



AREZO GERAMI

UX/UI DESIGNER

CONTACT

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PROFESSIONAL SUMMARY

Creative UX/UI Designer with a background in computer engineering, web development, and IT support.

SKILLS

- UX/UI Design, Wireframing, Prototyping, Responsive Design
- User Research, Usability Testing, Heuristic Evaluation
- Figma, Adobe XD, WordPress, HTML, CSS, JavaScript
- SEO, Content Strategy, New Media Marketing
- Problem Solving, Collaboration, Communication

EDUCATION

Bachelor's Degree in Computer Engineering | IAU

New Media Marketing (In Progress)
Saddleback College, 2025 – Present

Relevant Courses: UX/UI Designer at Nexaland
WordPress Designer at MFT,
SEO Specialist at MFT,
Front-End Developer (CSS, HTML, JavaScript) at MFT

EXPERIENCE

January 2024 - Now

Designed interfaces and improved user flows for various freelance projects, including:

- *HomeFix*: UX/UI Designer and Interaction Designer for home services platform
- *TravelTale AI*: UX Researcher for AI-powered travel assistant

July 2020- December 2023

Shanar Group & Termeh Web — UX/UI Designer & Web Developer

- Designed and developed over **10 WordPress websites** for clients in automotive, printing, and education sectors, including *Asia Khodro*, *Soren Printing*, *Nikimandegar Academy*, and *Sinaaco*
- Customized front-end components using HTML, CSS, and JavaScript
- Conducted **30+ usability tests and heuristic evaluations** to optimize user experience
- Implemented SEO strategies, achieving up to **50% increases in organic traffic** and **top 3 Google rankings** for key terms
- Improved website load speeds by **35%**, enhancing performance and engagement