



LEILI RAFIAEI

UX/UI Designer | Visual and Digital Design

Halifax, NS

+1(647)309-8134

leilirafiaei@gmail.com

LinkedIn

<https://leilirafiaei.com>

Ready to relocate to British Columbia



SUMMARY

UX/UI designer with a background in visual and digital design, experience conducting user interviews, and prior leadership experience. Skilled in information architecture, user flows, wireframing, and prototyping, with experience collaborating with clients, developers, and marketing teams. Portfolio projects explore mobile experiences for accessing health resources and discovering skincare products.



UX AND DESIGN SKILLS

UX methods: User interviews, information architecture, user flows, journey mapping, wireframing, prototyping, usability testing, responsive design, accessibility foundations.

Tools: Figma, Adobe XD, Miro, Adobe Creative Suite.

Web foundations: HTML and CSS.

Collaboration: Leadership experience, client communication, cross-functional teamwork, visual consistency, project and deadline management.



SELECTED UX PROJECTS

LungCare

Mobile health experience | UX/UI design portfolio project | leilirafiaei.com/lungcare/

- Conducting user interviews and structuring a mobile experience that brings lung-health information, consultation, community support, and local resources into one place.
- Mapping user flows and a journey around finding information, support, and care resources.
- Developing interface designs around the information and accessibility needs represented in the project persona.

NaturCycle

Skincare discovery experience | UX/UI design portfolio project | leilirafiaei.com/naturecycle/

- Conducting user interviews and organizing product discovery, ingredient information, and sustainability details in a mobile skincare experience.
- Creating a persona, user flow, and journey map to frame product exploration and comparison.
- Developing interface layouts that bring product information and personal skincare needs into a consistent visual experience.

LEILI RAFIAEI

 DESIGN EXPERIENCE

Visual & Digital DesignerDec 2014 – Present

Freelance • Thornhill, ON & Halifax, NS

- Designing web visuals, brand identities, digital campaigns, and communication materials for clients across multiple industries.
- Collaborating with clients, developers, and marketing teams to translate creative concepts into clear design solutions.
- Maintaining visual consistency across web, mobile, social media, and branded communication.
- Creating motion graphics and short-form video to support digital storytelling.

Graphic DesignerApr 2024 – May 2024

Semper8 • Toronto, ON

- Designing digital campaign assets and branded visuals for sustainability-focused initiatives, including materials presented at Collision Conference 2024.
- Collaborating with cross-functional teams to deliver consistent creative assets within project timelines.

Graphic DesignerDec 2016 – Aug 2021

Karafarin Insurance Co. • Tehran, Iran

- Developing digital and print communications in alignment with brand guidelines, with attention to typography, layout, and consistency.
- Managing multiple design projects and deadlines while collaborating with internal teams.

 ADDITIONAL EXPERIENCE

Jewelry ConsultantAug 2022 – Present

Peoples Jewellers • Thornhill, ON & Halifax, NS

- Understanding customer needs through personalized service and supporting product presentation and visual merchandising in a busy retail environment.

 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 training:
AI in the UX Design Process (2023)
UX Foundations Accessibility (2022)
User Interface Design (2022).