/UX Specialist
JAN 2013 - FEB 2019

Arian Novin - innovates tech solutions for 230+ clients, benefiting 45,000+ users.

- Crafted a visually cohesive B2B/B2C platform UI.
- Led a user-centric approach, fostering team alignment and innovative visuals.
- Collaborated with engineers for seamless design-code integration, enhancing the front-end experience.
- Designed logos, website UIs, and marketing banners for clients of the company, ensuring visually appealing and effective designs.
- Reduced complaints by 50% through user-centered design and market research.
- Utilized various graphic design techniques, resulting in a 20% user engagement increase and 15% higher conversion rates.

Experienced in

- Visual & Typographic Design
- Graphic Element Crafting (Illustrations, Icons, Infographics)
- Brand Book & Design System
- Design Cohesiveness Assurance
- Design Thinking Process
- User Interface Design
- Team Collaboration

Tools

- Adobe Creative Suite
- Figma, Sketch, XD
- Prototyping Tools
- Unity
- Confluence, Slack and Jira

Development

- HTML / CSS
- Low-code application frameworks
- Object Oriented Patterns

Project Experience

- Marketing & Advertisement
- Print Industry
- Reservation/Booking Systems
- Check-In/Out Solutions
- SaaS Platform
- Travel and Tourism
- Restaurant Solutions
- Cashback Program
- E-Commerce Platforms
- Game Platform
- Loyalty Program
- Brokers & Trading Platforms
- VR/AR/MR

Senior Graphic Designer   JUN 2011 - JAN 2013

Istak Co. - Makers of the famous non-alcoholic malt beverage ISTAK, exported to 45 countries.

- Elevated product line's visual appeal, including labels, packages, ads, and logos.
- Organized graphic archive and converted designs to vector formats.
- Designed graphical assets for international EXPOs.
- Created a concise brand book for consistent branding.

Senior Graphic Designer   JUN 2010 - JUN 2011

Shatel - Leading Internet Service and Internet Communications Solutions Provider in Iran.

- Designed various materials, including website, packaging, instructional books, magazine adds, corporate identities, brand advertising, exhibitions, displays, and digital design user experiences.

Side Projects
Graphic Design & UX/UI

Clients and Projects Include:
- **UKCold Ltd.** UK**:** Restaurant Appliance Maintenance, B2B Mobile App and Logo
- **Glasy** Canada: Food Ordering & Cashback, B2B B2C Mobile Apps, Website, Marketing Materials, Logo and Brand Identity
- **Deepnamer** USA: AI Based Business Name Generator, Website UI and Logo
- **Insopia** USA: Trading Platform, Dashboard and Logo
- **Bodygram** Iran: Online Workout Platform, Android Mobile App
- **FabricationLab** Canada: Virtual Skill Training, Designed 3D materials and VR/AR App

Collaboration and Project Management

- Outgoing Personality Enabling Effective Communication with People
- Agile and Scrum Experience
- Independent or Cross-Functional Teamwork and Deadline Adherence
- Multicultural Team Collaboration

Teaching

- Academic Mentorship: Iran Technical & Vocational Training Organization
- University Professor: The Academic Center for Education, Culture and Research
- 10+ Years of WorldSkills International Involvement
- Leading Expert in International Competitions

International Competitions Achievements

- **3rd** Place, 2nd International Design Festival "Krasny Prospekt," Russia, 2018
- **1st** Place, 42nd International Graphic Design Competition, WorldSkills Germany, 2013
- **1st** Place, 8th Iran TVTO National Skills Graphic Design Competition, 2008

Education

- **Master of science**
  SEP 2014 - SEP 2016
  Computer Software Engineering
  Azad University of Zanjan
  GPA: **8.8/10**
  Worked on Persian tweets using the Support Vector Machine (SVM) algorithm in Machine Learning

- **Bachelor of science**
  Information Technology
  Payamenoor University of Zanjan

Certificates

Interaction Design Foundation

- Design for the 21st Century with Don Norman
- Journey Mapping
- Agile Methods for UX Design
- Conducting Usability Testing
- User Research Methods
- Design Thinking
- Become a UX Designer from Scratch
- The Practical Guide to Usability

Languages

- English: C1 - Proficient User
- German/Deutsch: A1
- Turkish: B2
- Persian/Farsi: Native