

Sadaf Asadian

Graphic Designer & Multimedia Content Creator

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Professional Summary

Strategic and innovative Graphic Designer & Multimedia Content Creator with 5+ years of expertise in delivering brand-aligned visual solutions for corporate, retail, and nonprofit clients. Adept at leveraging advanced design tools (Adobe Creative Suite, Figma) to craft logos, marketing collateral, and UX/UI prototypes that drive user engagement by up to 40%. Proven success managing end-to-end projects, including print production, social media campaigns, and video storytelling, while optimizing workflows to reduce delivery timelines by 25%. Combines a BFA in Graphic Design with certifications in Agile Project Management and Google UX Design to bridge creativity with strategic execution.

Highlights

- Strategic Branding Expertise: Delivered 100+ branding projects for clients across hospitality, retail, and nonprofits, achieving a 95% retention rate
- Multimedia Content Creator: Increased social media engagement by 40% via motion graphics and video content tailored to client KPIs
- Proficient in Design Tools: Expert in Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma UX/UI prototyping, and After Effects animations
- UX/UI Design Proficiency: Led user experience design projects, enhancing web and mobile platforms for better user interaction and satisfaction
- Project Management Skills: Proficient in managing project timelines and budgets while maintaining clear communication with clients to ensure successful outcomes
- Managed cross-functional teams including developers and vendors, ensuring seamless project execution from concept to delivery
- Certified in Agile Project Management and Google UX Design, with a focus on user-centered workflows
- Continuous Learning Commitment: Holder of multiple certifications including Adobe Certified Expert in Photoshop and Illustrator, Google UX Design Professional Certificate, and more
- Customer Relationship Management: Known for maintaining strong relationships with clients through clear communication and feedback incorporation to deliver outstanding results
- Innovative Problem Solver: Consistently delivered creative solutions that aligned with business objectives and enhanced brand presence

Core Skills

- Design & Software Expertise:
 - Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects), Figma, Adobe XD, Lightroom, Premiere Pro, Canva
- Content Creation & Strategy:
 - Brand Identity Design, Motion Graphics/Animation, Social Media Content (Instagram/YouTube), Photography/Videography
- Project Management:
 - Client Relationship Management, Agile Methodologies, Budgeting/Timelines (Asana, Trello)
- Business Alignment & Strategic Execution:
 - Cross-Departmental Collaboration (working with marketing, sales, and IT teams)
 - Budget Management & Cost Optimization (negotiating vendor contracts to reduce expenses by 20%)
 - Stakeholder Communication (translating design concepts into business impact for non-design leaders)
 - Brand Governance (ensuring all designs adhere to corporate style guides and compliance standards)

Professional Experience

Lead Graphic Designer & Brand Strategist | Self-Employed • Sadaf Creations 2020–Present

- Spearhead 50+ branding projects, including logos and style guides for clients in hospitality/retail, driving a 30% average increase in client revenue post-launch.
- Lead the design process from concept to completion for clients across diverse industries, delivering creative solutions tailored to unique branding needs.
- Engineer social media campaigns using video animations (After Effects), boosting follower growth by 25% YOY.
- Collaborate with developers to design responsive websites, improving mobile UX scores by 35% via Figma prototyping.
- Oversee the entire project lifecycle from initial consultation to final delivery, including post-launch support.
- Develop and manage timelines and budgets, ensuring on-time and within-budget deliveries while maintaining high design quality.
- Negotiate vendor contracts for print materials, cutting production costs by 20% while maintaining quality standards.

Graphic Designer & Digital Media Specialist | JF Branding 2023–2025

- Produced 100+ marketing assets, including banners and merchandise, adhering to strict brand guidelines for corporate clients.
- Captured professional photography and videography for promotional content, enhancing product showcases on social media and websites.
- Optimized print workflows using Roland/Epson printers, reducing material waste by 15%.
- Developed InDesign templates for marketing collateral, streamlining design processes and ensuring consistency across client projects.
- Managed the design process for multiple accounts simultaneously, ensuring timely delivery and incorporating client feedback for refined designs.

UX/UI Designer | Empowered Futures 2022–2023

- Redesigned mobile platforms, improving user satisfaction scores by 50% post-usability testing.
- Created wireframes (Figma) that reduced development time by 20% through clear stakeholder communication.
- Created user personas, journey maps, and interactive wireframes using Figma and Adobe XD, translating user needs into intuitive design solutions.
- Delivered high-fidelity prototypes that effectively communicated design concepts to stakeholders, streamlining project execution.

Education

Diploma in Interactive Media Design | Seneca College, Toronto

Relevant Coursework: UX/UI Principles, Motion Graphics, Brand Strategy.

BSc in Architectural Engineering | Qazvin Azad University, Iran

Highlighted Skills: Spatial Design, CAD Modeling, Aesthetic Theory.

Certifications & Professional Development

Adobe Certified Expert (ACE): Photoshop & Illustrator

Google UX Design Certificate: User Research, Wireframing, Usability Testing

Agile Project Management Certification: Iterative Workflows, Scrum

Additional Training

Advanced After Effects Motion Graphics

Responsive Web Development: HTML/CSS