

Sadaf Asghari

Skilled **Graphic and Visual designer** expert in **UX design**, eager to bring ideas to life. Proficient in using **Figma and Adobe Creative Suite** and well-versed in transforming visions into visually captivating designs while being attentive to accessibility considerations and WCAG.

EXPERIENCE

Brand identity Designer – Freelance

Present. Toronto. Canada

Soup & Salad Delicioso | April 2024 - Bubble Baloon Studio | January 2024
Hope in Action Counseling Center | April 2023

Created a complete brand identity, including all aspects:

- Developed cohesive colour palettes, typography, and graphic elements.
- Crafted distinctive logos and patterns.
- Designed for social media visuals, presentations, brochures, banners, and other digital assets.
- Created dynamic animations and videos.

UI/UX Designer – Empowered Futures (Volunteer)

Present. Toronto. Canada

- Mapped the customer journey to identify pain points and opportunities for improvement.
- Designed high-quality features by engaging in collaborative ideation, rapid prototyping, design research, and usability testing.
- Leveraged my knowledge of design systems to enhance design consistency.
- Implemented UI best practices using Figma to create interfaces that resonated with target audiences.
- Increased client retention and conversion rates by + 50% through branding, designing responsive visuals, and interactions.
- Collaborated with developers and stakeholders during the development and hand-off phases.

Graphic Designer - Asch Beauty and Cosmetic Company

Aug 2020 - Feb 2021. Tehran

- Created graphics and illustrations for packaging and advertising materials.
- Developed digital graphics for social media and website platforms.
- Improved user experiences by revitalizing website designs.
- Collaborated with marketing teams to ensure designs aligned with brand guidelines

Interior Architecture - Amin Ferdousi Architecture Office

2018 - Feb 2020. Tehran

- Involved in space planning and layout design to create functional interiors.
- Coordinated materials, furniture, and decor elements for design concepts.

- 📍 Toronto, Canada - (647)685-0808
- ✉ Sadafasghari@outlook.com
- 🌐 Portfolio: <https://sadafasghari.com/>
- 🔗 [Linkedin](#) - [Behance](#)
- ★ No Visa Sponsorship Required

GRAPHIC DESIGN SKILLS

Color theory
Typography
Illustration
Motion design
Layout Design
Package design
Mock-up

UI/UX DESIGN SKILLS

Research Methods
Design responsive (web & mobile)
Wireframing & Rapid Prototyping
Accessibility Knowledge
Usability Testing
Information Architecture (IA)
Agile Methods
Visual design
Interaction design
Generative AI

TECHNICAL SKILLS

Adobe Suite: XD, Photoshop, Illustrator, InDesign, Aftereffects
Figma & FigJam
Sketch
Procreate
WordPress
Miro
HTML & CSS

EDUCATION & CERTIFICATES

Google UX Design Certificate
2023, Coursera

Graphic Design & Interactive Media Diploma
2023, Toronto Film School, Toronto, ON

Bachelor of Interior Architecture
2016, Azad University, Iran