



# LEILI RAFIAEI

UX / UI DESIGNER



<https://www.linkedin.com/in/leili-rafaei/>



## CONTACT



647-309-8134



Email: leilirafaei@gmail.com



Web: www.leilirafaei.com



## HARD SKILLS

Creativity & Communication – UI/UX  
Typography & Branding – Graphic Design  
Interactive Media – Motion Graphics  
Delivering Presentations  
Adobe Creative Suite  
MS Office Suite



## SOFT SKILLS

Critical Thinking Skills  
Interpersonal Skills  
Active Learning  
Perceptiveness  
Decision Making  
Persuasion  
Customer Service  
Psychology  
Dependability



## ABOUT ME

As a highly skilled and detail-oriented designer, I bring a passion for creativity and a proven ability to work seamlessly with design software such as XD, InDesign, Photoshop, and Illustrator. With a keen eye for detail and organization, I thrive in managing multiple tasks and projects simultaneously, ensuring each one is executed to the highest standard. My creative problem-solving approach enables me to tackle complex challenges, contributing to innovative solutions. Proactive and adaptable, I'm quick to learn new skills and technologies. Excited to leverage this expertise, I am dedicated to continuous learning and growth, ready to contribute my skills to impactful projects and make a meaningful difference.



## EDUCATION

<b>Interactive Media Design- Seneca College</b>	<b>Sept 2022 - Dec 2024</b>
GPA: 3.8 , 2023 President's List	
<b>Bachelor of Art- University of Art</b>	<b>Sept 2010 - Dec 2014</b>
GPA: 3.9	
<b>Diploma of Art- School of fine Art</b>	<b>Sept 2006 - May 2010</b>
GPA: 3.8	



## EXPERIENCE

<b>Sales Associate, Peoples Jewelers, Toronto.</b>	<b>Aug 2022 - Dec 2023</b>
<ul style="list-style-type: none"><li>• Greeted and assisted customers with jewelry selection based on preferences and budget.</li><li>• Educated customers on jewelry types, care, and maintenance.</li><li>• Processed transactions accurately using the point-of-sale system.</li><li>• Built and maintained customer relationships for repeat business.</li><li>• Collaborated with team to achieve store goals and ensure a positive work environment.</li></ul>	
<b>Graphic Designer, Karafarin Insurance co.</b>	<b>Dec 2016 - Aug 2021</b>
<ul style="list-style-type: none"><li>• Collaborated with marketing and communications teams to understand design needs.</li><li>• Developed creative concepts and designed various marketing materials.</li><li>• Ensured designs aligned with brand guidelines for a consistent visual identity.</li><li>• Created visually appealing designs for digital platforms.</li><li>• Assisted in developing and maintaining brand assets and guidelines.</li></ul>	
<b>UX/UI Designer, freelancer.</b>	<b>Dec 2014 – Present</b>
<ul style="list-style-type: none"><li>• Freelance UX/UI Designer (Dec 2014–Present)</li><li>• Collaborate with clients to define project objectives and design requirements.</li><li>• Develop wireframes, prototypes, and visual designs using tools like Sketch, Adobe XD, and Figma.</li></ul>	