



ZOHAL AZIMI

GRAPHIC DESIGNER

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in LINKEDIN.COM/IN/ZOHALAZIMI

EDUCATION

SUNY FARMINGDALE

Aug 2014 - May 2018

BTech in Visual Communications:

Graphic Design

SKILLS

UI/UX DESIGN

Sketching & Wireframing

Low-Fidelity prototyping

User centered design

User interface design

Mobile Applications

Conversion optimization

User testing

Responsive Design

GRAPHIC DESIGN

Branding & logo design

Print & digital production

Presentation Visualization

Storyboard

Typography

Web design

MARKETING

Social media advertising

Negotiation

Market research

Social media marketing campaign

TOOLS

Webflow

Sketch

Oracle

InVision

Blurb

Hotjar

Slack

Wordpress

Google Drive

Keynote

Microsoft Office

Squarespace

Wix

Harvest

Hootsuite

PROFESSIONAL SKILLS

Deadline driven

Time management

Communication

Innovative

Collaborative

Multitasking

Analytical

Problem solving

Seek Feedback

EXPERIENCE

SOCIAL MEDIA MANAGER & DESIGNER

The Halal Shack | March '18 - Feb '19

- Assist with social posting and scheduling
- Building and executing social media strategy through competitive and audience research
- Create, curate, and manage all published content (images, video and written)

DESIGN INTERN

RGI Home | Sept '17 - June '18

- Assist with website and blog updates
- Develop & renew a consistent brand identity
- Assist with all brand collateral design

UI/UX DESIGN INTERN

Huemor | July '17 - Sept '17

- Work closely with designers & engineers to define interface and user requirements
- Analyze, map, and optimize user flow
- Sketch wireframes

GRAPHIC ARTIST INTERN

Leviton | May '16 - May '17

- Launch a successful marketing campaign
- Product brochures, ads, E-blasts and all other marketing collateral
- Assist in concepts and completion of web sections

IXD RESEARCH ASSISTANT

Blended Interaction Studios | March '17- July '17

- Study abroad internship in mixed reality experiences between SUNY Farmingdale and Edinburgh Napier University.
- Develop storyboards highlighting user centered problems
- Illustrate new user experiences at SUNY Farmingdale's Gardens

VOLUNTEER EXPERIENCE

STUDENT VOLUNTEER

Designing Interactive Systems (DIS 2017) | June '17

- Assisted and participated in activities and workshops for the ACM DIS 2017 conference in Edinburgh, Scotland

CREATIVE IN-RESIDENCE (MARKETING)

Afghan American Conference | February '19 - Present

- Design and develop a refined brand
- Assist in research and execute a social media marketing strategy that increases brand awareness