

SANA HAJI ALI

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EXPERIENCE

Jul 2021 - Now

Visual Designer, *Agora, Santa Clara, CA*

- Built marketing materials , including posters, party graphics, mailers, and swag
- Designed the graphic materials for the RTE2021 virtual conference
- Ensured consistent branding across marketing collateral
- Provided overall graphic and design support to the company
- working in a fast-paced environment with developer and marketing team

Mar 2019 - Mar 2021

Visual Designer, *Rezolution LLC, San Jose, CA*

- Created Brand identity and company logo with Adobe Illustrator
- Designed and built a website for *Rezolution LLC*. based on WordPress CMS
- Designed signage and graphic layouts for *Qupic* applications with Figma
- Illustrated design ideas using storyboards, process flows, and sitemaps
- Translated design requirements into interactive wireframes

Jan 2016 - Jul 2017

Graphic Designer, *Hypercel, Tehran, Iran*

- Drafted yearly layouts for an 80-page catalog, for Naztech products, including image spacing, table, and typography
- Created brochures, posters, and flyers for products
- Designed, directed, and translated conceptual input into packaging layouts, instruction sheets, parts diagram, troubleshooting guides, spec sheets, and warranty label for several exclusive products
- Maintained product data in the existing website database, files and archives
- Designed online marketing materials for advertising products on social media
- Designed the company's stationary, including letterheads, signature lines, envelope, and embossed seal

Aug 2014 - Jan 2016

Graphic Designer, *ASUS COMPUTER TEK, Tehran, Iran*

- Designed Farsi logo for Asus branch of Iran
- Localized advertising for print media and social media to promote new products
- Designed several POSM activities as part of an effective BTL marketing platform
- Designed billboards, backlights and urban banners for advertising product
- Performed efficiently in a fast-paced environment while producing consistent and high-quality work
- Evaluated all materials and documents for printing ensuring accuracy and timely delivery
- Collaborated with the marketing team as a graphic designer to hold events and ceremonies
- Designed an exclusive theme for each event to represent new products

EDUCATION

- Master's in Industrial Designer, *Alzahra University, Tehran, Iran, 2014*
- The certificate's in UX Design, *University of California, Santa Cruz, CA, 2018-2019*

KEY SKILLS

- Graphic Design
- Visual/UX/UI Design
- Adobe XD/Illustrator/Photoshop
- Figma
- Sketch
- Principle
- Protopie
- Flinto
- HTML/CSS
- Powerpoint/Keynote