



# Farshad Sadri

Creative Director & Technology Adviser



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[farshadsadri.com](http://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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# FARSHAD SADRI

### As an IT Professional:

- ◆ A Web Expert
- ◆ Experienced IT Adviser
- ◆ UI & UX Developer and Consultant.
- ◆ Feature Insider
- ◆ Localization Expert
- ◆ Translator
- ◆ Design & Usability Enhancer

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 15 years with a reputable portfolio in:

- ◆ Identity and Branding Design
- ◆ Printable Graphics Design
- ◆ Product Packaging
- ◆ Outdoor Advertising Design

I have also designed many digital interfaces like:

- ◆ Website Structure Design
- ◆ Website Theme Design
- ◆ Motion & Interaction Design
- ◆ Multimedia Application UI
- ◆ Multimedia Presentations
- ◆ Software UI Design
- ◆ Software UX Design

## QUALIFICATIONS & EMPLOYMENT

	Qualification	Employment
<b>March 2017 - Present</b> Monta — Design & UI/UX Director		
<b>April 2016 - March 2017</b> Naghshineh   Design & Color — Creative Director & UI/UX		
<b>April 2016 - Present</b> Olya International Law Office — Senior Counsel in Intellectual Property & Domain Name Dispute Settlements		
<b>November 2015 - April 2016</b> ZarinPal — Marketing Director		
<b>April 2009 - November 2015</b> eLink Interactive Studio — Creative Director		
<b>June 2013</b> IELTS Tehran — IELTS Academic		
<b>May 2009 - April 2010</b> Fanavaran Padir Abnieh — R&D & Commerce Manager		
<b>January 2006 - Present</b> Iran Green Hosting Services — Founder		
<b>July 2007 - April 2009</b> eLink Interactive Studio — Senior Graphic and Web Designer		
<b>2004 - 2008</b> 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		
<b>February 2004 - July 2007</b> eLink Interactive Studio — Web and Graphic Designer		
<b>2002- 2004</b> Freelancer — Freelance Web and Graphic Designer		
<b>2002 - 2003</b> Edexcel International (UK) — GCE & GCE Advanced (A-Level Courses)		
<b>May 2002</b> British Council — IELTS Academic		
<b>2002</b> DATAK Telecom — Web Designer		
<b>2001- 2002</b> Farabar Information Technology — Web Design Intern		
<b>2000</b> Finished school		
<b>BORN 09<sup>TH</sup> APRIL 1983</b>		

# FARSHAD SADRI SKILLS SHOWCASE

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

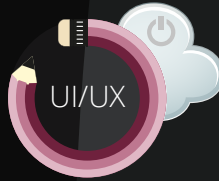
## Design



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



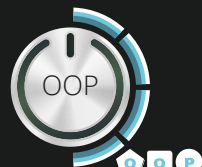
Experienced in setup & implementation of  
many linux-based web solutions  
Experienced in many business web-apps  
Solution consulting & integration



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



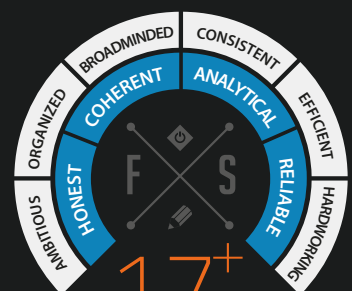
Familiar with OOP concepts & MVC architecture  
Code comprehension & modular  
implementation concepts

## 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

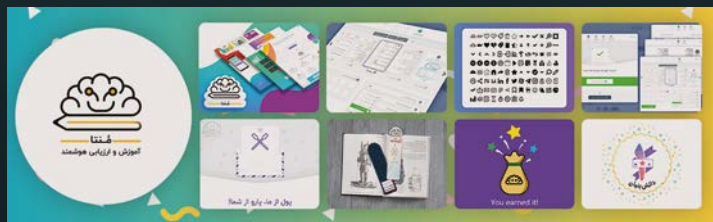


17+ YEARS OF EXPERIENCE

# FARSHAD SADRI SELECTED PROJECTS

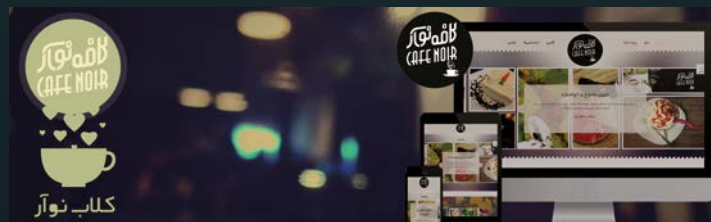
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## Monta, Smart Education & Assessment RE-BRANDING, WEBSITE & WEB UI DESIGN, APP UI, ICONS

- 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 2<sup>nd</sup> 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:



## 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
- 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

## HOBBIES & INTERESTS

