



# LEILI RAFIAEI

## VISUAL DESIGNER



Richmond Hill, ON, Canada



+1(647)309-8134



leilirafiaei@gmail.com



LinkedIn



Portfolio



### S U M M A R Y

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Creative Visual Designer with expertise in graphic design, user-centered design, and brand development. Experienced in creating engaging marketing materials, user interfaces, and motion graphics for web and mobile applications. Skilled in using AI tools to optimize workflows and collaborate effectively with teams to deliver high-quality design solutions that align with client goals and enhance brand identity.



### W O R K E X P E R I E N C E

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- **Graphic Designer | Semper 8 | 2024**

- Developed impactful marketing materials, such as posters, digital banners, and social media graphics, ensuring consistent branding across all channels.
- Partnered with marketing and development teams to optimize workflows and deliver design solutions aligned with client objectives and deadlines.
- Produced creative print and digital designs that contributed to sustainability goals and boosted customer engagement.
- Collaborated with cross-functional teams to align design with marketing strategies, strengthening brand messaging and visual appeal.

- **Visual Designer | Freelance | 2021 – 2023**

- Designed and developed graphics, motion elements, and user interfaces for mobile and web applications, optimizing workflows using AI tools to improve efficiency.
- Partnered with clients to understand their goals and deliver custom design solutions that align with their brand identity and vision.
- Managed the full design process, from ideation and prototyping to final delivery, ensuring smooth transitions to development teams for implementation.
- Consistently met project deadlines, demonstrating strong time management and communication skills while maintaining design quality.

- **Graphic Designer | Karafarin Insurance Co. | 2016 – 2021**

- Produced a variety of marketing materials, including brochures, business cards, promotional posters, and social media assets, for both digital and print campaigns.
- Partnered with the marketing and communications teams to ensure design consistency and alignment with company goals, helping to increase brand awareness.
- Delivered high-quality projects on time, collaborating with teams to ensure smooth execution and timely launches.
- Developed visually engaging content that communicated the brand's messaging and objectives, contributing to the success of multiple marketing campaigns.



# LEILI RAFIAEI

## VISUAL DESIGNER



### EDUCATION

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- Interactive Media Design
- Bachelor of Art



### CERTIFICATE

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- Using AI in the UX Design Process
- UX foundation Accessibility
- User Interface Design
- Learning Design Thinking



### SKILLS

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- Graphic & Visual Design
- User Interface (UI) Design
- User-Centered Design
- Motion Graphics & Animation
- Branding & Identity Development
- Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Audition, Substance 3D Stager, Substance 3D Sampler, XD), Figma, Sketch
- Prototyping & Collaboration: InVision, Miro
- Web Design: HTML, CSS, JavaScript
- AI Integration in Design Processes
- Cross-functional Team Collaboration
- Project Management & Time Management
- Sustainability-focused Design