



## Arghavan Zarei

Product and UI/ UX designer

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🌐 [Linkedin Profile](#)

📁 [My Portfolio](#)

### 🎓 Education

- **Master of Arts: Industrial and Product Design** (2017-2020)  
University of Tehran.
- **Bachelor of Science: Engineering Physics** (2011-2016)  
Islamic Azad University Science and Research Branch.

### 👤 Work Experience

#### - **Freelance UI/UX Designer** (2021-Present)

- **“Fard Tavakoli” Pastry Shop Application:** Been responsible to design the first version of their online sales platform by collecting data from the store manager and interviews with customers and turning findings into actionable insights and design solutions.

**Skills:** Prioritized product design process, creating UX workflows, wireframing, and developing features from concept to high-fidelity prototypes for the run quick implementation phase. User testing with focus group and evaluating the results for improving the concept in the next version.

**Tools:** Figma, Corel Draw, Illustrator, Digital Photography.

- **“Yad Yar” Application:** Conducted user-centered design based on engagement-driving areas in the digital health and entertainment segment to improve lifestyle and cognitive functions for the elderly.

**Skills:** Led UX research, interviews, defining personas, conceptualizing IA and User flow, wireframing, prototyping, coordinating with health professionals and developers, and usability testing. Create mobile design guide style and illustration resources for the implementation phase.

**Tools:** Figma, Adobe XD, Corel Draw, Sketching.

#### - **Product Designer** (June 2016 To August 2017) **Smart Faror Inc.**

- **“Smart Faror” Website and Application:** Presenting a new design system for improving functionalities, usability and to simplify and user-friendly roadblocks like monitoring dashboards, and implementation sign-up processes. It caused enhancing the interactive users experience in second version of their application.

**Skills:** Worked in agile methodology with the engineering team. Find out the issues to improve the general UX of the app and designed user flows for IoT services, wireframes, user interfaces, and prototypes. Creating funnels to increase sales, and capturing users behavior.

**Tools:** Corel Draw, Adobe XD, Wireframing.

- **WeatherBox and Smart Node:** Designed two production ready bodies. They provided the decision support system (DSS) solutions to environmental resources to improve the strengthening of monitoring management processes through a commitment to beneficial solutions using internet of things (IoT) technology.

**Skill:** 3D design, Sketching, Rendering, Prototyping.

**Tools:** Solid Works, Adobe Photoshop, Autocad, Rhinoceros 3D.

#### - **Content Designer** (November 2016 To August 2017) **Smart Faror Inc.**

- Supervised the documents and digitalized processes to keep track of all activities in teams.
- Designed & executed social media communications plans, visual content, graphic materials like hand-drawn illustrations, for social media. Within 4 months Instagram followers increased by 60%.

**Tools:** Corel Draw, Adobe Photoshop, Digital Photography, Adobe premiere.

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## Work Experience

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### - **Photographer** Aksname Studio.

(December 2014 To August 2016)

Shooting digital photos in the studio of different types of products and post-production process for online catalogs.

Tools: Digital Photography, Adobe Photoshop, Adobe Lightroom.

### -**Robotic Teacher**

**Rabbani Cultural Educational Complex.**

(August 2013 To May 2015)

- Teaching the different mechanical systems used in robotics.
- Designing and implementing mechatronics workshops.

Tools: Solid Works, Autocad, Mathematics and Physics educational material.

### -**Project Manager**

**Rabbani Cultural Educational Complex.**

(August 2012 To May 2015)

- Planning and overseeing educational projects.
- Defining project objectives, project scope, roles & responsibilities.
- Determining resource requirements and managing resource availability.

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## Training Courses

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### - **Doodle Art** Sepidar School

(2022, Length: 6 months)

### - **Product (UI / UX)** Inverse School.

(2020, Length: 6 months)

### - **Academic Drawing** Bayaz School of Visual Arts.

(2020, Length: 6 months)

### - **Aesthetics of Iranian modern art** Inverse School.

(2020, Length: 4 months)

### - **Design Semiotics** University of Tehran.

(2019, Length: 2 Weeks)

### - **Rhinoceros 3D Modeling** Rasmeh Design Studio.

(2018, Length: One year)

### - **Professional Digital Photography** University of Tehran.

(2014, Length: One year)

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## Additional Information

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### - **Publications :**

(2009)

"Detector sensor for angle rotation and speed rotation", Isfahan's Electrical Engineering National Conference.

### - **Projects & Academic Experiences**

- **Interactive interior lighting design to enhance the life experience**  
University of Tehran.

(2020, Length: 6 months)

- **Manufacturing of light spectral color detector**  
Islamic Azad University Science and Research Branch.

(2015, Length: 6 months)

### - **Patent:** Patent Number [ir 61685]

(2010)

Develop the System to Measure Angular Velocity and Deviation with Using Infrared Sensors.

### - **Volunteering:**

Volunteer Photographer of Iranian Team for Special Olympics World Games.

(2015)

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## Skills

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### - **Software:**

Figma, Corel Draw, Adobe XD, Adobe Photoshop, Illustrator, Rhinoceros, Solid Works.

### -**Teamwork skills:**

Problem Solving, Decision-making, Creative Thinking, Project Management, Trustworthy, Persuasive, Multitasking.