

# Nasrin Heidari Morad

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## EXPERIENCE

### Ui/UX design

#### Freelance

January 2025 – March 2025, UK

- Designed and developed the UX/UI for a fintech platform, creating wireframes, prototypes, and high-fidelity visuals.
- Conducted user research and testing to refine usability, accessibility, and engagement.
- Collaborated with developers and stakeholders to align design with business goals.
- Built a scalable design system for consistency and future growth.
- Optimized onboarding, payment flows, and user retention through data-driven decisions.
- Integrated gamification and branding strategies to enhance engagement and market presence.

### character designer

#### Nightmareinsomnia

December 2024 – March 2025, Royston, UK

- Created over 20 unique character designs for various multimedia projects, leveraging advanced software tools like Adobe Photoshop and Illustrator to enhance visual storytelling, resulting in a 30% increase in audience engagement for the brand.
- Developed and tested character prototypes for multimedia projects using Adobe Photoshop and Illustrator, ensuring design functionality and resulting in a 25% .
- Engineered 50+ concept drawings using Adobe Photoshop over 6 months, boosting project design accuracy by 40% and streamlining the approval process by 20%.

### Graphic Designer

#### Cavu Aerospace

September 2023 – December 2023, Glasgow, United Kingdom

- Designed invitations, brochures, product stands, and catalogs for both online platforms and exhibitions.
- Created visually appealing marketing materials that effectively communicated product details and brand messaging.
- Collaborated with marketing teams to ensure cohesive design across print and digital media, enhancing product visibility and user engagement.
- Developed a suite of marketing materials leveraging Adobe Creative Suite, boosting client engagement by 25% within a 3-month project.
- Conceptualized and executed graphic design elements for a high-profile product launch, utilizing Adobe Illustrator and Photoshop to increase market reach by 20% within a 2-week campaign.

### Marketing

#### Flintshack

October 2024 – March 2025, Royston, UK

- Orchestrated a social media strategy utilizing platforms such as Instagram and Facebook, achieving a 50% growth in follower base within six months and significantly increasing brand visibility for Flintshack.
- Produced high-quality photography and graphic content for social media campaigns, enhancing audience engagement and brand storytelling.
- Designed and scheduled targeted posts and ad campaigns, leading to increased customer interaction and improved conversion rates.

### Product Design Assistance

#### Ray Design Company

September 2020 – September 2023, Tehran, Iran

- Collaborated with faculty members to develop instructional materials.
- Provided guidance and feedback on design projects and assignments.
- Facilitated brainstorming sessions to enhance concept development, incorporating user-centered design principles for a 20% increase in project approval rates.
- Conducted user interviews using structured questionnaires to refine product concepts, enhancing user satisfaction by 25% over a 3-month project duration.
- Spearheaded cross-functional collaboration with product teams and stakeholders to innovate design solutions, achieving a 30% boost in development efficiency over a 6-month period using agile methodologies.
- Evaluated design prototypes and user interface elements to ensure functionality and aesthetics, achieving a 15% improvement in usability metrics over a quarterly review cycle.

## PROJECT

### App Design

Service Design • January 2025 – March 2025

- Designed the **UX/UI**, including wireframes, prototypes, and high-fidelity visuals.
- Conducted **user research & usability testing** to improve the platform's accessibility and engagement.
- Developed a **scalable design system** to ensure consistency across the app.
- Optimized **onboarding and payment flows** to create a seamless user journey.
- Collaborated with **developers and stakeholders** to align design with business goals.

- Integrated **gamification elements** and a strong **brand identity** to enhance user motivation and trust.

## Character Design

Game • December 2024 – March 2025

- Designed a cast of characters for a video game, utilizing software like Adobe Illustrator, Photoshop, and Procreate to enhance engagement by capturing unique expressions and dynamic poses.

## Marketing

Service and Hospitality • October 2024 – March 2025

- Orchestrated a multi-channel marketing campaign that increased brand awareness by 40%, leveraging digital platforms such as social media and email marketing.

## Café Design Project

February 2021 – February 2021

- Led the design team in creating a unique café space, focusing on user experience and functionality.
- Developed concept sketches, 3D models using Rhino, and visual presentations.
- Collaborated with architects, contractors, and suppliers to ensure the successful implementation of the design.

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## EDUCATION

### MA. Product Design

London Metropolitan University • London,UK

### BACHLOR OF ARTS: INDUSTRIAL DESIGN

AZAD UNIVERSITY OF TEHRAN • Tehran,Iran • 17.20 out of 20 (Honor)

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## CERTIFICATIONS

### Interior Design Program

Ray Academy • 2022

### Human Factors Intensive Program

Techno Design • 2018

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## SKILLS

Adobe Creative Suite, Rhino, Figma (Software), Product Design, User Experience Design (UED ), Design Documents, Design Systems, Product Requirements, Design Thinking, Wireframing, User Research, Content Design, User Interface Design, Data Analytics, Data Analysis, Brainstorming, Prototyping, Interaction Design, Information Architecture, Usability Testing, Accessibility, Visual Design, Game UI/UX, Content Strategy, Branding, Identity Design, Social Media Design, Agile, Scrum, Storytelling, Narrative Design, Problem Solving, Critical Thinking

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