

# Arefeh Ghadirinasab

## Photographer & Graphicdesigner

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## CONTACT

## EXPERIENCE

**Photographer** Feb 2018 - Present  
**Freelancer - Part Time**

Captured weddings, portraits, products, and events with strong visual storytelling.  
Collaborated with clients to deliver tailored creative solutions.  
Edited and retouched images to ensure polished, high-quality results.

**UX/UI Designer** Feb 2020 - Present  
**Freelancer - Part Time**

Conducted UX research (interviews, surveys, usability testing).  
Designed and iterated wireframes and prototypes to improve usability and UX.  
Aligned user-centered design with business goals for maximum impact.  
Performed competitor analysis and developed personas for audience insights.  
Optimized information architecture for seamless user flows.  
Built interactive Figma prototypes and delivered strategic design insights.

**Social Media Moderator and Designer** Nov 2021 - Nov 2024  
**Meta - Full Time**

Moderated social media to boost engagement and maintain brand standards.  
Designed campaign visuals aligned with brand guidelines.  
Tracked trends and metrics to optimize content strategy.  
Collaborated with teams on digital campaigns.

**Graphic Designer and Photographer** Jan 2016 - Jan 2021  
**Lian Investment Company - Full Time**

Shot architectural and urban photography with strong storytelling.  
Produced social media content to showcase projects.  
Edited images for high-quality, polished results.

**Graphic Designer and Photographer** Jun 2018 - Jul 2019  
**Binalood Parsian (SaharkhizLand) - Full Time**

Photographed food products with attention to lighting, styling, and visual appeal.  
Created social media content, posters, and brochures for marketing campaigns.  
Maintained cohesive visuals aligned with brand identity.

**Graphic Designer and Photographer** Jan 2017 - Aug 2018  
**Septa Design Agency - Full Time**

Captured fashion and apparel imagery with strong composition and brand focus.  
Developed brand identities, logos, and marketing collateral.  
Designed brochures, posters, and campaign materials for diverse clients.  
Collaborated with teams to deliver high-quality, cohesive design solutions.  
Contributed to campaign concept development from idea to execution.

**UI/ UX Design Program** 2024-2025  
UXland School | Seattle, Wa, U.S.

**M.A, Photography** 2020-2022  
BTK University of Art and Design | Berlin, Germany - GPA (4/4)

**M.F.A, Visual Communication** 2018-2020  
Al-Zahra University | Tehran, Iran - GPA (4/4)

**B.F.A., Graphic Design** 2014-2018  
Shariaty Technical and Professional College | Tehran, Iran - GPA (3.80/4)

**Diploma,Graphic Design** 2012-2014  
Fine Art School | Tehran, Iran

## EDUCATION

## CERTIFICATION

Google UX Design  
Google

Oct 2024

UX/UI Design  
UXLand

Nov 2025

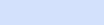
## METHODS

Developing Survey	Affinity Mapping	Competitive Analysis
User Interview	Persona Creation	Rapid Prototyping
Qualitative Research	Feature Prioritization (MVP)	Usability Testing
Quantitative Research	Heuristic Evaluation	Business Research
Contextual Inquiry	Card Sorting	Iterations

## DELIVERABLES

. UX Wireframes	. Competitive Analysis Report	. Site Map
. Presentation	. UX Research Reports	. Mood Board
. Interactive Prototype	. User Flow / Task Flow	. Visual Style Guide
. High Fidelity Design	. Scenario & Persona	. Responsive Design
. User Journey Map	. Storyboard	. Design System / UI Kit

## SOFTWARE

Adobe Photoshop		Collaborative Ideation Tools	
Adobe InDesign		Adobe Lightroom	
Adobe Illustrator		Sketch - Figma	
Adobe After Effects		Miro	
Adobe Creative Suite		Microsoft Office	
Adobe Premiere		HTML, CSS	

## LANGUAGES

Persian: Native  
English: Fluent (C1)  
German: Upper-intermediate (B2)  
French: Basic (A1)

## PUBLICATION

Babanart, book, 2021

## EXHIBITIONS

- . Self Heuristic Process, 2023, University of Europe Gallery, Berlin, Germany
- . My View, 2022, Camera Work Gallery, Berlin, Germany
- . Where is Home, 2021, Off Bratislava Exhibition, Bratislava, Slovakia
- . New Point of View in Modern Society, 2020, Cama Gallery, Tehran, Iran
- . Inner, 2019, e1 Art Gallery, Tehran, Iran