

**BEHRAD GORGANI****User Experience Designer**

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**PROFILE**

User Experience Designer with extensive knowledge and experience in Web and Graphic Design. Former faculty member at OCAD University concentrating on instructional design strategies, making learning experiences more effective and efficient by focusing on the science of learning. Outstanding ability to be a dynamic team player as well as managing and delivering projects individually. Excellent communications skills. Management skills in sourcing, budgeting, and delivering projects on time. Passionate about designing positive experiences through thoughtful solutions to solve real, data-driven human needs.

**EDUCATION****OCAD University****Bachelors of Graphic Design****2015**

Visual Designer specializing in user centric and instructional design methodologies.

**Activities****• Class Assistant 2011 – 2015**

Student Assistant to the studios at OCAD University. Worked with fine arts and design students in the studios teaching safe use of tools, helped bring their ideas from sketches to finished products. Maintained, cleaned, and organized the studios to ensure a safe environment for students.

**• Peer Mentor**

Assisted first-year ESL students with their transition to OCAD U.

**George Brown College****User Experience Design Certificate****Fall 2018 – Present****SKILLS**

- User research, Strategy, Card Sorting, Sitemaps, Storyboarding, User Personas, Information Architecture, Wireframing, Prototyping, User Flow, Usability Testing.
- Experienced in design and development of responsive and adaptive websites.
- Experienced with Google Design Sprint, and Agile Development.
- Experienced with HTML, CSS, and Wordpress.
- Experienced with online marketing strategies.
- Managed the art direction and copywriting on numerous design projects.
- Deep understanding of typography for digital media.
- Deep understanding of user centric design methodologies.

**TOOLS**

- Adobe CC, Photoshop, Illustrator, InDesign,
- Adobe XD, Sketch, UXpin, Webflow, XMind, Trello, Marvel
- MS Office, Word, PowerPoint, Excel

**Accomplishments**

- Increased user satisfaction with the incorporated CMS for Sposa website.
- Increased subscription rate by 20% for Guitarbench magazine.
- Led re-branding, redesigning efforts to increase user engagement with Guitarbench magazine.
- Team leader for the introduction of responsive frameworks into the design process, increasing integration between design and development at infinit solutions.

**EXPERIENCE****Teaching Assistant** [OCAD University – Toronto, Ontario 2015 – 2018](#)

- Faculty member in the design department.
- Worked alongside three tenured faculty members in Industrial, Environmental, and Graphic Design departments, teaching design principles concentrating on instructional design and user centric strategies to improve in class engagement and learning experiences.

**Web Design** [Infinit Solutions, Marketing Agency – Toronto Ontario, 2017](#)

- Designed and developed landing pages with a focus on real estate campaigns.
- Created marketing assets for online marketing campaigns with over 25% conversion rate.

**Web Design** [Sposa Magazine – Toronto, Ontario, 2011 – 2012](#)

- Lead web designer for Canada's prominent wedding fashion magazine.
- Implemented a CMS platform with the development team, making it easier for third party content creators to publish their work.

**Design Internship, Web, Experience Design** [York University – Toronto, Ontario, Winter 2010](#)

- Experience Design Internship at TEL building.
- Worked under the guidance of masters students to implement user experience strategies for a children's gaming platform aiming to improve learning skills through video games.
- Lead web designer, working with the development team to design the game's promo website.
- Conducted usability testing of the platform with a group of 12–15 elementary school students.
- Created the game's brand identity.

**Art Direction, Editorial Design, Marketing Assets** [Guitarbench Magazine – Singapore, 2013 – 2015](#)

- Editorial designer for Guitarbench Magazine, a quarterly digital magazine dedicated to high end handmade guitars with over 1800 subscribers.
- Redesigned/re-branded the magazine's identity.
- Created marketing assets for the magazine's online platform.