



Farshad Sadri

Creative Director & Technology Adviser



farshadsadri.com



CREATIVE DIRECTOR & TECHNOLOGY ADVISER

ABOUT ME

I believe technology should make life easier for people as design have done the same by improving usability and removing avoidable complexity. I see myself as an experienced & driven tech-savvy professional with competent design & graphic design background.



LANGUAGES

English Bilingual Proficiency
Persian Native

MORE PERSONAL

Marital Status: Married
Nationality: Iranian
Military Service: Not Applicable

GET IN TOUCH

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- me@farshadsadri.com
- https://farshadsadri.com
- https://dribbble.com/farshad
- https://behance.net/farshad
- https://linkedin.com/in/farshadsadri



FARSHAD SADRI

As an IT Professional:

- ◆ A Web Expert
- ◆ Experienced IT Adviser
- ◆ UI Developer
- ◆ Design & Usability Enhancer
- ◆ UX Engineer
- ◆ Localization Expert
- ◆ Translator

I also have collaborated with many open-source communities. I believe in open-source software since I think the dedication of a team should put on extending and integrating existing potentials into greater possibilities, and in open-source ideology collective effort can guarantee greater maintainability and create more angles on possible enhancements.

As a Designer:

I have worked over 17 years with a reputable portfolio in:

- ◆ Identity and Branding Design
- ◆ UI & UX Design
- ◆ Product Design
- ◆ Graphics Design
- ◆ Product Packaging Design
- ◆ Outdoor Visual Design
- ◆ Responsive web design
- ◆ Motion & Interaction Design
- ◆ Multimedia Application UI

QUALIFICATIONS & EMPLOYMENT

Qualification	Employment
Aug 2018 - Present	Vadiro — Senior Product Designer
March 2017 - July 2018	Monta — Design & UI/UX Director
April 2016 - March 2017	Naqshine Design & Color — Senior Visual Designer
April 2016 - Present	Olya International Law Office — Senior Counsel in Intellectual Property & Domain Name Dispute Settlements
November 2015 - April 2016	ZarinPal — Marketing Director
April 2009 - November 2015	eLink Interactive Studio — Creative Director
June 2013	IELTS Tehran — IELTS Academic
May 2009 - April 2010	Fanavaran Padir Abnieh — R&D & Commerce Manager
January 2006 - Present	Iran Green Hosting Services — Founder
July 2007 - April 2009	eLink Interactive Studio — Senior Graphic and Web Designer
2004 - 2008	Goldsmiths College, University of London BSc Computing & Information Systems ◆ Thesis: HCI Impact on Information Systems: Investigating HCI on Medical Emergency Systems ◆ Focused courses: Information Systems Analysis & Design, Human-Computer Interaction (HCI), Software Engineering Management
February 2004 - July 2007	eLink Interactive Studio — Web and Graphic Designer
2002- 2004	Freelancer — Freelance Web and Graphic Designer
2002 - 2003	Edexcel International (UK) — GCE & GCE Advanced (A-Level Courses)
May 2002	British Council — IELTS Academic
2002	DATAK Telecom — Web Designer
2001- 2002	Farabar Information Technology — Web Design Intern
2000	Finished school
BORN 09 TH APRIL 1983	

FARSHAD SADRI SKILLS SHOWCASE

“ My motto has always been
To Learn, To Create & To Share... ”

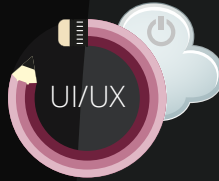
Design



Magazine & books
Brochures & product catalogs
Complete layout design
Print preparations



Design the whole brand
Color & structure design
Stationary & promotional designs



HCI principles of user interaction
OS based UI design guidelines
App UI development
UX analysis & improvements



Easy & meaningful
Character analysis
Research and competitors analysis
Redesign & vector recreation



How-to-present consultation
Product box cuts & mockups
Familiar with different box mediums
Food industry experience



Responsive design
Mobile first approach
Latest CSS & HTML standards
WordPress native theme development



Expert print layouts
Print technique expert
Print medium selection
Spot colors, UV patterns, die-cuts



Promotional & Educational
Using Adobe Flash & other tools
Creating visual & sound effects
Editing & exporting videos



Multi track sound mix
Sound effect design
Theater sound mix experience
Live mix using Adobe Audition

Also Designing

- ◆ Book covers
- ◆ Menus (cafes, restaurants)
- ◆ CD/DVD packages
- ◆ Bus or other Vehicles designs
- ◆ Certificates
- ◆ Interaction Design
- ◆ Posters
- ◆ Outdoor advertisings
- ◆ Business cards
- ◆ Business docs
- ◆ Warranty cards
- ◆ Typography

Some of My Software Skills



Technology



Fluent in CSS3 : slick & clean
Responsive + Mobile First
SCSS / LESS
Bootstrap, Foundation, Bulma, etc.



Advanced setup & configuration
Debugging, maintaining & customizing
Theme development



Web-based & app localization
Expert translation experiences
CSS hacks & RTL modifications
Open-source projects collaborator



Latest HTML5 standards
Dominant on the structure
Semantic coding (SEF)
Clean minimal code



Familiar with PHP implementation & coding
Familiar with PHP frameworks
Code comprehension



Experienced in setup & implementation of many linux-based web solutions
Experienced in many business web-apps
Solution consulting & integration



Photography, stitching, light, etc.
Interactive panorama & virtual tours
Cylindrical or full spherical
Multires Gigapanos (4x)



Using javascript & simple call-backs
Familiar with jQuery
Reading & comprehending code



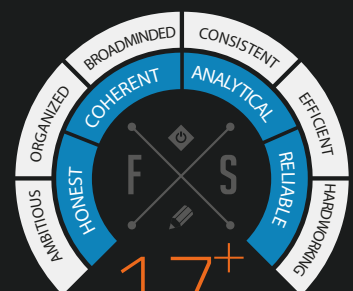
Familiar with OOP concepts & MVC architecture
Code comprehension & modular implementation concepts

Other Skills

- IS analysis and design
- Software analysis & design
- Network+
- IT Management
- Object-oriented programming concepts
- Database design
- Adobe Flash - RIP ;)
- MySQL
- MS SQL Server
- Bulma
- RedMine
- SilverStripe
- WHMCS
- LESS
- Bootstrap
- Zurb Foundation
- Zurb Foundation
- Piwik
- Trac
- Spiceworks
- Brackets
- Notepad++
- Eclipse
- FileZilla
- WAMP
- osTicket
- Microsoft Windows (95 - 10)
- macOS (5 - 10)
- Ubuntu / Linux
- MVC
- Theater control room operation
- KODI.tv
- Plex
- HTPC Setup

“ The power of imagination makes us infinite. ”

- John Muir



YEARS OF EXPERIENCE

FARSHAD SADRI SELECTED PROJECTS

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Monta, Smart Education & Assessment RE-BRANDING, WEBSITE & WEB UI DESIGN, APP UI, ICONS

- During this time we have accomplished following projects:
- Re-branding MONTA : Both on visual presentation concepts like Logo and identity redesign and verbal and cultural communication of the company
 - Redesigning UI of Website
 - Redesigning Web App UI of MONTA along with UX Research and Improvements
 - Implementing Web UI to HTML/CSS using SASS and Bulma
 - Redesigning iOS & Android Apps UI and UX Engineering
 - Communication through social platforms
 - Marketing materials design
 - Preparing Social network strategy and social copyright and design management
 - Setting up self-hosted shortlink creator in <https://mmta.ir>



Café Noir COMPLETE BRANDING & ADVERTISING PACKAGE

A vintage cafe in Tehran. The name taken from Film Noir, a 40s-50s movie genre of crime dramas, also the name suggests a French atmosphere. I started the whole package before the opening and as satisfied client approved the design I continued to be Café Noir's exclusive brand designer & developer and consultant agent.

- Tasks:**
- Logo & identity
 - Flyers, pre-opening ads design
 - Complete branding with website, menu, business cards, etc.
 - Redesign 2nd Edition, the whole package
 - Seasonal social profile designs
 - Photography & art direction
 - New identity for "Club Noir" (a campaign to reward loyal customers through discounts & rewards)
 - Branding and managing social media outlets
 - Social posts design and scheduling



ASUS WEBSITE & LOCALIZATION

Official website for ASUS Iran office which due to the company's internal policies was required to be redesigned recreated for Iran's national market. The visual was similar to the main ASUS website (at the time) but fundamentally redesigned and localized.



Iran Gas Company INTERACTIVE MAP PRESENTATION (TOUCH)

An interactive app to present the gas transmission operations with detailed stations information and individual virtual tours of stations. Demonstrated on a huge 110" touch LCD in the coming oil and gas exhibition.



Pegah Golpayegan WEBSITE, ONLINE PRESENCE & MAINTENANCE

Pegah Golpayegan is a reputable dairy products brand in Golpayegan city, Iran. I fully re-designed & developed a fully responsive multi-lingual website and the company's representation on web. I am currently maintaining their website.



KSM Industries IDENTITY & BRANDING

KSM is a premium industrial greenhouse manufacturer. They required a very simple yet elegant identity to emphasize on unique nature of their business. Using semi-serif fonts was other choice I made and gladly approved by the client to inject more premium look and feel.



Jamnama Glass PRESENTATION DVD

For a reputable distributor of building and industrial glass products from Belgium. As the creative director and designer, I have created a 3D dynamic environment showcasing their products in 2 main scenes and 9 different angles. The 3D models out-sourced.

OPEN-SOURCE COLLABORATIONS

As an open-source believer and enthusiast I have valutarily collaborated in some of them, mostly in translation, localization, design & CSS fixes:

Matomo



WORDPRESS



KODI



Google Map Maker



Wunderlist



.calibre



Joomla!



DISQUS



IDEAS WORTH SPREADING



WOO COMMERCE

VOLUNTEER EXPERIENCES

Matomo (Piwik)

- Persian language team coordinator
- Localization and RTL support

TED Conferences

- TED Persian team member
- Translate talks subtitles occasionally

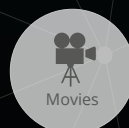
Microsoft

Wunderlist App Translator

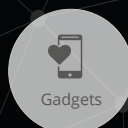
KODI.tv

- Persian translation team member

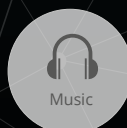
HOBBIES & INTERESTS



Movies



Gadgets



Music



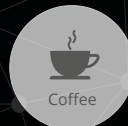
Puzzles



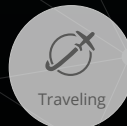
Theatre



Arts



Coffee



Traveling



Startups



Reading

CAL: Center for Animal Lovers in Iran

- Website design
- homeless or injured urban animals pickup
- Temporary taking care of homeless or sick animals
- Collecting donations
- Increasing public awareness

Iranian Red Crescent Society

- Where Did I Loose You? - The Play
- Designer, Sound Engineer, Control Room