
 minina.nasr2321@gmail.com www.linkedin.com/in/minanasresfahani/ minina_digital_design minanasr.com Toronto, ON 416-606-4640 **ABOUT ME**

Strategic **Digital Designer** with **5+ years** of experience in **user-centric websites, UX/UI interfaces, and digital designs**. A **self-starter** and **critical thinker**, with **strong teamwork** and **problem-solving skills**, passionate about impactful **visuals** and **brand identity**.

 **SUMMARY OF QUALIFICATIONS**

- **5+ years** of experience designing **responsive websites, digital ads, and branded content**.
- Created the **Seneca College INM program website**, focusing on user experience.
- Expertise in **user-focused** design with a focus on **accessibility, functionality, and navigation**.
- Skilled in **Adobe Creative Suite, Figma, and motion graphics** for engaging visuals.
- **Proficient** in **HTML5, CSS3, JavaScript, and responsive web** development frameworks.
- Proven ability to optimize content using **UX research, analytics, and feedback**.
- Experienced in **cross-functional collaboration**, aligning designs with **business goals**.
- Strong knowledge of **typography, color theory, layout, and composition**.

 **SKILLS****Web & Digital Design**

- HTML5, CSS3, JavaScript, React.js, front-end frameworks,
- WordPress, Webflow, Bootstrap, GitHub, REST API, SQL
- Cross-Browser Compatibility, SEO Optimization
- InVision, Miro, Microsoft Office

UX/UI Design & Tools

- Figma, Sketch, XD, Photoshop, Illustrator, Lightroom, InDesign, After Effects, Premier Pro Canva
- Wireframing, Prototyping, Usability Testing, User Research, Information Architecture
- Personas, User Testing, A/B Testing

Marketing & Communication

- CRM campaigns, Digital Ads, Social Media Strategy, Email Campaigns
- Visual Branding, Motion Graphics, Video Editing, Final Cut Pro
- Content Strategy, Storyboarding, Client Collaboration
- Social Media Content Creation

 **EDUCATION****Master's Degree - Digital Media**

- Toronto Metropolitan University (formerly Ryerson University)

College Diploma - Interactive Media Design

- Seneca College, 2022 & 2023 President's List

Bachelor's Degree - Information technology (IT Engineer)

- Isfahan University, Verified through World Education Services (WES)

 WORK EXPERIENCE

- **Web Designer & Social Media Content Creator**

M2 Accounting Inc. - Toronto

Apr 2024 – Present

- Designed and maintained responsive websites, improving SEO rankings by 40% and user retention by 35%.
- Launched 15+ digital campaigns, boosting engagement by 50% and brand visibility by 45%.
- Collaborated with marketing teams to align content strategies with branding, driving a 25% increase in lead conversions.

- **UX/UI Designer (Internship)**

Seneca College - Toronto

Jan 2024 – Apr 2024

- Designed and developed the INM program website, creating 12+ pages and improving navigation and accessibility through UX research.
- Conducted usability testing with 50+ participants, boosting user satisfaction by 20%.
- Created high-fidelity prototypes using Figma and Adobe tools, ensuring design consistency with institutional branding.

- **Peer Tutor & Teaching Assistant**

Seneca College - Toronto

Jan 2023 – Apr 2024

- Tutored Web Development for 30+ students weekly, improving comprehension by 30%.
- Led 20+ study sessions, boosting assignment success by 25%.
- Collaborated on 12+ lesson plans, enhancing curriculum engagement.

- **Web Developer/Designer**

Rahmat Company - Tehran

May 2011 – Dec 2022

- Designed 50+ responsive websites, prioritizing user experience and user-centered design.
- Launched 15+ digital features, ensuring seamless integration across devices and platforms.
- Created wireframes and prototypes for 100+ client projects, refining designs with user feedback to improve functionality.

 VOLUNTEER WORK

- **Website Content Creator**

DesignTO Festival - Toronto

Oct 2023 – May 2024

- Collaborated on the festival's website updates, ensuring visually engaging layouts and seamless navigation to improve attendee experience.
- Designed digital assets for event promotion, including banners, social media graphics, and email templates, aligning with DesignTO's branding to enhance digital outreach.