Erfan Karchani

Visual Designer

Cyberjaya, Malaysia • +60-1116677231 • erfankch@gmail.com • https://www.linkedin.com/in/erfankarchani/

Visual designer with over five years of professional experience.

WORK EXPERIENCE

Deriv - Full-time   **August 2022 – Present**

Senior Visual Designer

Cyberjaya, Malaysia

Deriv is one of the world's largest online brokers, offering CFDs and derivatives on forex, stocks & indices, cryptocurrencies, commodities, and derived indices to millions of users worldwide. As Senior Visual Designer, I drove the evolution of Deriv's visual identity, illustration systems, and digital experiences across web, marketing assets, and products.

Responsibilities:

- **Led the redesign of Deriv's illustration system and iconography** during the company's rebrand, resulting in a cohesive and recognizable brand identity applied consistently across platforms.
- **Developed a scalable visual system**—from hero illustrations to UI components—ensuring brand consistency while enabling flexibility for product teams.
- **Introduced AI-powered workflows** using tools like Gumloop to automate the ideation and creation of blog thumbnails, ensuring design consistency across hundreds of assets while saving production time.
- **Created interactive prototypes and lightweight animations** (Rive, vector-based), enhancing user engagement with dynamic and high-performance visuals.
- **Collaborated with product designers, developers, and marketing teams** to craft user-friendly and visually appealing experiences for Deriv's global audience.
- **Delivered optimized design assets** for product and marketing, including over 180 vector-based icons and multiple responsive illustration sets.
- **Conducted internal workshops** on brand identity guidelines, empowering other designers to adopt and implement the new visual system effectively.

Professional Development   **September 2021 – July 2022**

Designer

Tehran, Iran

That was when I decided to get ready for an international job. So, I planned a learning roadmap to shape my skillset as a versatile designer.

Accomplishments:

- Improved my English communication skills.
- Completed several Google UX courses to enhance my understanding of product design.
- Completed an HTML course and acquired familiarity with CSS to improve my communication with developers.
- Acquired fundamental knowledge of JavaScript on Scrimba.
- Acquired proficiency in using MetaSpark and developed two AR game filters and one beauty filter.
- Completed the Unity Junior Programmer course, learned coding in C#, and developed my first micro-game.
- Studied augmented and virtual reality, web3 technologies, and the future of design.

- Acquired proficiency in hand-drawn illustrations using Procreate.
- Created Rame NFT collection, 22 hand-drawn illustrations which I animated based on personal ideas, with more than 90% sold.
- Created Condosperm NFT collection, 4 short detailed animations based on personal ideas, 75% sold.
- Acquired proficiency in Blender 3D.

Eseminar - Full-time   February 2020 – August 2021
Graphic Designer
Tehran, Iran

The first-of-its-kind platform in Iran for webinar management and hosting online events (online seminars, online classes).

Responsibilities:

- Designing stationery and brand guidelines.
- Designing landing pages.
- Collaborated with developers to ensure that designs were implemented effectively.
- Designing visual assets for digital marketing campaigns and social media.

Freelancer - Part-time   November 2020 – January 2021
Graphic Designer
Tehran, Iran

During the peak of the coronavirus crisis, I chose to work on projects from home.

Accomplishments:

- Collaborated with ten businesses to design logos, brand identities, social media, and marketing collateral.
- Invented my style and drew about 200 vector-based faces available on my vector-art Instagram page (@bishkan.studio).

RaykaAd - Full-time   December 2018 – October 2020
Graphic and UI Designer
Tehran, Iran

My first experience working in a fast-paced environment. RaykaAd is an internet and mobile advertising platform. The company is also investing in two other startups, ostadio.net and saaz24.com. Ostadio is the first university and master reviewing platform in Iran while Saaz24 is an online marketplace of musical instruments.

Responsibilities:

- Designing the user interface of raykaad.com, ostadio.net, and saaz24.com and collaborating with developers to ensure that designs were implemented effectively.
- Creating a cohesive visual language for the brand.
- Creating optimized illustrations for Ostadio.
- Designing visual assets for digital marketing campaigns and social media.
- Presentation design and infographics.
- Designing RaykaAd's booth at Elecomp 2018 fair.

Isfahan Digital Arts Department - Part-time   August 2016 – July 2017
Graphic Designer
Isfahan, Iran

Responsibilities:

- Designing visuals for social media.
- Designing posters for events.
- Photography.

Manmemar - Part-time   June 2015 – June 2016
Graphic Designer
Isfahan, Iran

Responsibilities:

- Designing visuals for social media.
- Photography.

The Architectural Science Association of AUI - Part-time   May 2014 – May 2015
Graphic Designer
Isfahan, Iran

Responsibilities:

- Designing visuals for social media and event posters.

EDUCATION

Art University of Isfahan, Isfahan, Iran
Bachelor of Architecture • 2013 - 2017

SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Figma
- SketchUp, Blender3D, Unity 3D, Spline
- Procreate, Adobe After Effects, Lottie Animations, Rive Animations
- AI tools (ChatGPT, Whisk, Midjourney, Freepik Reimagine, Gumloop,...)
- HTML, CSS, Familiar with XR Programming (C#, JavaScript)
- Instagram AR Filters, MetaSpark
- ClickUp, Redmine, Trello
- Creative Thinking, Empathy, Solution-oriented, Attention to Detail, Time-management, Multi-tasking, Giving and Receiving Feedback, Presentation, Teamwork

HONORS AND CERTIFICATIONS

- **Unity Junior Programmer/ Unity** (April 2022)
- **Foundations of User Experience (UX) / Google** (February 2022)
- **How to Design for Augmented and Virtual Reality / The Interaction Design Foundation** (February 2022)
- **Start the UX Design Process: Empathize, Define, and Ideate / Google** (February 2022)
- **HTML for Designers / Uxcel** (January 2022)
- **Semi-finalist of "Memar Competition" (Project: Mobile Cinema)** - Iran (September 2016)
- **First place in "Kheshte-Aval Architecture Competition"** - Iran (October 2013)
- **First place in the festival of "Ma Mitavanim" (Graphics)** - Iran (September 2010)