



LEILI RAFIAEI

Brand & Visual Designer



Halifax, NS



+1(647)309-8134



leilirafiaei@gmail.com



LinkedIn



Portfolio



SUMMARY

Creative and detail-oriented Designer with a background in visual design, UX/UI, branding, and digital storytelling. Passionate about building thoughtful and human-centered experiences that connect with people. Experienced in fast-paced environments, collaborating with teams, adapting quickly, and learning new tools independently. Comfortable using AI-assisted workflows, solving creative problems, and turning ideas into engaging digital experiences.



WORK EXPERIENCE

Visual & Digital Designer

Dec 2014 – Present

Freelance • Thornhill, ON & Halifax, NS

- Designed social media content, digital campaigns, web visuals, and branded experiences for different clients and industries.
- Created motion graphics, short-form videos, and visual storytelling assets for online engagement.
- Worked closely with developers, marketing teams, and clients to bring creative ideas to life.
- Maintained consistent visual identity across web, mobile, and social platforms.
- Researched design trends, user behavior, and new creative tools including AI-assisted workflows.

Jewelry Consultant

Aug 2022 – Present

Peoples Jewellers • Thornhill, ON & Halifax, NS

- Help customers find meaningful products through personalized and thoughtful service.
- Built strong communication and relationship-building skills in a fast-paced retail environment.
- Organized product displays and showcased new merchandise to create visually appealing presentations.
- Assisted with visual merchandising and maintaining brand standards throughout the store.
- Worked collaboratively with team members while managing multiple customer needs during busy hours.

Graphic Designer

Apr 2024 – May 2024

Semper 8 • Toronto, ON

- Designed digital campaign assets and social media visuals for sustainability-focused projects.
- Contributed creative materials presented at the Collision Conference 2024.
- Collaborated with cross-functional teams to deliver high-quality and on-brand visual content.

Graphic Designer | Karafarin Insurance Co.

Dec 2016 – Aug 2021

Karafarin Insurance Co. • Tehran, Iran

- Created marketing materials, social media designs, and corporate visual assets.
- Managed multiple projects and deadlines in a dynamic work environment.
- Helped strengthen brand consistency across digital and print communications.

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 EDUCATION

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

 SKILLS

- Web : HTML, CSS, Responsive Design, Shopify
- Design & UX : Figma, Adobe Creative Suite, Photoshop, Illustrator, InDesign, XD, After Effects, Premiere Pro, Sketch
- Research & UX : Wireframing, Prototyping, User Flows, Site Mapping, Usability Testing, Heat Mapping
- Tools : Miro, InVision, Excel
- Other : Motion Graphics, Video Editing, Typography, Accessibility, Packaging, AI-assisted Design Workflows

 CERTIFICATE

Using AI in the UX design process	2023
Online	
UX foundation accessibility	2022
Toronto	
User interface (UI) design	2022
Toronto	
User-centered design	2022
Toronto	
Motion graphics & animation	2021
Online	
Graphic & visual design	2016
Tehran	