

# Azade Vakili

## User Experience/ Product Designer

azadevakili.com

+1-604-512-7655

azade.vakili@gmail.com

### WHY ME?

I am User Experience Designer/Product Designer with strong research, prototyping and design skills and experience focused on creating human centered products and services. As a designer, I strive to solve the problems and make a difference by creating unique solutions that not only serve the society, but also craft the right customer experience.

### HIGHLIGHT OF QUALIFICATION

- Bachelor of Design with over three years of experience of working at design firms.
- Great knowledge of user centered design, research and solutions.
- Highly skilled in hand sketching, prototyping and proficient in 2D and 3D software.
- Experience of working with special needs and disabled people.

### CREATIVE EXPERIENCE - DESIGN INDUSTRY

#### ● **Freelance Designer, 2014- Present**

I've had the privilege to work with some amazing agencies and startup clients on UX and Product Design projects such as:

**EDG User Experience Design Group**, designed communication strategy for built environment.

**Enairgy**, we created modular portable power bank for users to make and customize their product.

**HKDesign**, collaborated on a project between iStock and Nest Cam to explore how people perceive privacy.

#### ● **Project Designer**

Cygnus Group, April- August 2016

Engaged in the business of providing wayfinding, signage, environmental graphic, and industrial design services for well-known developers such as: Onni, Lark group.

Envisioned and developed projects using digital and physical products.

Designed and implemented signage and wayfinding program for retail, office and residential building such as City Center 2, UBC garden.

#### ● **Product Designer/ Visual Designer**

Jevents Design and Creation, August 2014- September 2016

Worked on variety of projects from user experience and product design to e-commerce to print.

Created branding and marketing materials that helped the company promote their special services also developed promotion advertisements.

#### ● **Visual Designer**

Techno Electro, 2013-2015

Designed print and digital content such as flyers, posters as well as motion graphics and video.

Redesigned the user interface of the company's website. Created wireframes and prototypes using HTML, Axure, and Illustrator.

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## Industrial Designer Intern

Woke Studio, 2013

Brainstormed, sketched, 3D modelled and prototyped the new products.

Worked closely with clients and other designers to deliver high quality solutions on budget and within specified timeframes.

## ACHIEVEMENTS

### Presented at "Dinner By Design" 2014-2016

Collaborated with most creative and influential designers and vendors at one of the most prestigious design events of Vancouver.

### Led Co-creation event at Fraser Health, 2013

Led my fellow Emily Carr students in a brainstorming session for the 2013 Partnership with BC Fraser Health "Keeping Patients Safe" project.

### Presented and sold products at well-known stores , 2012 & 2014

Presented innovative product designs to over 50 guests at several well-known designer furniture stores, including "18 Karat" and "Vancouver Special"

### A Day of Design Competition, 2010

Earned the third place in the competition between 44 other groups.

## SKILLS

### GRAPHIC

Photoshop  
Illustrator  
InDesign  
After Effects

### 3D MODELING

Solid Works  
3D Max  
SoftImage

### UX / UI / Web

Wireframing  
Prototyping  
User Testing  
User Research  
HTML/CSS

### DESIGN SKILLS

Model Making  
Wood Works  
Sustainable Design  
Ergonomic

## EDUCATION

**Simon Fraser University - Pursuing Bachelor of Science Interactive Arts + Technology, 2016-2018**

**Emily Carr University - Completed Bachelor of Industrial Design, 2011-2014**

## INTERESTS

### Travel

I have visited lots of countries and through all my adventures I have learned a lot about different cultures and environments which helps me all the time in my design process.

### Sports

Daily exercises and sports has improved my leadership and team playing skills . Also, being active gives me so much energy and boosts my productivity and makes me more creative.