



Farshad Sadri

Product Design, Brand, UI/UX



farshadsadri.com



SENIOR DESIGNER
PRODUCT DESIGN, BRAND, UI/UX

ABOUT ME

I have the pleasure of joyfully designing in many creative mediums and digital products since 2001.

I believe good design solves problems by presenting pleasing visuals that make life easier by less complexity and more usability.

I believe User Experience = Human Experience, so I treat users with respect as smart humans with emotion who enjoy good products.



LANGUAGES

English Bilingual Proficiency
Persian Native



GET IN TOUCH

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dribbble.com/farshad

behance.net/farshad

linkedin.com/in/farshadsadri



FARSHAD SADRI

As a Designer:

I helped many of my clients present and connect better with their audiences over past two decades. I have a reputable portfolio in:

- ◆ Brand and Identity Design
- ◆ Brand Strategy
- ◆ Visual Design
- ◆ Product Design (UI/UX) For Web & Mobile
- ◆ UI Development (HTML/SCSS/Tailwind CSS)
- ◆ Interactive Apps UI

As an IT Professional:

- ◆ UI Developer
- ◆ WordPress Expert (10+ years)
- ◆ WooCommerce Websites
- ◆ WordPress Optimization & Speed
- ◆ Localization Expert

I also have the chance to collaborate with some open-source projects as localizer, CSS modifying and enhancement, UI developer, Designer

QUALIFICATIONS & EMPLOYMENT

Qualification

Employment

2002- 2004	Freelancer — Freelance Web and Graphic Designer	
Aug 2018 - Present	Smart Land Solutions — 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 (Part-time)	Olya International Law Office — Senior Technical Counsel	
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... ”

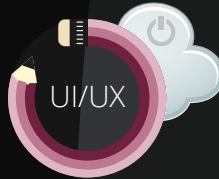
Design



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
- 🔌 HTTP Setup



20+
YEARS OF EXPERIENCE

FARSHAD SADRI SELECTED PROJECTS

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me@farshadsadri.com



Long-term Investment Platform

REBRAND, VISUAL LANGUAGE DESIGN, DESIGN SYSTEM, PRODUCT DESIGN, UXD, PRESENTATION DESIGN

Nazdik means near as it makes investors closer to their goals. Nazdik will offer your different investment boxes, including stock, fixed-income, and gold, and help you hit your financial goals based on your investment visions and risk-taking attitude.

Brand Book
farsh.at/nazdikbrand

Website
nazdik.org

Re-Brand Process
farsh.at/nazdikrebrand

Live App
app.nazdik.org



AI Powered Business Valuation Service

VISUAL LANGUAGE DESIGN, DESIGN SYSTEM, PRODUCT DESIGN, UXD, PRESENTATION DESIGN

The valuation of a business is the process of determining the current worth of a business. Business valuation is typically conducted when a company is looking to sell all or a portion of its operations or looking to merge with or acquire another company. Using colorful styles and designing unique patterns and design language to present a more fun and vibrating design for boring business services to make the brand communicate a new message.

Website
bahasanji.ir

Designs
farsh.at/bahasanjui



German SaaS Company

REBRAND, VISUAL LANGUAGE, WEBSITE, PRESENTATION DESIGN

Pirmasens Research Engineers is a Software as a Services (SaaS) company operating in Pirmasens, Germany.

Live Website:
farsh.at/pirmasens



Short term Stay Platform

VISUAL LANGUAGE, DESIGN SYSTEM, PRODUCT DESIGN, UXD

Hoozas was a friendly home-stays & experiences platform. It suspended services due to the pandemic.

Product Design:
farsh.at/hoozasui

Brand Book:
farsh.at/hoozasbrand



Design Projects Platform

BRAND & IDENTITY, VISUAL LANGUAGE, DESIGN SYSTEM, PRODUCT DESIGN

TEALDA is a community of people looking for design projects freelancers via contests and direct orders.

Product Design:
farsh.at/tealdui



Architecture Studio

VISUAL LANGUAGE, PRESENTATION DESIGN, WORDPRESS

KANLAN is a modern architecture studio with minimal design and interactions.

Live Website:
farsh.at/kanlan



Style Recommender App

VISUAL LANGUAGE, PRODUCT DESIGN, UXD, PRESENTATION DESIGN

Shikbook is combination of services to look for styles and find relevant styles within many online stores.

Product Design:
farsh.at/shikbookui

OPEN-SOURCE COLLABORATIONS

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

Matomo



WORDPRESS



Wunderlist



Google Map Maker



.calibre

REDMINE
flexible project management



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

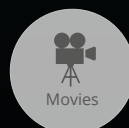
HOBBIES & INTERESTS

CAL: Center for Animal Lovers in Iran

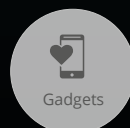
- Website design
- homeless or injured urban animals pickup
- Temporary taking care of homeless or sick animals
- Collecting donations
- Increasing public awareness

Iranian Red Crescent Society

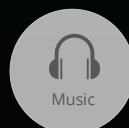
Where Did I Loose You? - The Play
- Designer, Sound Engineer, Control Room



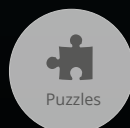
Movies



Gadgets



Music



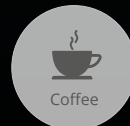
Puzzles



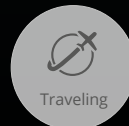
Theatre



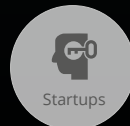
Arts



Coffee



Traveling



Startups



Reading