

Elli Naghian

Graphic Designer, and UX/UI Designer

Portfolio: <https://elhamnaghian.com/>

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SUMMARY

I'm an experienced Creative and Graphic Designer, collaborating with design teams to craft impactful visual solutions for diverse marketing and communication needs. I specialize in Strategic Branding Design.

In my role as a UX/UI designer, I excel in creating user-centric designs that elevate digital experiences. I navigate the entire design process, from thorough research and concept creation to iterative testing and delivering the final design. My commitment extends to providing innovative design thinking and user friendly solutions for both print and digital projects.

Adaptability is my strength, I can seamlessly adjust to different work styles. With a keen attention to detail, I stay updated on industry and design trends. I hold both Bachelor's and Master's Degrees in Graphic Design and possess extensive experience with Adobe Creative Suite and Figma.

WORK EXPERIENCE

- **Senior Graphic Designer, UX/UI Designer - Freelancer**

Nov 2023 - Present - Addison, Texas, United States

- Skilled in crafting marketing materials for print and digital platforms, shaping brand identity, and leading end-to-end design projects.
- Developed user-friendly design concepts for websites and apps, ensuring alignment with Brand guidelines and company objectives. Created conceptual wireframes, layouts, UI mock-ups, site flows, and high-fidelity prototypes. Managed usability testing with diverse user groups, gathered feedback, and conducted iterative processes, and A/B testing, delivering digital projects with highly user-friendly solutions informed by insights and testing outcomes.
- Stayed current with design trends, styles, emerging technologies, and business trends.
- Collaborated effectively with cross-functional teams, adapting to dynamic project requirements, managing multiple projects, meeting deadlines, and utilizing a diverse set of design tools.

- **UX/UI Designer - American Airlines, Short term Contract project**

May 2023 - Nov 2023 - Fort Worth, Texas, United States · Hybrid

- As a UX designer for the Engineering team, I specialized in leveraging cutting-edge UX design techniques to enhance maintenance processes. By incorporating the latest advancements in Digital Aircraft technology, my focus was on creating maintenance product designs that improved user experience and streamlined operations. With a passion for innovation and a user-centric approach, my ultimate goal was to optimize the usability and efficiency of maintenance workflows through creative and effective design solutions.
- Managed end-to-end design projects, from conceptualization to delivery, ensuring all deadlines were met and projects stayed within budget constraints.
- Utilized software including Adobe Creative Suite, Sketch + Abstract, Miro, and Agile Methods.





- **Senior Graphic Designer/UI Designer - Red Elephant (formerly FSGS),**
Des 2019 - May 2023 - Lewisville, Texas, United States, Full Time
 - Conducted thorough project analysis by exploring objectives, target audiences, and key messages through client meetings and stakeholder interactions.
 - Collaborated with cross-functional teams to develop innovative visual solutions throughout the entire design process for print and digital projects.
 - Crafted user-friendly interfaces for seamless digital experiences, from concept to final delivery.
 - Following the rebranding of FSGS to Red Elephant, I developed the new brand elements and guidelines, crafting the Brand Book.
 - Crafted strong branding for properties, creating impactful elements like signage, and promotional materials. Offered design services, including environmental graphics and wayfinding solutions, to enhance the visual identity of each property.
- **User interface and Senior Graphic designer - NAVAND, Advertising Agency**
Jul 2015 - Sep 2019
 - Crafted design concepts aligning with company objectives, target audience, and key messaging.
 - Conducted thorough research on target audiences, competitors, and relevant industries.
 - Generated visually compelling concepts and designs for both print and digital campaigns.
 - Collaborated seamlessly with cross-functional teams, defining project timelines to ensure punctual delivery.
 - Presented design concepts to clients, actively seeking their approval and valuable feedback.
 - Utilized software tools, including Adobe Creative Suite, Keynote, Agile Methods (Trello), and Microsoft Office.
- **Graphic Designer - White Space Branding Agency**
Jun 2011 - Jun 2015
 - Effectively managed and executed diverse design projects across various industries.
 - Demonstrated proficiency in overseeing projects from conceptualization to production.
 - Utilized Adobe Creative Suite, leveraging these tools to craft compelling branding projects, packaging, and print materials.

EDUCATION, COURSES AND CERTIFICATIONS

- **Master's degree, Graphic Design**
Arts and Architecture University, 2014 - 2016
- **Bachelor's degree, Graphic Design**
Arts and Architecture University, 2009 - 2013
- **Certification - UX/UI Design**
UXland, Design Bootcamp, 2021
 - UX Fundamental (research, analysis, personas, interview, information architecture, heuristic evaluation, usability test)
 - UX/UI in Action (wireframes, mockups, prototypes, design system)
- **Certification - Digital Branding, Marketing**
Edge Digital Branding Institute, 2020
 - Digital Branding, Market Segmentation Targeting & Positioning, Focusing on Value, Creative Message Strategy, Brand Concept, Brand Characteristics, Selecting the Desired, Brand Position, Developing Brand Identification, Creating a Brand Image



SKILLS

Methods

- Creative Ideation
- User-Centered Design
- Research and Analysis
- Prototyping
- Collaboration
- Typography & Layout Techniques
- Brand Strategy
- Iterative Design
- Affinity Mapping
- Persona Creation
- Heuristic Evaluation
- Card Sorting
- Competitive Analysis
- Adaptability
- Usability Testing
- Business Research
- Project Management
- Problem Solving

Disciplines

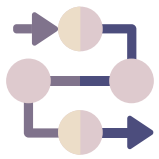
- Branding
- Package design
- Typography
- Digital Design
- Visual design
- Product design
- Marketing materials design
- User Research
- Social media Design
- Information Architecture
- Interactive design
- User Interface design
- Content Strategy
- Business Strategy
- Photography
- Offset and Digital Printing

Deliverables

- Print Materials, Digital Assets
- Branding Elements
- Marketing Collateral
- Branded Content
- Presentation
- UX Wireframe
- Interactive Prototype
- High Fidelity Design
- User Journey Map
- Competitive Analysis Report
- User Flow / Task Flow
- Scenario & Persona
- Storyboard
- Site Map
- Mood Board
- Visual Style Guide
- Responsive Design
- A/B Testing

Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere
- Adobe Media Encoder
- Keynote/PowerPoint
- Figma
- Sketch + Abstract
- Word Press
- Miro
- Agile
- Microsoft office



CONTACT

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HABITS AND INTERESTS

- Playing sports
- Listening to podcasts
- Sketching, and painting
- Gathering with my friends
- Traveling
- Photography
- Solving puzzles
- Self-development
- Healthy lifestyle
- Stay current with tech
- Learning a new skill
- Collaboration