

# Parisa Sajjadi

## Graphic Designer

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- **Experienced Designer:** 5 years in the Design Industry with expertise in branding, stand design, landing page design, character design, and motion graphic design.
- **Educational Background:** BA in Graphic Design and a certificate in UX/UI Design, providing a solid foundation in design principles and user-centered approaches.
- **Technical Proficiency:** Skilled in Adobe Illustrator, Photoshop, After Effects, InDesign, Figma, and Adobe XD.
- **Career Highlights:** Successful projects at Match1Studio, and Whitecap Scientific, demonstrating strong communication, collaboration, and problem-solving abilities.

## Work Experience

### Graphic Designer

Match1Studio, Toronto, On

Nov 2021 - Aug 2023

- Developed motion graphics to enhance educational content & interactive element.
- Designed & redesigned 2D & 3D look graphics for educational material through client feedback evaluation, and quality assurance.
- Created game mockup designs through UI prototyping, and layout design to visualize the learning experience.

### Graphic Designer - Intern

Whitecap Scientific, St. John's, NL

Apr 2021 - Aug 2021

- Designed graphical assets for company software products through company feedback.
- Created, designed, and iterated on marketing materials to foster enhanced client collaboration.
- Independently conceptualized and designed graphical assets for company software products, ensuring alignment with brand guidelines and user interface requirements.

### Graphic Designer

Moppar Design Studio, Tehran, Iran

March 2015 - July 2018

- Executed advertising and board designs for diverse businesses
- Collaborated closely with clients to translate their vision into impactful designs, consistently meeting deadlines and exceeding expectations

## Graphic Designer

Palayesh Gostar Palis, Karaj, Iran

Jan 2010 - Dec 2014

- Crafted logos, business cards, corporate identities, and presentations for a diverse range of businesses
- Utilized Photoshop and Illustrator to design and sketch concepts, bringing ideas to life with precision and creativity

## Skills

- Design Principles
- Visual Design
- Data Visualization
- Typography
- Layout Design
- Logo Design & Branding
- Colour Psychology
- Digital-Handmade Illustration
- Maintaining High-quality Output
- Storytelling
- Web Design
- User-Centred Design

## Strengths

- Communication
- Collaborative
- Team member
- Fast Learner
- Creative Problem-solving
- Attention to Detail
- Critical thinking
- Time management

## Technical Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe AfterEffect
- Adobe Indesign
- Figma
- Adobe XD

## Education

- UX/UI Design Certificate** UXLand, Online School 2023
- Art & Design Certificate** College of North Atlantic, St. John's NL 2019 - 2021
- BA in Graphic Design** Allzahra Art University, Tehran Iran 2004 - 2010

## Language Skills

- Persian (Native)
- English (Conversational)

## Status

- Permanent Resident