

samin emrani

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about me

I am synesthete with a musical background. Having lived in three countries has brought me a unique perspective of different cultures. The experience has significantly influenced my UX/UI design works, ranging from applications for the music industry & architecture to promoting

health and culture. my aim is to create tools for changes towards less complex, more ethical & sustainable choices.

experience

VISUAL UX DESIGNER

Göteborg @ Cetrez 2020 - 2021

- Designed userflows, wireframes, created several user stories & mockups customized guideline and templates for various car brands such as Porsche, Lamborghini, Aston Martin, Bugatti

GRAPHIC DESIGNER

Toronto, Dubai, Göteborg, Tehran

Freelance | Kvinnor, Film & Motstånd Festival | Blue Orange Production | Radio Shoma |

Little Birds Poetry | 2009 - 2020

- Created and redesigned brochures, mock-ups, banners, logotypes, press materials, and collaborated with cultural companies and organizations for over 10 years

- Designed and managed budget for content for social media channels and email newsletters for cultural events such as three festivals and two workshops, and one kulturnatta.

- Developed marketing materials for gigs and studios. Prepared and directed two 2-day music festivals with 150 attendees in Göteborg

ASSISTANT PHOTOGRAPHER

Göteborg

Wijken Film AB | 2014 - 2015

- Assisted Anders Bryngel in studio and elsewhere by interacting with customers, makeup, positioning during photo shoots, lighting and camera work

PROJECT MANAGER

Göteborg, Tehran

Embassy of Sweden in Tehran | 2013

- Project leader for a cultural night at the embassy where artists and musicians from Sweden and Iran were invited to perform

DISTRIBUTION ASSISTANT

Toronto @ ParastooFilm | 2009 - 2011

- Promoted films at festivals such as Hot Docs, universities, cinemas, museums and cultural events.

- Advertised and administered two Docunights networking events with 300+ participants at Cineplex Cinema in Toronto

- Supplied content and copy for social media channels and email newsletters

MUSIC CONSULTANT

Toronto, Göteborg @ Freelance 2008 - present

- Presented musicians and artists at festivals and cultural events; in Canada, USA, France, Austria, Sweden, the Netherlands, Iran, and China

- Established brand strategy and marketing campaigns. Managed to gather 35K followers for a musician

- Planned and managed two music performance workshops for 40 students in two sessions

- Presented marketing strategies for albums and major gigs for six musicians

achievements

- Member of Association of Registered Graphic Designers (RGD) in Ontario

- Music instructor for children & adults at Iranian Cultural Association for the Visually Impaired (volunteer)

- Graphic Designer at The White Clinic Shelter (volunteer)

- Decision Maker at HotDocs Film Festival / Toronto (2010)

- Idea creator of Fly with the cage Toronto showcasing Iranian artists (2009) (intended to unite artists and extend public awareness of the current crisis in Iran.)

- Participated in "Do Not Help" 2012, a fundraising video project for the Child Foundation in help Iranian children living in poverty remain in school. Due to the Child Foundation's worthy cause, these video projects became Google's 3rd suggestion to watch the video.

education

VOICE INTERACTION & CONVERSATION DESIGN

Michigan (Remote) | 2020 - on going

The Digital Assistant Academy

UX DESIGN PROGRAM, SPECIALIZATION IN UI DESIGN

Berlin (Remote) @CareerFoundry 2019-2020

- UI DESIGN PATTERNS FOR SUCCESSFUL SOFTWARE

- GESTALT PSYCHOLOGY AND WEB DESIGN

- HUMAN-COMPUTER INTERACTION (HCI) 2020

Aarhus (Remote) | Interaction Design Foundation

TYPOGRAPHY & LAYOUT (COURSE)

Toronto @ Faculty of Communication & Design at Ryerson University (Chang School) 2011

GRAPHIC DESIGN (COURSE)

Toronto @ (GBC) School of Design 2010

TRÄDGÅRD, SKÖTSEL OCH ANLÄGGNING

Göteborg @ August kobbs/

Stora Katerinelunds Landeri 2016 - 2017

BACHELOR OF ARTS MUSIC PERFORMANCE

Tehran @ University of Applied Sciences 2003 - 2007

- DIGITAL COLLAGE FOR EDITORIAL

- DESIGN TO COMMUNICATE

- EXPERIMENTAL TYPOGRAPHIC DESIGN WITH PROCESSING

- DESIGN OF EXPERIMENTAL TYPOGRAPHIC POSTERS

Domestika (Online) 2019 - 2020

tools

Sketch, Figma, Slack, Invision, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Marvel, Balsamiq, Zeplin, UXPin, Flinto, Abstract, Jira & My Pen

recent projects

MUSIXPERT 2019 - 2020

A local web-based application for Torontonians that help users who are looking for local music experts for different demands

HEIM 2020

A responsive web app that offers various properties in Iceland, (such as 360° view, city open guide, video calls.)

SOUND CAST 2020

A web-based app for organizing podcasts for iPhone and Apple Watch, with iCloud sync so the user can pick up where they left off (i.e. audiobooks). Includes iPad, Apple Watch, and CarPlay support.

EASY CARE 2020 - on going

A web-based app for Swedish elderlies offering features for different demands such as medical needs, weather, medication reminder, emergency call.

NORRA ZONEN 2021 - on going

Designed to help people who live in Nordic Countries to receive the latest updates for COVID-19