



# FATEMEH AZADBAKHT

Senior Visual Graphic Designer | Digital Marketer  
Art Director | UI/UX Design Professional

+1 (647) 864 4030

info@fatemeh.ca

www.fatemeh.ca

North York, ON

## PROFILE

A creative, multitalented graphic designer with over 15 years of extensive experience in delivering innovative marketing and branding designs. Offer holistic knowledge and expertise in all forms of digital design technology, art direction, visual storytelling, web designs, and communication strategies. Equipped with an artistic eye for detail, a meticulous taste for compelling designs, and well-developed project leadership qualities to meet client and organizational needs.

## AREAS OF EXPERTISE

- Digital Brand Strategy & Design
- Web Development and Maintenance
- Media Production & Operations
- Troubleshooting & Conflict Resolution
- Product Development and Management
- Videography & Photography
- Customer and Vendor Relations
- End-to-End Project Management
- Programming and Technical Support
- Host and Domain Management

## PROFESSIONAL EXPERIENCE

Please find more details on page 2.

**Graphic Designer and Marketer** Jan 2015 - Present  
FIRST Insurance Funding of Canada · Toronto, CA

**Web and Graphic Designer** Jul 2014 - Sep 2014  
MAKO Design + Invent · Toronto, CA

**Graphic Designer & Visual Communicator** Sep 2013 - Jun 2014  
Dept. of Media · Toronto, CA

**Web and Graphic Designer** Sep 2010 - Dec 2013  
H&S Graphic and Designer, Inc. · Toronto, CA

**Graphic Designer** 2010 - 2011  
World Service Cargo · Toronto, CA

**Graphic Designer** 2001 - 2009  
Shaparak Design · Tehran, Iran

## TECHNICAL SKILLS



- **Adobe Creative Suite:** Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Premiere, Lightroom, and Acrobat
- **Microsoft & iWork Office Suite:** Word, Excel, PowerPoint, Outlook, Visio, Graphs, Pages, Numbers, and Keynote
- **UI/UX Design & Development:** XD, WordPress, HTML, and CSS

## CERTIFICATION & TRAINING

**Google UX Design Professional Certification** | Google 2021

**User Experience (UX) Design and Development Skills Certification** | OCAD University, Toronto, CA 2020

## EDUCATION

**Advertising & Graphic Design** 2012 - 2014  
Humber College, Ontario, CA

**Bachelor of Public Health** 2000-2004  
Iran University, Tehran, Iran

## LANGUAGES

- English
- Farsi
- French (un peu)



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## PROFESSIONAL EXPERIENCE

### Graphic Designer and Marketer

Jan 2015 - Present

FIRST Insurance Funding of Canada • Toronto, CA

- Deliver excellent support to the marketing, sales, and operations team in executing graphic design solutions for clients by creating integrated campaigns and designing marketing communication tools for various media projects.
- Promote corporate web presence, social media properties, and digital business opportunities by developing a solid branding structure for the business that stands out in the market and compelling to customers' interests.
- Establish collaborative relationships with designers, strategists, and key decision-makers to produce creative concepts and oversee end-to-end project delivery while maintaining the highest standards for the brand.

### Web and Graphic Designer

Jul 2014 - Sep 2014

MAKO Design + Invent • Toronto, CA

- Exhibited exceptional aptitude in providing design services, including concept development, web and app design, brand visuals, and UX/UI design using a wide variety of cross-functional design and programming tools.
- Worked closely with developers to design an aesthetically pleasing website for the largest client of Mako, Inkster.
- Optimized the client's brand visibility by building video content, landing pages, website designs, and storyboards.

### Graphic Designer & Visual Communicator

Sep 2013 - Jun 2014

Dept. of Media • Toronto, CA

- Successfully delivered brand communications projects such as events, product photography, and video production.
- Engaged with the production team to edit video content, craft visual designs, and manage post-production tasks.
- Expertly resolved design problems by orchestrating holistic solutions based on in-depth analysis and market research.

### Web and Graphic Designer

Sep 2010 - Dec 2013

H&S Graphic and Designer, Inc. • Toronto, CA

- Optimized marketing campaigns by presenting on-brand and on-demand digital, web, and visual graphic designs.
- Efficiently managed 55+ accounts, overseeing art directions for web, e-commerce, marketing, and brand designs.
- Produced high-quality visual communications and graphics for digital marketing initiatives for each account portfolio.

### Graphic Designer

2010 - 2011

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