Amin Shirazi

Senior Graphic Designer & Visual Artist
Design Leadership | Managed Teams of 20+ | 50+ Successful Campaigns | Expertise in UI/UX, Branding, and Creative Strategy

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Senior Graphic Designer with 9+ years of experience in visual arts.
Expert in delivering creative and technically proficient solutions for diverse client projects.
Highly collaborative, working effectively with artistic, project, production, and administrative teams.
Efficient in ensuring tasks are completed within budget and schedule parameters.
Skilled in deviating from UX norms while maintaining high user engagement.
Specializes in illustration, graphic design, and motion graphics.
Proficient in Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign).
Experienced with motion graphics software such as Adobe After Effects and Final Cut Pro.
Familiar with UX/UI design tools including Sketch, Figma, and Adobe XD.
Adept at using project management tools like Asana, Trello, and Monday.com.

PROFESSIONAL EXPERIENCE

The BridgGroup of Companies, *Woodbridge · Creative Digital Media Specialist*   *01/2024 – Present*

Led the design and production of marketing materials, including pop-up banners, brochures, and flyers using Adobe Illustrator and InDesign, enhancing event and service visibility.
Directed and edited weekly Financial Room videos for local TV and YouTube using Adobe After Effects and Final Cut Pro, increasing brand exposure.
Captured and edited high-quality event and professional photos with Adobe Photoshop, improving the company's visual presentation.
Designed effective email marketing campaigns using Constant Contact, boosting engagement and outreach.
Contributed to successful marketing campaigns as an integral member of the marketing team, driving overall brand growth.

Kamali Group Realty, *Toronto · Senior Graphic Designer*   *01/2022 – 12/2023*

Created a comprehensive design system and successfully rebranded a real estate broker, including visual elements, brand guidelines, and design templates.
Designed captivating visuals for billboards, bus shelter banners, and feature sheets using Adobe Illustrator, Photoshop, and InDesign.
Developed customized email templates with HTML/CSS for various departments and newsletters, utilizing Mailchimp, enhancing communication efficiency.
Built and maintained websites using Wix and Webflow, improving online presence and user experience.
Produced visually appealing charts, graphs, and layouts for Sales and Buying departments by extracting data from Microsoft Excel.
Generated fillable and accessible PDF forms and reports using Adobe Acrobat, ensuring compliance with accessibility standards.

MSMU (A Subdivision of Play&Sync), *Toronto · Graphic & Visual Designer (UI/UX)*   *09/2018 – 12/2021*

Monitored emerging UX design trends, utilizing Figma, Adobe XD, and Sketch to stay current and innovative.
Edited over 50 commercial and motion graphics videos using Adobe After Effects and Adobe Audition, showcasing creativity and technical expertise.
Designed eye-catching logos and advertising materials for diverse industries, demonstrating versatility and creativity.
Managed on-location photography setups, capturing captivating visuals to enhance marketing materials.
Created engaging email templates using MailChimp, Sendinblue, and Outlook, improving communication strategies.
Designed compelling visuals for social media using Adobe Photoshop, Illustrator, and After Effects, boosting online engagement.
Implemented innovative design solutions with interactive elements to enhance user experiences, demonstrating a strong understanding of UI/UX principles.

Freelancer, *Montreal · Freelance Graphic Designer / Brand Designer*   *01/2017 – 08/2018*

Managed brand materials for 25+ clients, demonstrating creativity, adaptability, and impactful branding solutions.
Utilized expertise in photography to produce high-quality visuals, enhancing marketing materials and client presentations.
Collaborated with clients to define project scopes and milestones for theatre productions and ad campaigns, showcasing strong communication and project management skills.

Developed creative logos and print designs using various platforms and techniques, exhibiting versatility and technical proficiency.
Provided front-end website development using WordPress for a theatre company, demonstrating problem-solving and technical skills.
Designed engaging newsletters and email templates for effective communication, improving client engagement and retention.

Sportira, *Montreal · Graphic Designer*   *01/2016 – 12/2016*

Researched industry trends to introduce new T-shirt designs, utilizing Adobe Illustrator and Photoshop for creative innovation.
Orchestrated the design process for brands and sports teams, transforming sketches into final designs and ensuring seamless adoption.
Demonstrated versatility with various design techniques, creating captivating and eye-catching works using Adobe Creative Suite.
Collaborated with team members and clients, effectively managing project timelines and ensuring design excellence.
Managed multiple design projects simultaneously, showcasing strong organizational and time management skills.

HafteH Magazine, *Montreal · Graphic Designer*   *03/2015 – 12/2015*

Applied advanced color theory and lighting techniques in illustrations to create focused visuals using Adobe Photoshop and Illustrator.
Integrated illustrations into marketing collateral, ensuring a unified brand identity.
Designed captivating images for diverse marketing campaigns with Adobe Photoshop and Illustrator.
Created unique layouts for 16 magazine issues using Adobe InDesign.

Social Orra, *Montreal · Graphic Designer / UI/UX Researcher*   *09/2014 – 02/2015*

Developed comprehensive graphic designs, ranging from user experience to artistic design, enhancing overall design skills.
Contributed to the development of a web application with multiple screens and user configurations, optimizing user experience.
Applied UI/UX design principles to create tailored layouts for different user groups, improving usability and engagement.

HafteH Magazine, *Montreal · Graphic Designer*   *03/2015 – 12/2015*

Led and managed a team of designers in over 20 advertising campaigns, showcasing leadership and project management skills.
Communicated with external clients to ensure satisfaction and foster strong relationships. Mentored designers, providing guidance and support to ensure timely project delivery within set parameters.
Created virtual internal clients to test ideas and designs, enhancing creative processes.
Utilized agile methodologies for iterative feedback and prompt adjustments, demonstrating adaptability and proactive problem-solving.
Conducted research and presented results for major brands, including LG and MCI, showcasing analytical and presentation skills.

EDUCATION

Master of Art · *Score University, Tehran, Iran*   *Graduation Year (2009)*

Bachelor in Computer Science· *Azad University, Tehran, Iran*   *Graduation Year (2003)*

CERTIFICATES

Google UX Design Professional Certificate · *Toronto*   *Graduation Year (2021)*

Digital Imagery · *Concordia University, Montreal*   *Graduation Year (2017)*

Photoshop · *Concordia University, Montreal*   *Graduation Year (2017)*

Graphic Design · *Concordia University, Montreal*   *Graduation Year (2015)*