

Elli Naghian, Creative Graphic Designer, UX/UI Designer

ELHAMNAGHIAN.COM

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SUMMARY

Creative and results-driven Graphic Designer and UX/UI Designer with extensive experience in crafting visually compelling digital and print content across diverse industries. Masterful in Adobe Creative Suite, Figma, and Agile tools, with a keen ability to produce high-quality marketing assets from concept to execution. Expert at maintaining brand consistency across platforms while consistently delivering projects on time. A highly skilled collaborator with cross-functional teams recognized for easily managing multiple projects and driving innovative, user-centered solutions that exceed business objectives.

SKILLS

- **Design Expertise:** Print and digital design, branding, Typography, layout design, UI/UX design, Applied user-centered design principles through wireframing, prototyping, and user testing to optimize user experiences. print techniques, brand guidelines to create compelling visuals across digital and print material, video production, and copywriting.
 - Adobe Creative Suite, Figma, Miro, WordPress, HTML, CSS, Microsoft Office.
 - **Project Management:** Strong collaboration and multitasking abilities, utilizing Agile methodologies to manage projects and meet tight deadlines while ensuring brand consistency across all deliverables.
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WORK EXPERIENCE

Graphic & Web Designer - CARBO USA, CO., Nov 2024 – Present | Dallas, TX

- Designed website pages using WordPress to improve functionality and user experience for better customer engagement and conversion.
- Created and uploaded product listings and banners to enhance product presentation and boost SEO performance.
- Developed marketing materials for product launches to support brand visibility and drive customer interest.

Freelance Graphic & UX/UI Designer, Jul 2023 – Nov 2024 | Addison, TX

- Designed marketing content and digital assets to maintain brand consistency across channels and engage target audiences.
- Collaborated with teams to deliver designs on time while ensuring alignment with project goals to meet client expectations.
- Incorporated client feedback into designs to refine the visual appeal and maintain brand integrity.

UX/UI & Visual Designer - American Airlines, May 2023 – Jun 2023 | Fort Worth, TX

- Redesigned the Aircraft Maintenance Kiosk interface to enhance user efficiency and improve accessibility for better usability.
- Optimized marketing materials for digital platforms to maintain consistent branding and improve customer interaction.
- Conducted user testing through prototypes to gather insights on usability and ensure designs met user needs.

Graphic and UI Designer - Red Elephant, Dec 2019 – May 2023 | Lewisville, TX

- Created graphics for B2B and B2C campaigns using Adobe Creative Suite to attract and engage target audiences.
- Developed brand guidelines during rebranding to ensure cohesive design across platforms and reinforce brand identity.
- Designed custom signage solutions to ensure brand alignment and clarity for optimal user experience.

I have been working as a creative graphic designer since 2009. For a full overview of my experience, please visit my LinkedIn profile: WWW.LINKEDIN.COM/IN/ELHAM-NAGHIAN

EDUCATION

- **Bachelor's degree, Graphic Design** - Arts and Architecture University, Oct 2009 - Sep 2013

COURSES AND CERTIFICATIONS

- **Fundamental in UX and UX/UI in Action**, UX land, Online Design Bootcamp, Aug 2021
- **Digital Branding**, Adge Branding Institute, Online Course, Jan 2021
- **Principle of digital branding**, Adge Branding Institute, Online Course, Nov 2020