



LEILI RAFIAEI

Visual & Graphic Designer



Halifax, NS



+1(647)309-8134



leilirafiaei@gmail.com



LinkedIn



Portfolio



SUMMARY

Visual & Graphic Designer with experience in branding, campaign design, digital content, motion graphics, and UX/UI. Skilled in translating ideas into clear, engaging visual systems across digital, social, web, and print. Experienced collaborating with cross-functional teams and maintaining strong brand consistency, with a focus on typography, layout, visual storytelling, and user-centered design.



DESIGN EXPERIENCE

Visual & Digital Designer

Dec 2014 – Present

Freelance • Thornhill, ON & Halifax, NS

- Design brand identities, digital campaigns, social media content, web visuals, and marketing materials for clients across multiple industries.
- Create motion graphics, short-form video, and visual storytelling content for digital and social platforms.
- Collaborate with clients, developers, and marketing teams to translate creative concepts into clear and engaging design solutions.
- Maintain visual consistency across web, mobile, social media, and branded communication.

Graphic Designer

Apr 2024 – May 2024

Semper8 • Toronto, ON

- Designed digital campaign assets, social media content, and branded visuals for sustainability-focused initiatives.
- Created visual materials presented at Collision Conference 2024, supporting brand visibility and audience engagement.
- Collaborated with cross-functional teams to deliver consistent, on-brand creative assets within project timelines.

Graphic Designer | Karafarin Insurance Co.

Dec 2016 – Aug 2021

Karafarin Insurance Co. • Tehran, Iran

- Designed marketing materials, social media graphics, corporate communications, and print assets in alignment with brand guidelines.
- Supported brand consistency across digital and print touchpoints through typography, layout, and visual communication.
- Managed multiple design projects and deadlines while collaborating with internal teams in a fast-paced environment.

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CORE SKILLS

Visual & Brand Design:

Brand Identity · Campaign Design · Graphic Design · Visual Design · Typography · Layout · Social Media Content · Digital Advertising · Packaging

Motion & Digital:

Motion Graphics · Video Editing · Digital Content · Visual Storytelling

UX/UI:

Wireframing · Prototyping · User Flows · Responsive Design · Usability Testing · Accessibility

Tools:

Adobe Photoshop · Illustrator · InDesign · After Effects · Premiere Pro · Figma · Adobe XD · Miro · HTML · CSS



EDUCATION

Diploma in Interactive Media Design — Seneca Polytechnic	2022 – 2024
Bachelor of Art — University of Art	2010 – 2014
Diploma of Art — School of Fine Art	2006 - 2010



SELECTED CERTIFICATIONS

AI in the UX Design Process — 2023
UX Foundations: Accessibility — 2022
User Interface Design — 2022
Motion Graphics & Animation — 2021
Graphic & Visual Design — 2016



ADDITIONAL EXPERIENCE

Jewelry Consultant

Aug 2022 – Present

Peoples Jewellers • Thornhill, ON & Halifax, NS

- Deliver personalized customer experiences while supporting product presentation and visual merchandising in a fast-paced retail environment.
- Collaborate with team members while maintaining brand presentation standards and managing multiple customer needs.