

UX designer
UI designer

SAMIN EMRANI

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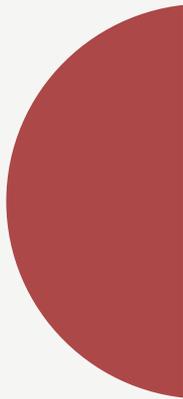
contact@saminemrani.com

Göteborg, Sweden

 LinkedIn

 Behance

I'm a UX/ UI Designer with a background in graphic design and music. With a sharp eye for design, I am eager to offer several years of experience between music, culture and design to a challenging new role.



skills

- Adobe XD
- Sketch
- Figma
- UXPin
- Balsamiq
- Zeplin
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- User Centered Design
- Competitive Analysis
- User Personas
- Wireframing
- Prototyping
- Interaction Design

Updating Skills:

Principle,
Flinto,
Framer

experience

2009 - 2020

GRAPHIC DESIGNER

Toronto, Dubai, Göteborg, Tehran

Freelance | Kvinnor, Film & Motstånd Film Festival | Musikutveckling AB | Zabol Förening | Blue Orange Production | Radio Farda | ParastooFilm |

- 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

2014 - 2015

ASSISTANT PHOTOGRAPHER

Göteborg

Marsmallow 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

2013

PROJECT MANAGER

Göteborg, Tehran

Embassy of Sweden in Tehran |

- 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

2009 - 2011

DISTRIBUTION ASSISTANT

Toronto

ParastooFilm |

- 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 Docu-nights 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

2008 - present

MUSIC CONSULTANT

Toronto, Göteborg

Freelance

- Presented musicians & artists for festivals & cultural events; So far, participated in countries such as Canada, USA, France, Austria, Sweden, the Netherlands, Iran, and China

- Established brand strategy and marketing campaigns. Managed to gather 35K followers for a Musician from France

- Planned and managed two music performance workshops for 40 students in two sessions

- Managed business relationships with six clients (musicians), presented marketing strategies for their albums/ major gigs

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 / Toronto (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 arts, music, poetry-readings, paintings, photography, documentary films and much more from around the world)

- Engaged in two fundraising video projects of The Child Foundation to help Iranian children living in poverty remain in school. The project called "Do not help" and produced 2012 with the benefit of the presence of celebrities, artists, and writers. Due to the Child Foundation's worthy goal, these video projects became so popular and became the third Google's suggestion to watch the video.

education

2019 - 2020

UX DESIGN PROGRAM, SPECIALIZATION IN UI DESIGN

Berlin (Remote)
CareerFoundry

- 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 & principles, creating a style guide, use of shapes and icons, colour theory, typography, and imagery

2020 - Ongoing

INTERACTION DESIGN

Aarhus (Remote)
Interaction Design Foundation

- Interaction designer will be focused on enabling seamless and engaging user experiences. Along this learning path, and pick up skills that will help people produce just that.

2020 - Ongoing

USER INTERFACE DESIGN

Aarhus (Remote)
Interaction Design Foundation

UI designer will be in charge of designing high-fidelity screens for websites and apps, and thus a good understanding of usability, UI design patterns, and psychology are crucial.

2020 - Ongoing

VISUAL DESIGN

Aarhus (Remote)
Interaction Design Foundation

Visual Designer, will build prototypes, icons, graphics, etc. with consistent visual aesthetics—and our learning path trains him to do just that.

2011

TYPOGRAPHY & LAYOUT

Toronto
FCAD - Faculty of Communication & Design at 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)

2010

GRAPHIC DESIGN

Toronto
George Brown College (GBC)
School of Design

- Completed Typography, Design, Digital Applications, and Productions courses

2016 - 2017

GARDENING (TRÄDGÅRD, SKÖTSEL & ANLÄGGNING)

Göteborg
August kobbs/
Stora Katerinelunds Landeri

2003 - 2007

BACHELOR OF ARTS MUSIC PERFORMANCE

Tehran
University of Applied Sciences

continuing education

2020 - Ongoing

DIGITAL COLLAGE FOR EDITORIAL

Domestika (Online)

2020 - Ongoing

DESIGN TO COMMUNICATE

Domestika (Online)

2020

EXPERIMENTAL TYPOGRAPHIC DESIGN WITH PROCESSING

Domestika (Online)

2020

MARVEL FOR UX DESIGN

LinkedIn (Online)

2020

SKETCH & INVISION DSM

LinkedIn (Online)

2020

ADOBE INDESIGN ADVANCED TRAINING

Udemy (Online)

2020

ULTIMATE PHOTOSHOP TRAINING

Udemy (Online)

2019

DESIGN OF EXPERIMENTAL TYPOGRAPHIC POSTERS

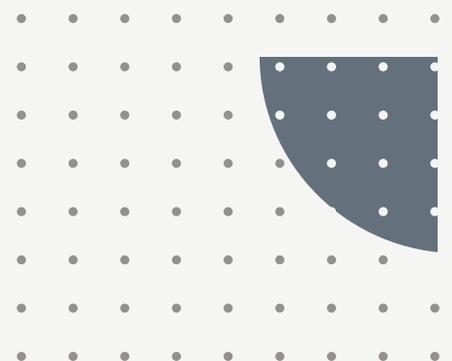
Udemy (Online)

other licences

- B-Körkort
- Certificate of Tractor Driving
- Certificate of Using gardening machines

interests

- I'm a bookworm, and I also enjoy opera, live jazz & blues, collecting vinyl, modern art exhibitions, art installations, documentaries, politics and travelling but not as a tourist.



recent projects

2019 - 2020

MUSIXPERT

- 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.

Having the experience of working with musicians as a producer and manager was my primary motivation to choose this topic for my UX/UI project. I tried to integrate my real-life knowledge and to learn from this program to create a comprehensive and handy application for music experts.

Throughout the process, the feedback received from the instructors as well as musicians that I worked with before, advanced, and evolved the design to the current state.

I believe this project has excellent potential for future development and could incorporate more specific functions once being tested with actual users. This effort was just a beginning for an enormous scope. There are many other ideas that I have collected throughout my career of working in the music industry and I am hoping to use the outcome of this project for future advancement to create a real impact on the communication and fair job opportunities for the musicians' community.

[See the project on Behance](#)

Tools:

- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Balsamiq
- Optimal Sort
- Usability Hub

2020

HEIM

- 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 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 view 360 degrees of the area on the app. Also, there are several pages about the most popular cities of Iceland as an "open guide".

This project was an opportunity for me to develop my UI skills while learning more about a country that I was always fascinated with. Iceland has a unique landscape which makes it an exciting context for architects for their adventurous architectural design. As a young professional who is also planning to have a family and a prosperous future, finding my dream home was a big motivation to fulfil the requirements of this exercise.

[See the project on Behance](#)

Tools:

- Sketch
- Invision
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Balsamiq
- Usability Hub

2020 - Ongoing

EASY CARE

- Easy Care is a local web-based application for Swedish elderly which offers various features for different demands. Some features such as medical needs, call to the family or friends, discount list based on location and some other essential features like weather, calendar, a reminder for medications, emergency call with a chat and video options. The app is user-friendly with a straightforward and minimal layout that made with right colours, and unique accessibility settings (audio and visual) Easy Care also provides a feature for an easy way of searching medications and pills with images and description about them.

Tools:

- Sketch
- Invision
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Balsamiq
- Usability Hub

human skills

TYPE OF PERSONALITIES: (ADVOCATE) INFJ-T

Top 10 VIA Character Strengths:

- Creativity

Brainstorming, coming up with new ideas, designing, creating eye-catching, aesthetic visuals.

- Perspective

Seeing opportunities versus issues, keep evolving and investing in personal & professional growth.

- Appreciation of Beauty & Excellence

- Noticing beauty in design, surroundings, seeing imperfection as beauty unique to human nature.

- Love of learning

Learning several programs, tools, & skills), constantly learning & expanding knowledge.

- Love

Positive, mindful, joyous approach to life, gratitude for what I have and who I am.

- Curiosity

Ever expanding interest in the world and everything I am fascinated about.

- Honesty

Honest, responsible, believing in work ethics.

- Bravery

Fearless and determined to take actions as actions speak more than words.

- Leadership

Being able and willing to lead the team to reach the best goal-oriented solutions.

- Teamwork

Adaptive collaborator, engaged in helping others.

