

YAVARI, ALIREZA

UX/UGI Designer - Ecommerce Consultant

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Extensively experienced UX / UGI / Interactive designer, known for **flexibility, creativity** and **sensitivity for design**, with understanding of how design requirements are integrated with a company's business model and product marketing strategies, Alireza is capable of managing web and creative projects within schedule and resource constraints.

Comfortable with **multi-task design responsibilities** in parallel projects and experienced in **web usability**, he can lead a team or act as a **committed strategic team player** in a friendly and professional environment.

Web Design Skills:

- **UGI, UX & Interactive Design:** Experienced in Information Architecture and wireframing and translating the IA to esthetic but usable interface, aiming for an ultimate user experience.
- **Development:** Knowledgeable in front-end development (HTML & CSS) and some experience in Flash, Java Scripting, PHP and Databases
- **Mobile Platforms:** Familiar with standards and requirements for designing applications or mobile compatible websites for Android, iOS & Window Mobile.
- Comfortable with both **Android, Mac & Win platforms**

Ecommerce Skills:

- **Creating sophisticated online stores:** Planning, Resource allocation, IA and UGI design, implementation of mock ups to e-commerce platforms such as Magento and offering solutions for starting, running and expanding online businesses.

- **E-Business Development:** Ability to sketch business plan and to offer solutions to solve problem of online businesses, either startups or companies looking to expand their online presence.
- **Social Marketing:** Using social networking tools (Google+, Twitter & Facebook) to generate a buzz around a new product or store and to consistently keep the potential customers engaged. And expanding the reach of online business by leveraging social media.
- **Internet Marketing:** Solid experience in designing internet marketing campaigns, including SEO, SEM, Email marketing, affiliate marketing and social media.
- **Analytics:** Enthusiastic about using statistic and analytic tools to track and optimize the websites functionality and taking scientific approach to solve design/usability problems

Graphic Design Skills:

- **Adobe Products:** Proficiency in using the latest Adobe Creative suite tools
- **Color Management:** Special skills in color calibration, converting color systems, multi-channel designs and color matching.
- **Print:** Experienced in all steps of print production from “pre-print” processes (lithography, choosing the right media ...), “print” (offset, digital, large format ...) to “post-print”.
- **Animation & Presentations:** Some experience in designing and developing dynamic presentations or animations using Flash, After Effect, PowerPoint or Keynote.

Soft Skills:

- **Systematic thinking**
- Able to deal with complicated problems from different perspectives and from different levels of abstraction
- Ability to **analyze and understand complex workflows and processes**, and to develop innovative approaches to streamlining them

Work Experience:

- (2011-Now) **Co-founder**, [+Interactive](#). Helping companies to start and expand their online business by designing and implementing customized ecommerce solutions. (New York)
- (2011) **Founder**, [Recommended Users](#), curated list of Google+ unofficial users.
- (2010-2011) **Senior Designer / IA**, [Blue Fountain Media Inc.](#) Working with various teams in the agency to design wireframes and to come up with usable UGI for various companies from start ups to Fortune 500 corporations. (New York)
- (2009-Now) **Founder**, [Design Studio 23](#) (New York)
- (2007-2010) **Creative Director**, [Gogotech Ecommerce Solutions](#). Responsible for designing new websites, transforming the old websites, implementing new business ideas and designing email campaigns (New York)
- (2007-2008) **Freelance Designer**, [Silver Carrot](#) (New York)
- (2007) **Senior Designer**, JB+C Design Consultants, (New York)
- (2004-2007) Art Director and Senior Designer at DGH (Tehran)
- (1999-2004) Freelance Graphic Designer

Accomplishments:

- Co-Founder of [+Interactive](#) Ecommerce Solution.
- Founder of Unofficial Google+ [Recommended Users](#) with more than 1 Million page views in 2nd month after the launch
- Founder and Chief Creative Director of [DesignStudio23.com](#) in 2009
- Designing / Re-Designing more than 25 major online stores, resulting in significant improve in traffic, conversion and profit of the websites.
- More than 300 web and graphic project through more than 10 years of web & graphic design career
- Co-Founder of [Raika LLC](#), Furniture & Interior Design Company in 2007
- Founder of [DesigntoDesign.com](#) online magazine.
- Establishing a graphic studio (DGH) in 2004 and honorably worked with more than 70 new clients in less than 2 year.

- Official membership in IGDS; a member of ICOGRADA (International Council of graphic design associations)

Education:

- 2001 Certificate in Web Design & java Script from Cavendish College, London
- 1996-2003 Tehran University of Medical Sciences
- 1999 Equivalent to BA degree in United States in Graphic Design from Soureh Art School, Tehran/IRAN

List of Websites:

www.AlirezaYavari.com

www.PlusInteractive.com

www.DesignStudio23.com

www.RecommendedUsers.com

www.PhotogPlus.com

www.Raika-Design.com

Google+ Profile: [+Alireza Yavari](#)

To see my portfolio please go to: [My Personal Portfolio](#) or [My Ecommerce Portfoli](#)

To find out more about me please visit: <http://www.alireza-yavari.com>

If you have any question, please contact me at a.yavari@designstudio23.com

Reference is available upon request.