

Arefeh Ghadirinasab

Photographer & Graphicdesigner

arefeh.design.com
[Linkedin.com/in/arefehghadirinasab](https://www.linkedin.com/in/arefehghadirinasab)
arefeh.ghn@gmail.com
[@arefeh_ghadirinasab](https://www.instagram.com/arefeh_ghadirinasab)

CONTACT

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.

EXPERIENCE

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			
	User Interview			
METHODS	Qualitative Research		Affinity Mapping	
	Quantitative Research		Persona Creation	
METHODS	Contextual Inquiry		Feature Prioritization (MVP)	
			Heuristic Evaluation	
METHODS			Card Sorting	
	Competitive Analysis			
METHODS			Rapid Prototyping	
			Usability Testing	
METHODS			Business Research	
			Iterations	
DELIVERABLES	. UX Wireframes			
	. Presentation			
DELIVERABLES	. Interactive Prototype		. Competitive Analysis Report	
	. High Fidelity Design		. UX Research Reports	
DELIVERABLES	. User Journey Map		. User Flow / Task Flow	
			. Scenario & Persona	
DELIVERABLES			. Storyboard	
SOFTWARE	Adobe Photoshop	<div></div>	Collaborative Ideation Tools	<div></div>
	Adobe InDesign	<div></div>	Adobe Lightroom	<div></div>
SOFTWARE	Adobe Illustrator	<div></div>	Sketch - Figma	<div></div>
	Adobe After Effects	<div></div>	Miro	<div></div>
SOFTWARE	Adobe Creative Suite	<div></div>	Microsoft Office	<div></div>
	Adobe Premiere	<div></div>	HTML, CSS	<div></div>
LANGUAGES	Persian: Native			
	English: Fluent (C1)			
LANGUAGES	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			
EXHIBITIONS	. Where is Home, 2021, Off Bratislava Exhibition, Bratislava, Slovakia			
	. New Point of View in Modern Society, 2020, Cama Gallery, Tehran, Iran			
EXHIBITIONS	. Inner, 2019, e1 Art Gallery, Tehran, Iran			