

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.
- Fixed bugs from existing websites and improved web functionality.
- 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 Intern

Jun 2020 - Nov 2020

Movia Advertising (remote)

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