

Leila Yarian

Portfolio: behance.net/gallery/64799285/leiya-design

Student Work: behance.net/gallery/96533083/Student-Work

SUMMARY

- 7+ years of experience in the academic environment (teaching and research)
- 7+ years of experience in graphic design (print and digital media)
- Experience in UI/UX design
- Advanced in Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects, Premiere Pro, and XD), Sketch, and InVision
- Extensive experience with clients on a variety of projects (motion graphic, presentation design, info graphics, logo, branding and identity, web, and social media design)
- Proficient in web design (HTML, CSS)

EDUCATION

08/2016 - 12/ 2019	TEXAS A&M UNIVERSITY COMMERCE <i>MFA in Visual Communication</i> (GPA: 3.85)	Dallas, TX
02/2006 - 03/ 2009	ALZAHRA UNIVERSITY <i>MFA in Graphic Design</i> (GPA: 3.75)	Tehran, Iran
09/2001 - 09/ 2005	UNIVERSITY OF ART <i>BFA in Textile Design</i> (GPA: 3.76)	Tehran, Iran

EXPERIENCE

02/2021 – 08/2021	UNIVERSITY OF TEXAS AT DALLAS <i>Graphic Designer and Social Media Assistant</i> <ul style="list-style-type: none">• Design posts and digital materials• Work on all aspects of the design process, including layout, typography, and color• Schedule posts on multiple social media accounts• Website updates• Creating brochures, advertisements, apparel, promotional items, presentations, and graphics for the web and social media	Dallas, TX
10/2020 – 02/2021	OVERHEAD DOOR CORPORATION <i>UI/UX Designer</i> <ul style="list-style-type: none">• Identify and address issues with app UX• Design solutions and update user stories• Develop an understanding of the end user of the web applications through secondary and primary research to include: user interviews, surveys, A/B testing, and traffic data.• Collaborate with product managers, developers, other designers, and stakeholders to craft a solution that achieves targets and meets deadlines.	Dallas, TX
08/2020 – 02/2021	UNIVERSITY OF TEXAS SYSTEM <i>Graphic Designer</i> <ul style="list-style-type: none">• Work with senior designer on a variety of design projects, including designing print materials, UI design, producing web-based visualizations, and producing animation and graphics for social media such as YouTube, Facebook, Instagram• Help with projects including the Texas Collaborative for Healthy Mothers & Babies, Texas Safe Babies, the Texas Health Improvement Network (THIN), Healthier Texas, and the Texas Child Mental Health Care Consortium	Austin, TX

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03/2020 – 09/2020	ISONO HEALTH <i>Visual Designer</i> <ul style="list-style-type: none">• Generate ideas, concepts, and designs of creative assets from beginning to end• Collaborate on a wide range of projects, including emails, logo design, web & landing pages, ads, brochures, posters, social media, infographics, and illustrations• Work collaboratively with the art director and marketing team to ensure a consistent, integrated brand perception and user-experience	San Francisco, CA
04/2020 – 10/2020	CODERSDATA <i>UI/UX Designer</i> <ul style="list-style-type: none">• Conduct research and deconstruct our users' digital interactions and habits• Come up with UI and UX strategies based on our target goals• Create and maintain digital assets, such as interface design files, wireframes, and interactive mockups using design and prototyping tools such as Sketch and InVision• Design, build, and maintain highly reusable JavaScript, HTML and CSS code• Understand the limitations of company tech stack and business model and provide technical advice	Cheyenne, WY
08/2016 - 12/2019	TEXAS A&M UNIVERSITY-COMMERCE <i>GAT (Graduate Assistant Teaching)</i> <ul style="list-style-type: none">• Taught Electronic Media and methods course (design software applications such as Adobe Photoshop, Illustrator, and InDesign) for two semesters• Critiqued students designs and course projects in typography and advanced typography for four semesters• Shadowing studio art classes such as screen printing, letterpress, visual communication I, and design communication I over four semester• Designed a welcome mobile application for international students upon their arrival into the United States as a part of my thesis	Dallas, TX
06/2018 - 09/2018	VIVID COMMERCE <i>Graphic Designer (internship)</i> <ul style="list-style-type: none">• Worked directly with project manager to conceptualize, develop and design a wide variety of products in Amazon A+ pages• Collaborated with the marketing and copywriter team to design products promotion pages• Supported the design team with photo editing, illustration and icon design• Created images that identify a product or convey a message• Designed report pages	Dallas, TX
07/2018 - 07/2019	ANIDEAGROUP <i>Graphic Designer</i> <ul style="list-style-type: none">• Worked in categories such as banking, food, and architecture to develop layout for print collateral and website design• Created PowerPoint presentation• Presented ideas to the manager and clients	Dallas, TX

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| 09/2007 - 12/2015 | UNIVERSITY OF APPLIED SCIENCE AND TECHNOLOGY
<i>University Lecturer</i> | Tehran, Iran |
| | <ul style="list-style-type: none">• Taught core undergraduate graphic design courses as well as foundation courses including Principle of Visual Arts and Color, Typography, Identity Design, Layout, Logo Design, Poster Design, Motion Design, Web Design, Image Geometry in Handicrafts of Iran, Art Creativity, Graphic Principles, and Digital Media (Adobe Photoshop, Illustrator, Dream Weaver, After Effects, and InDesign)• Experienced in developing curriculum for the graphic design program | |
| 09/2009 - 12/2011 | TEHRAN ONLINE LEARNING NON-PROFIT
<i>University Lecturer</i> | Tehran, Iran |
| | <ul style="list-style-type: none">• Created and developed creative content-based curriculum• Taught online Computer Graphics and Digital Graphic courses to undergraduate IT students for integration of design media | |
| 05/2010 - 06/2016 | LINDO RETAIL SOLUTIONS
<i>Graphic Designer</i> | Tehran, Iran |
| | <ul style="list-style-type: none">• Worked on a variety of projects with clients across multiple sectors, collaborated with the design team to create visual branding and marketing graphic projects from inception to production• Designed logos, posters, brochures, catalogs, magazines, billboards, booklets, packaging, infographics, and icons. Created materials used in trade expos, such as trade show booths, and counter stands• Designed engaging animations for a variety of media, including social media, web, special events, and conferences• Trained and mentored other designers in the use of design software applications and daily activities• Presented creative design ideas and artifacts as needed to Managers, coworkers, and clients | |
| 03/2008 - 03/2009 | ARTISTIC PROJECTS ACADEMY
<i>Project Leadership</i> | Tehran, Iran |
| | <ul style="list-style-type: none">• Worked in a team of two instructors, eight graphic designers, and two programmers to create learning materials for Graphic Design students• Designed 10 learning supplemental books with multimedia CD in subjects such as Flexo, Helio, Digital, Offset Printing, Layout, Binding, and Packaging | |
| 03/2008 - 03/2009 | ARAPOOSHESH
<i>Textile Designer / Manager of Silk Screen Studio</i> | Tehran, Iran |
| | <ul style="list-style-type: none">• Assisting in the design and development of new textile collections• Designed the fibers, colors and patterns used to make fabrics for clothing• Oversaw fabric printing processes, testing, and quality assurance in the manufacturing of men apparel• Conducting research and creating samples | |

EXHIBITION

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| 05/2005 | Solo Acrylic Painting | Tehran, Iran |
| 05/2006 | Group Poster | Tehran, Iran |