

Saina Salamipour

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Professional Summary

Versatile creative professional with over 15 years of experience in graphic design, brand development, social media management, digital/print/motion design, and solving critical business problems through user experience research. They demonstrated the ability to adapt to various roles and tasks within the creative field, delivering high-quality work across multiple platforms and mediums. Key strengths include content design, collaboration, and continuous improvement. Holds an MA in Visual Art, a BA in Graphic Design, and multiple certificates in UX Design.

Core Competencies

Design and Development: Design Thinking, Problem-Solving, Innovative Solutions, User-Centered Design, Product Design, Web Design, UX/UI, Interaction Design, User Research, Usability Testing, Wireframing, Prototyping, Figma, Sketch, Adobe XD, WordPress, CSS, HTML.

Branding and Marketing: Brand Development, Social Media Management, Digital and Print Design, Motion Design, Marketing Campaigns, Content Creation, Brand Identity Maintenance, Style Guide Adherence, Visual Language Cohesion, and Trend Integration.

Collaboration and Leadership: Cross-functional Collaboration, Team Leadership, Mentorship, Project Management.

Technical Proficiency: Adobe Creative Cloud (After Effects, Photoshop, Illustrator, InDesign, Premiere), CorelDRAW, Invision, Zeplin, Airtable, Miro, Asana, Jira, HubSpot, Mailchimp, Google Analytics, Notion.

Professional Experiences

PanGenomic Health Corporation | Vancouver, Canada

Lead Graphic Designer | November 2022 – Present

PanGenomic is a public health company that has developed the **CareWithNara app**, **Mindleap app**, and **Mujn.ai**—revolutionary self-care platforms.

- Developed immersive user experiences for Nara and Mindleap apps using gamified elements, increasing usage by 70%. Built intuitive web and mobile (iOS) applications with front-end development (HTML/CSS).
- Created fully responsive WordPress websites for desktop and mobile, enhancing brand consistency with functional graphic design elements.
- Designed content for social media, including graphics, videos, and photography, tailored to each platform while staying updated on health and wellness design trends.
- Maintained brand consistency across all marketing materials, adhering to and evolving the brand style guide.
- Collaborated with the team, providing mentorship and fostering a supportive design environment.

ACEL Power, Inc | Vancouver, Canada

Senior Graphic Designer | Product Designer | December 2021 – November 2022

- Conducted branding and brand research to develop and maintain a cohesive design system.

- Used storyboards, flows, wireframes, prototypes, and vision pieces to create customized user experiences, increasing engagement by 80%.
- Guided UX research and testing to improve mobile and web usability by 75%.
- Tested UI elements like CTAs, layouts, links, landing pages, banners, and branded identities.
- Collaborated with engineers and project managers on discovery, solutions, product delivery, troubleshooting, and improving designs.

Speak Design, Inc | Vancouver, Canada

Senior Graphic Designer | January 2021 – December 2021

- Conceptualized and executed a wide range of visually compelling graphic assets across various marketing channels, including social media graphics, website design elements, integrated marketing campaigns, presentations, and promotional materials.
- Collaborated closely with marketing managers, product teams, and content creators to translate campaign goals and target audience insights into engaging design solutions while maintaining brand consistency by adhering to the brand style guide.
- Guided customer journeys using user-centered design principles, managed project milestones to ensure on-time completion, and stayed on top of design trends.

Doctoreto.com

Graphic Designer | UI/ UX Designer | February 2017 – December 2020

- Led a full-scale redesign of a web platform, impacting over 5000 users, utilizing the latest technologies with component-based design.
- Directed marketing campaigns and managed business functions, such as budget planning, content ideation, scheduling, and analysis of market trends and competition.
- Conducted discovery research and standardized insights to be used as reference resources in a central research repository for 9 team members.

Volunteer Experience

VancityGirlsWhoWalk.com

Passionate about empowering women in health and wellness, I aimed to create impactful and inspiring content. Dedicated to helping women lead healthier lives and improve their mental well-being, I ensured the platform was accessible and engaging.

- **Branding and Marketing:** Developed and implemented branding and marketing strategies to increase visibility and engagement, including designing social media content.
- **Built eCommerce Website:** Designed and launched a user-friendly eCommerce platform to facilitate online sales and improve user experience

Education & Certifications

Master of Visual Communication, Apadana University of Shiraz, Iran, 2017

Bachelor of Graphic Design, Art University of Shiraz, Iran

Associate of Visual Arts, Science & Art University of Yazd, Iran

Certificates: Google UX Design | Web Design | Designing Complex Apps for Specialized Domains, Nielsen Norman Group | Animation & Video Editing | Professional Photography

Relevant Organizations

Member of Interaction Design Foundation | UX Conference, Member, 2019, till now | Municipality Workshop, Award Recipient for the Best Urban Poster