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# Nashmil Ehsaei

## UI/UX Designer

With over **2 years** of experience in **web** and **mobile** design across diverse industries, including **digital reading trackers & notes, tourism, cosmetics and financial services**. Bringing **over 6 years** of **graphic design** experience in **branding** and **digital marketing**, skilled in enhancing user engagement and satisfaction through strategic design solutions.

## Experience

### Product Designer - AccessPie – Start-up - Apprenticeship

Jan 2025 - Current Toronto

- **Designed the logo and brand identity**, aligning with the app's function, goals, and target users.
- **Conducted user research and interviews** to identify pain points and improve user experience.
- **Developed a UI kit** based on the app's identity and user persona to maintain consistency and scalability.
- **Increased user engagement by 5% within the first month** through improved UI/UX strategies and AI assistant optimizations.

### UI/UX Designer - Let's Go - Apprenticeship

Jan 2023 - Aug 2023 Toronto

- **Part of a team of four UX designers**, employed methodologies like card sorting, usability testing, heuristic evaluation, and A/B testing.
- **Conducted comprehensive user research** including interviews, surveys, and usability testing to gather insights and guide design decisions.
- **Designed application flows**, user journeys, and medium to high fidelity prototypes using lean UX methodology.
- **Developed a design system and UI kit**, creating clickable prototypes through Figma.
- **Achieved a 15% improvement** in user satisfaction through iterative design and extensive user testing.

### UX Designer - Dagheightarin

Sep 2023 - Dec 2023 Toronto

- **Engaged in user research** including surveys, and contextual inquiry to enhance financial and immigration interfaces.
- **Created wireframes and prototypes**, incorporating user feedback to improve design efficiency by 20%.
- **Designed user-friendly interfaces**, increasing user engagement and streamlining complex processes.

**Graphic Designer** - Maan Creative Marketing Agency    Self-employed

March 2018 – Current    Toronto

- **Designed a wide range of visual materials**, including logos, iconography, social media graphics, and branding collateral.
- **Collaborated with digital marketers and stakeholders** to create data-driven, customer-centered design solutions, boosting user engagement by 20%.
- **Focused on typography, layout, and visual appeal** to effectively convey messages and enhance user engagement.
- **Created print and digital materials** aligned with brand identity and marketing strategies.

## Education

**UX/UI Design**    UX-Land - US, 2023

**Design & Visual Communications**    Bachelor's Degree - University Of Tehran, 2011 – 2015

## Software and platforms

**Technologies:** Adobe Creative Cloud, Adobe XD, Google Material UI, Figma, HTML, WordPress, CSS

**Techniques and Methodologies:** User Research, Wireframing, Prototyping, User Personas, Usability Testing, A/B Testing, Information Architecture, Design Systems, Accessibility, Responsive Design, Python

**Deliverables:** Branding, Iconography, Layouts and Grids, Typography, Color Schemes, Illustrations, User Flows, Interactive Elements

**Soft Skills:** Creative Thinking, Self-Motivation, Fast Learning, Time Management, User Analysis, Team Player, Problem Solving, Attention to Detail, Critical Thinking, Multitasking