Iman Makhmal Koohi
UX/UI Designer

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10 Northtown Way, Toronto Ontario M2N 7L4

Summary of Qualifications
- Knowledge of excellent User Experience principles and practice
- Knowledge of Responsive design, Web application, Interactive media
- Negotiation and objection handling skills
- Result-oriented and Detail-oriented
- Familiar with Agile Environment

Professional Skills
- UX/UI design
- Concept Development
- Prototyping
- Presentation
- Augmented Reality
- User Centric Design
- Multi-task
- Strong team player

Software Skills
- Figma, InVision, Sketch
- Advanced in Adobe Creative Suite: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Adobe After effects
- Autodesk Maya
- HTML, CSS, JavaScript
- Word, Excel & PowerPoint

Experience

The UPS Store

Branch Manager & Designer (July 2018 – Current), Toronto, ON (Full time)
- Focused on all aspects of complex customers' needs, breaking them down and creating easy access to their needs through a user-friendly and simplified User Experience.
- Collaborated with other designers in the home office to maintain the design identity.
- Refined visual and UX design language and components of the existing platforms.
- Demonstrated effective teamwork and working relationships with others.
- Designed contents for the websites and Managed the ads and social media.
- Dealt with financial aspects of operating the branch.

AMAJ

Freelancer UX/UI Designer, Canada
- Designed multiple websites for small businesses.
- Produced wireframes, User Interface, High fidelity Mock-ups and Prototypes.
- Collaborated with other Designers and Developers to improve UX and UI.
- Set up the production plans to deliver the best result for projects.

Amaj Group

Visual Designer (2010 – 2016), Tehran, IRAN
- Provided Graphic and web Design Service to multiple happy customers.
- Produced Responsive designs for enterprise web applications.
- Managed a variety of advertisement campaign strategies.

Kurit Kara consulting engineers
Graphic and web Designer (2007 – 2012), Tehran Iran
- Worked in a team of UX/UI and product designers to create Visual assets, Digital and web-based training materials.
- Experienced working with multidisciplinary professionals such as engineers, accountants, designers, etc.

Projects

SMASH/We are more
Experience Designer, 2018
Gardiner Museum Toronto Canada

Collaborated with Senior designer, Product Team, and delivery team.
Developed an interactive art installation for the museum's event.

IwB/Toronto Global Charette
UX/UI, Video Designer, 2018
Institute without Boundaries, Toronto, Canada

Worked with a group of system designers in an agile environment. Developed User Journeys, wireframes, and video explainers for Toronto Global's website.

IwB International Charette
UX/UI Designer, 2018
Institute without Boundaries, Toronto, Canada

Communicated with different groups and several invitees to facilitate the process of the UX design workshop. Developed service and user experience solutions for Toronto's Aerospace sector at Downsview.

Thunder Woman Healing Lodge
Graphic Designer & Documenter, 2018 George Brown College Toronto, Canada

Provided UX solutions that involved designing the program and developing an interactive interface.

TD Insurance
UX/UI Designer & Research, 2017
George Brown College Toronto, Canada

Assigned with the task of research and development to Improve UX and UI design of the TD Insurance training platform for their new employees.

Education

Post-secondary Certificate, Interactive media management   *Canada 2018*
George Brown College

Bachelor of Graphic Design   *Iran 2012*
University of Applied Science and Technology

Associate Degree, Visual Arts   *Iran 2003*
University of Science & Culture