



Portfolio



Sepi.H

Graphic & Web Designer

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**Toronto, Ontario
(647)471-4689**



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Websites

01

Graphic Design

02



Talented and innovative Graphic/web designer with 8 years of graphic design experience and 5 years of experience creating virtually stunning and user friendly websites, Crafting Engaging Interactive Experiences and Visual Designs | Expert in Cross-Functional Collaboration Across Technology, Business, and Design Teams

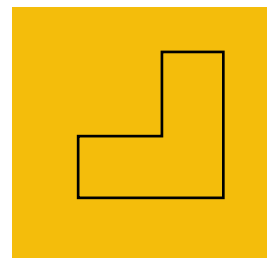
WordPress 01



Responsive Online Jewelry Store

The UX/UI design for the Sameni Jewelry website centers on luxury and elegance. It features a refined layout that showcases high-quality images of jewelry pieces, with a focus on an immersive shopping experience. They provided me a low quality picture logo png file and I convert it to a high quality vector file, using adobe illustrator. My biggest challenge was to manage products at shopify and sync it to woo-commerce using plugins.

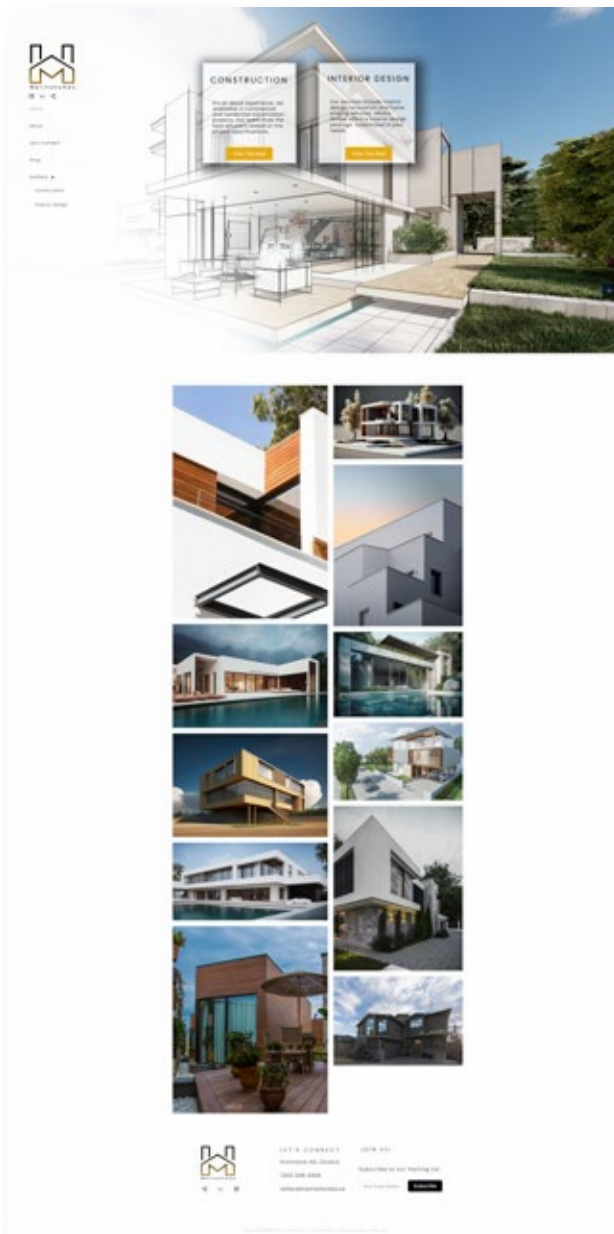
2024



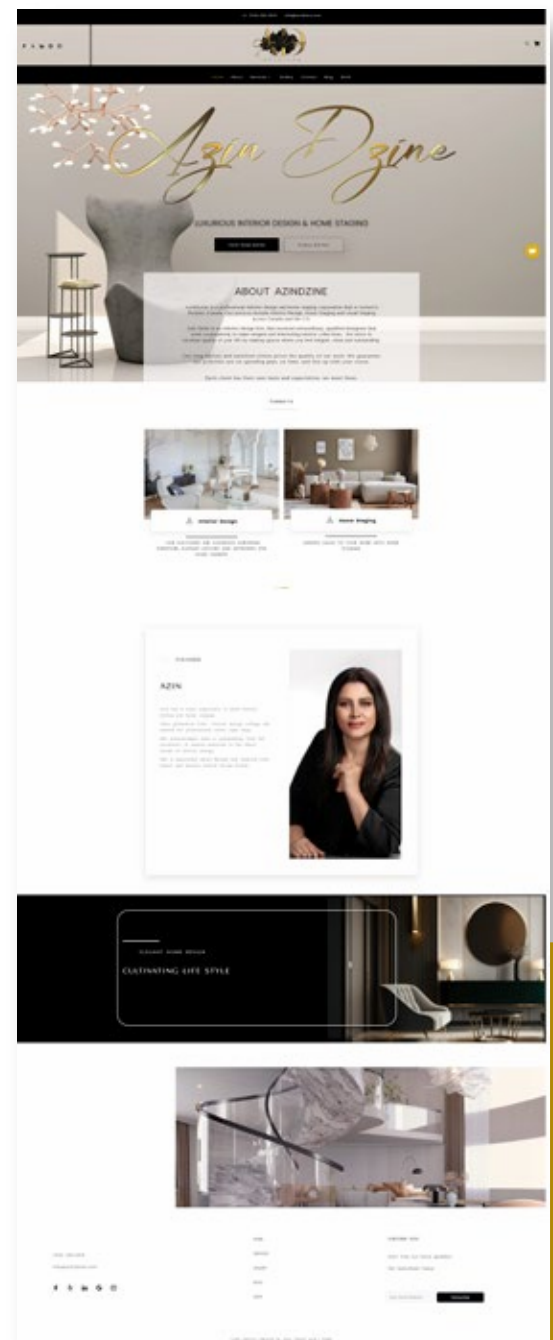


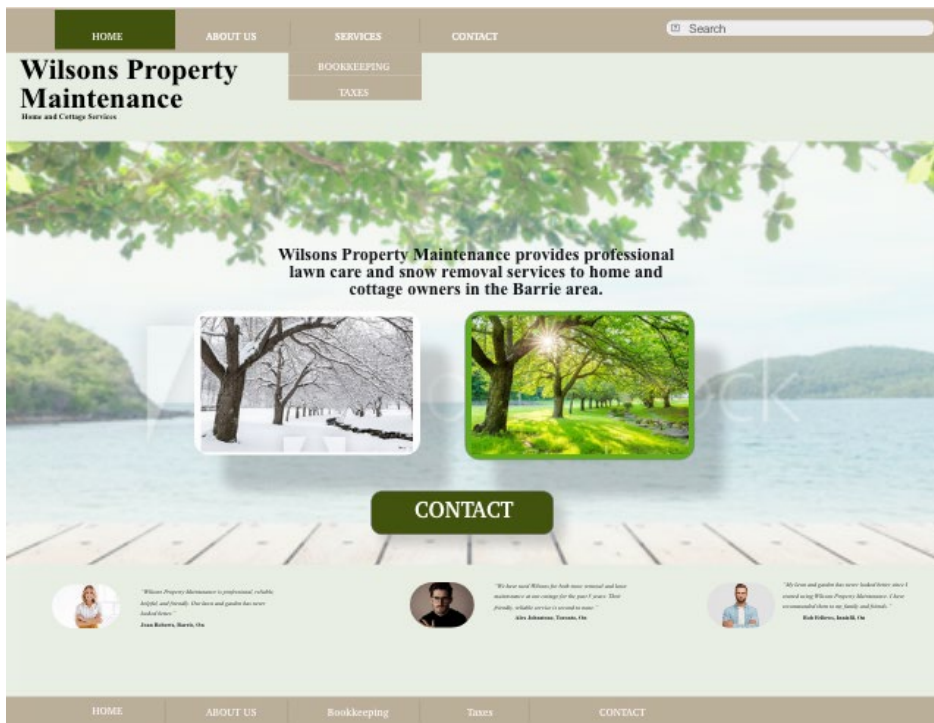
Buono Ristaurante

After running research for Buono Ristorante brand values, target audience, and competitors, I develop high-fidelity mockups incorporating brand elements, focusing on a cohesive look and feel. Astra WordPress theme is used for this project to give us more flexibility to change the design and installed plugins. An Instagram feed is added to the home page and the menu page has custom HTML codes.



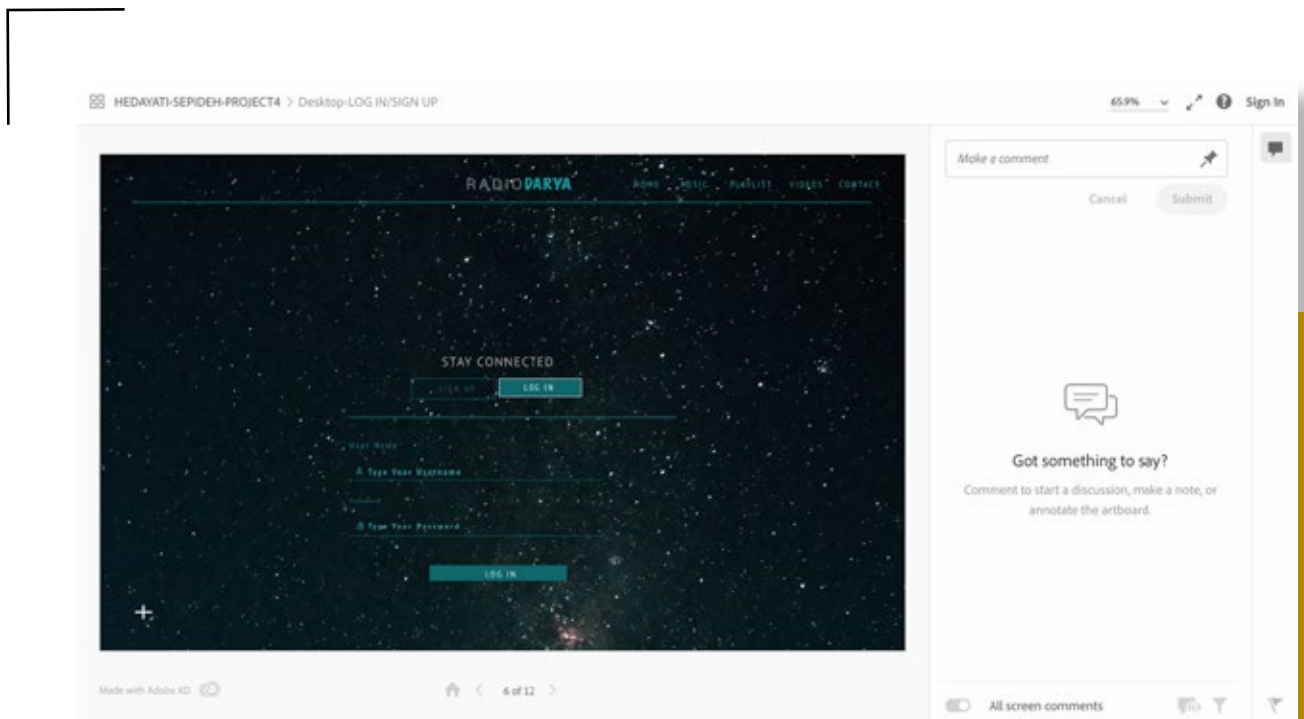
After conducting research on the interior design industry, creating a mood board, and understanding the client's needs, I designed a digital mockup that aligns with both their requirements and business goals. I did all the branding for AZinDzine, including business card, invoice, email address and google account.



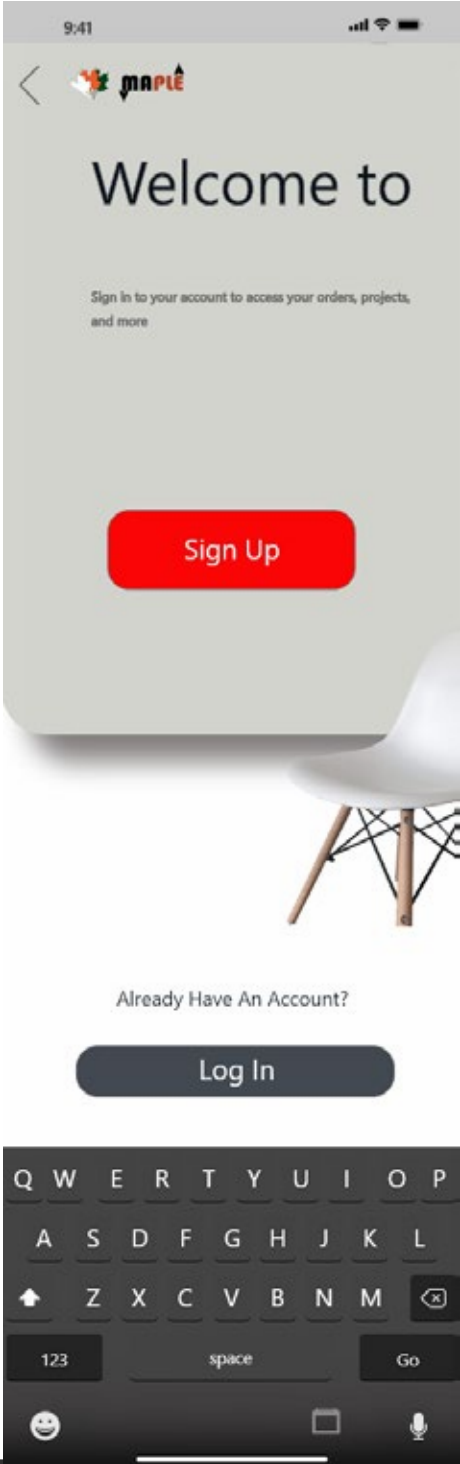


Adobe XD

wireframes and prototypes of website. It helped me to outline the structure and layout of user interface, and create interactive experiences.



Mobile app Design



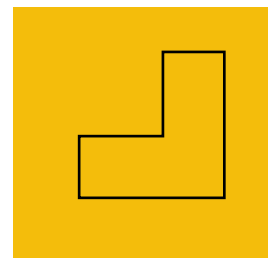


Social Media

IdealMe Enrichment foundation

During the COVID-19 pandemic, I volunteered remotely with Idealme, where I designed an award logo for humanitarian activism campaigns and created social media posts. They were very happy with the designs.--

2020





Instagram post

Season Center Tende Hearts Gala

As a junior designer at Creative co-opt marketing, I worked with a team of designers on this project.

2021



02

Art Exhibition Booklet

This booklet was created for artist Anthonio Pullano, who supplied images of his paintings and sponsor logos, presenting a creative challenge that I thoroughly enjoyed. Working on this project with him was a rewarding and enjoyable experience.

Booklets

My Story

Writer: Giti Vaziri

I am proud to have redesigned this book authored by Giti V. They provided the text file, and I was responsible for crafting the layout and printing the booklet using a Xerox printer.





Production

Pill Bottle

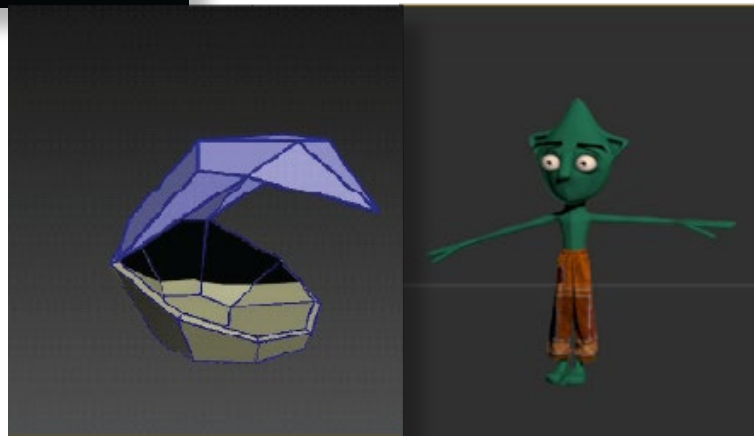
While at Creative Co-Opt Marketing, I collaborated with a team of designers on this product label. After completing the design, I measured the actual bottle and created a 3D model using Autodesk to provide the client with a more realistic visualization.





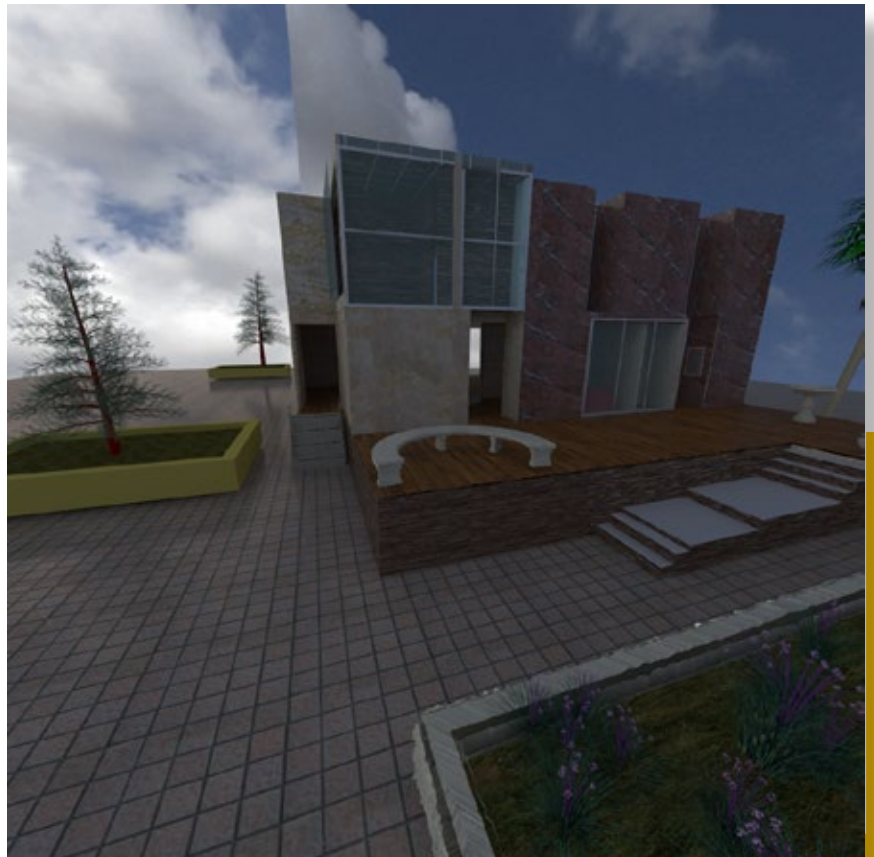
2018

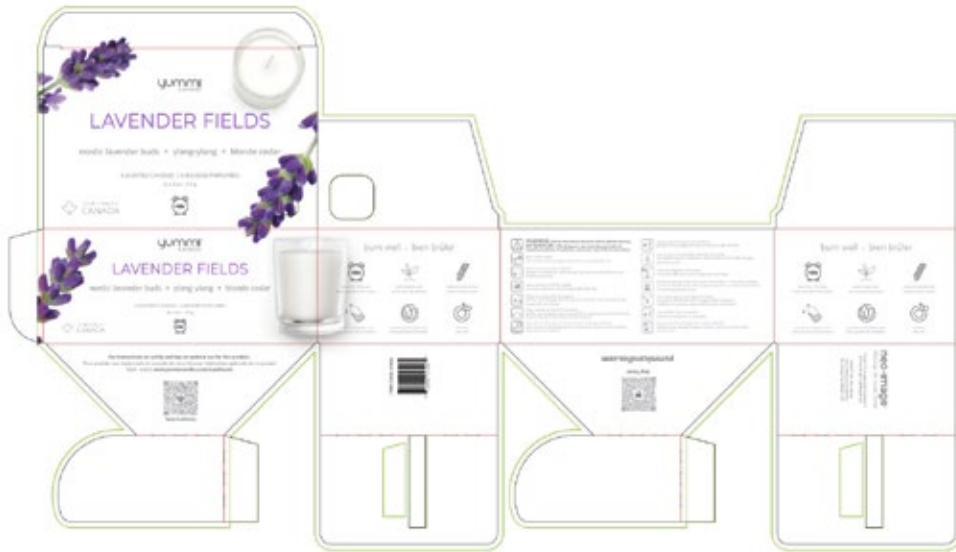
3Ddesigned, 3DMAX and V-Ray
renderer





I have a passion for 3dimension deigns. My favourite 3D app is 3DMAX.





2021

creative co-opt marketing, Barrie

I created this 3D mockup for Yummi Candles to confirm the design with the client, using Adobe Photoshop. I collaborated with a team of senior designers on this project.





Spot UV Business Cards

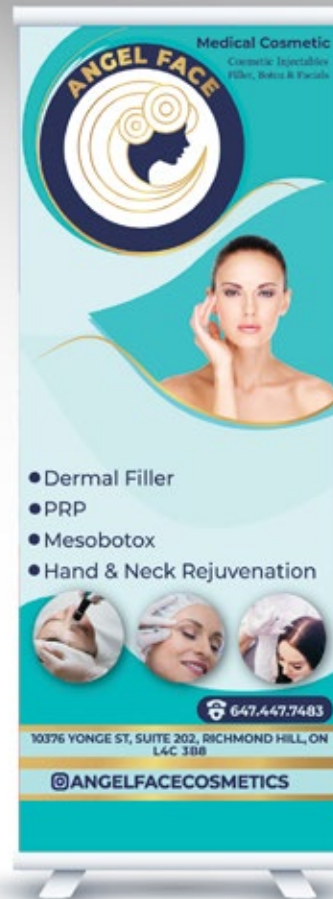
I designed and printed spot UV luxury cards in under a few hours. After coordinating with the client via email, I prepared the UV mask and print-ready files.





2023

While working as a graphic designer at Fast Printing and Press, I handled numerous large-format designs and banners. My primary task was to convert low-quality logo images into high-resolution vector files.





Pearl Construction

Design and print entire brand for this company including Car Label, Business Card & Sign

2023



SEPI HEDAYATI

Graphic Designer/ Web Designer

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<https://asaldzigns.com/>

6474714689

Toronto, Ontario, L3T 0G9, Canada

Creative Graphic Designer with 8+ years of experience crafting visually compelling, user-centric designs. Expert in creating cohesive digital products and collaborating with cross-functional teams to deliver innovative solutions that align with user needs and business goals.

Core Skills

Adobe Illustrator, Adobe Premiere, Adobe After Effect, Adobe Creative Suite, Dream Waver, Visual Studio, Adobe XD, Hubspot, ZOHO, MAGNETO, Drupal, Figma, Keyshot, 3DMAX, V-Ray, Atrios Cad
Wordpress, HTML, PHP, ADVANCED JAVASCRIPT, SQUARESPACE, WOOCOMMERCE, SHOPIFY

Education

By IBM University-Online

Jan 2022 - Sep 2024

Full Stack Application

Gegorgial college- Barrie, ON

Jan 2019 - Dec 2022

Graphic Design Production

Certificates

Figma for UX Designer

Hubspot CRM

Responsive Web Design

Motion Graphics for Social Media



Work Experience

Freelance Web Designer

Aug 2023 - Aug 2024

Muize Web Designs | Toronto

Developed and maintained wireframes and design specs, ensuring alignment with project goals. Presented visual designs and interaction models to clients, incorporating feedback. Stayed updated on design trends and competitor products, driving innovation and relevance in final designs.

- Created and maintained wireframes and design specifications to ensure consistency and alignment with project objectives, updating documentation as needed to reflect feedback and changes.
- Presented screen designs and interaction models to clients, effectively translating complex concepts into clear visuals and incorporating client feedback to enhance final designs.
- Stayed updated on industry trends and competitor products, leveraging insights to innovate and improve user experiences, ensuring designs remained competitive and relevant.

Web/Graphic Designer

Mar 2022 - Jul 2024

Fast Printing & Press | Toronto

Developed and optimized web pages, managed SEO, and executed email marketing campaigns. Improved website functionality by fixing bugs. Designed print-ready materials, including backdrops and banners. Prepared images for websites, Google profiles, and social media to enhance online presence.

- Developed Web Pages, On-page, Off-Page SEO, email marketing campaigns.
- Print ready Backdrops, banners, spot UV Cards and bag signs
- Prepare images for the website, google profile & social media.

Graphic Designer

Aug 2021 - Mar 2022

Creative Co-Opt | Barrie, ON

- Developed graphic and layouts for product packaging
- Prepare illustrations, logos, web layouts
- Marketing and SEO management
- Creative 3D render of the products mock ups

Graphic Design Instructor

Mar 2016 - Dec 2019

Movia Advertising (remote)

- Prepare proposals
- Create google maps to present to clients
- Use the slash teams-calls to join Team meetings