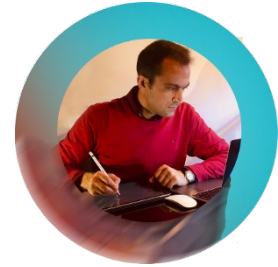


Morteza Sorbi



SENIOR UI/UX DESIGNER - DEVELOPER

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Summary

Senior UI/UX designer with 16 years of experience frontend developer, motion graphic, logo design, brand book and worked in the field of startup and designer of over 150 websites and web applications, Led teams of 10-20 peoples in business development and public relations and recognized as the best employee in 2020 and achieved employer satisfaction since 2009.

Experience

Senior UI/UX Designer | Behpardaz Hamrah Samaneh Aval | Tehran, Iran **April 2020 – Present**

- Implemented cutting-edge UI/UX designs for 3 web applications, resulting in a 50% reduction in user onboarding time and a 40% increase in overall user retention
- Revamped websites through targeted SEO initiatives and compelling content enhancements, driving a substantial 60% surge in monthly visitors for a continuous period of 12 months, boosting online visibility and organic traffic
- Conceptualized and executed logo designs, captivating logo motion graphics by Adobe Animate, and comprehensive branding strategies for 20+ diverse projects, resulting in increased brand recognition and a 25% boost in customer engagement
- Spearheaded the development of over 60 corporate and advertising sites using HTML5, CSS3, and JavaScript, resulting in improved user engagement and conversion rates by 40% on average
- Developed UI/UX web application in 3 projects (prototyping by Adobe XD and code editing by Adobe Dreamweaver)
- Prepared motion graphic, video editing 30+ projects (by Adobe Premier and Adobe After Effect) and designed logo and graphic materials and Led 5 interface websites

Senior UI/UX Designer | Novin Paya | Tehran, Iran **June 2017 – March 2019**

- Conceptualized and redesigned 20 export packages and 100 labels for export products for Moscow branch
- Managed digital advertising and branding in Russia branch for 1 year
- Launched website to increase annual revenue by 38% by WordPress

Motion Graphic & UI/UX Designer | Berkeh Sharif | Tehran, Iran **August 2016 – June 2017**

- Designed user interface of virtual voting site for online survey (NETRAY startup) and gamification for 600000 users
- Customized educational and promotional multimedia compact 4 CDs

Senior UI/UX Designer | Fatab | Tehran, Iran**June 2015 – October 2015**

- Completed small and medium -size projects- online shops in teamwork over 60 projects

Graphic Designer | Ghalamchi | Tehran, Iran**August 2014 – March 2015**

- Designed catalogs, CD cover and label and brochures for 1 year in this company

Motion Graphic & UI/UX Designer | Sharif University | Tehran, Iran December 2012 – August 2014

- Orchestrated a collaborative team of 45 designers to develop and implement a virtual university startup, positioning as prominent growth center within the University and attracting 500+ students annually
- Produced of virtual education sites and educational news and reduce 30% time and cost of students
- Designed educational and promotional multimedia compact 4 CDs by Adobe Flash Professional

Game Designer | Mobtakeran | Tehran, Iran**June 2012 – December 2012**

- Built interactive games for elementary, secondary and high school students more than 300

Motion Graphic Designer | Noavaran Khalagh Parsi | Tehran, Iran**July 2011 – April 2012**

- Upgraded more than 15 educational interactive games for kids in tablet use
- Implemented contents of advertising Autorun CDs for virtual reality exhibition by flash MX 2004

Multimedia & Graphic Designer | Farazma Pardazesh | Tehran, Iran**December 2009 – May 2011**

- Created over 20 educational e-content by flash professional and book cover over 10 books by Adobe Photoshop and Illustrator

Education

B.A. Software Engineering | Islamic Azad University**August 2007**

Najafabad, Esfahan, Iran

Skills

- | | | | |
|----------------------|--------------------------|--------------------|-------------------|
| • Adobe Applications | • Social Media Marketing | • Product Design | • Figma |
| • Unity | • Google Search Console | • Google Analytics | • Sketch |
| • Video Editing | • AI (AR-VR) | • JavaScript | • ActionScript2&3 |
| • Visual Studio | • HTML5 | • CSS3 | • C&C++ |
| • AngularJS | • Bootstrap | • Node.js | |
| • JQuery | • SCSS | • TypeScript | |