

Samin Emrani | UX DESIGNER / UI DESIGNER

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EXPERIENCE

- VISUAL UX DESIGNER** 2020- 2021 March Göteborg
CETREZ
- 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** 2009 - 2020 Göteborg, Toronto, Dubai, Tehran
FREELANCE | KVINNOR FILM OCH MOTSTÅND FESTIVAL | RADIO FARDA | BLUE ORANGE PRODUCTION | MUSIKUTVECKLING | ZABOL FÖRENING
- Created and redesigned brochures, mock-ups, banners, logotypes, press materials, and collaborated with cultural companies and organizations for over 10 years
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FREELANCE | KVINNOR FILM OCH MOTSTÅND FESTIVAL | RADIO FARDA | BLUE ORANGE PRODUCTION | MUSIKUTVECKLING | ZABOL FÖRENING
- 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 (Twitter, Facebook and Instagram) 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
 - Established brand strategy and marketing campaigns. Managed to gather 35K followers for a Musician from France
 - Managed business relationships with six clients (musicians), presented marketing strategies for their albums/ major gigs
- ASSISTANT PHOTOGRAPHER** 2014 - 2015 Göteborg
Marshmallow Film & Television AB
- Co-ordinated Anders Bryngel to set up, and complete photo sessions in studios or at other worksites
 - Interacted with customers and assisted with positioning during the shoot and worked with lighting and camera work
- PROJECT MANAGER / DISTRIBUTION ASSISTANT** 2009 - 2013 Toronto, Tehran
Embassy of Sweden (Tehran) | ParastooFilm
- Arranged and executed one cultural night at the Embassy of Sweden in Tehran as a project leader, with an artist team members from Sweden and Iran to perform music
 - Planned and managed two music performance workshops for 40 students in two sessions
 - Promoted Iranian films and documentaries and collaborated with well-known festivals like Hot Docs, universities, cinemas, museums of fine arts, and cultural events in North America for 2 years
 - Advertised and administered two Docunights quarterly networking events with 300+ participants at Cineplex Cinema in Toronto
 - Supplied content and copy for social media channels (Twitter, Facebook and Instagram) and email newsletters

EDUCATION

- Conversation AI / (VUX / VUI)** 2021- ongoing Michigan (Remote)
The Digital Assistant Academy
- UX Design Program, Specialization in UI Design** 2019 - 2020 Berlin (Remote)
Career Foundry
- Completed an intensive training program, specializing in User Experience process and methodology that includes user research, user journeys, user personas, testing, information architecture, design guideline and visual design fundamentals
 - Designed 3 straightforward web apps using software such as InVision, UXPin, Adobe XD and Sketch for wireframe and prototypes.
 - Additional User Interface specialization courses focused on responsive layouts, design patterns and principles, creating a style guide, use of shapes and icons, colour theory, typography, and imagery
- TYPOGRAPHY & LAYOUT** 2011 Toronto
Ryerson University (Chang School)
- Completed courses on two-dimensional design problems, with an emphasis on typography, layout and interactions with and within imagery (design thinking)
- Typography, Design, Digital Applications, and Productions** 2010 Toronto
George Brown College (School of Design)
- BACHELOR OF ARTS IN MUSIC PERFORMANCE** 2003-2007 Tehran
University of Applied Sciences

SKILLS

- Adobe XD, Sketch, Figma, UXPin, Balsamiq, Zeplin, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, abstract, Jira, User Centered Design, Competitive Analysis, User Personas, Wireframing, Prototyping, Interaction Design, Botsociety, Voice Flow and updating skills: Flinto, Framer , and Principle.

RECENT PROJECTS

MUSICPERT 2019 – 2020

Musicpert is a local web-based application for Torontonians that help users who are looking for local music experts for different demands such as teaching, composing, arranging, playing, etc. to connect and find the right person(s) for their project/class.

Tools: Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Balsamiq, Optimal Sort and, Usability Hub

NORRA ZONEN 2021 – ONGOING

“Norra Zonen” is more than just a covid tracker. It enables the user to select their country and receive daily updates specific to their country. It also allows for vaccine clinic registrations and connects the user with medical staff in case they need advice.

Tools: Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Pen & Paper

NOM NOM BOT 2021

Eating vegetarian foods can be exciting and good for the planet. This chatbot is meant to inspire the user to cook healthy vegetarian meals. The bot can be used by individuals or by a company such as a grocery store.

Tools: Botsociety, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Balsamiq, Pen & Paper

HEIM 2020

Heim App is a responsive web app that offers various properties, mostly in three famous cities of Iceland. This app tries to provide more information for non-Icelandic people who are determined to move to Iceland and want to know more about tax information before buying properties. Clients can see properties remotely by booking video calls or see 360 degrees view of the area on the app. Also, there are several pages about the most popular cities of Iceland as an “open guide”.

Tools: Sketch, Invision, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Balsamiq, and Usability Hub

EASY CARE 2020 – ONGOING

Easy Care is a local web-based application for Swedish elderlies which offers various features for different demands. Some features such as medical needs, call to the family or friends and some other essential features like weather, calendar, a reminder for medications, emergency call with a chat and video options.

Tools: Figma, UXPin, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Balsamiq, and, Usability Hub

SOUNDCAST 2020

SoundCast is a web-based app for organizing your podcasts and gives a bunch of useful features for iPhone and Apple Watch. It also has iCloud sync so you can pick up where you left off (like audiobooks). Includes iPad, Apple Watch, and CarPlay support.

Tools: Sketch, Invision, Adobe Photoshop, Adobe Illustrator, Adobe InDesign & paper

NORRA ZONEN 2021- ONGOING

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

Tools: Sketch, Invision, Adobe Photoshop, Adobe Illustrator, Adobe InDesign & paper

CONTINUING EDUCATION

Domestica (2019 - 2021)

- DIGITAL COLLAGE FOR EDITORIAL
- DESIGN TO COMMUNICATE
- EXPERIMENTAL TYPOGRAPHIC DESIGN WITH PROCESSING
- DESIGN OF EXPERIMENTAL TYPOGRAPHIC POSTERS

Interaction Design Foundation (2020)

- GESTALT PSYCHOLOGY AND WEB DESIGN
- Human Computer Interaction (HCI)
- UI Design Patterns for Successful Software

ACHIEVEMENTS

- Member of Association of Registered Graphic Designers (RGD) in Ontario/ Canada
- 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 (2010)
- Idea creator of Fly with the cage Toronto showcasing Iranian artists (2009) [The occasion was intended to unite artists and extend public awareness of the current crisis in Iran. Works to be featured include performance]