

Kimia Ashrafi

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Profile

As a UX/UI and Product Designer with business acumen from my MBA in Business Management and a love for creativity, I bring a unique perspective to every project. I'm passionate about turning complex challenges into user-friendly designs that exceed expectations. Whether crafting a user-centered platform or adding final touches to a product, I approach each task with creativity, curiosity, and a bit of fun. Committed to continuous learning and innovation, I aim to deliver designs that are both functional and delightful. To me, the best designs make people smile and solve problems seamlessly.

Education

British Columbia Institute of Technology, Vancouver, BC

Diploma New Media Design and Web Development Program
2023 -2024

Azad University, Shiraz,Iran

M.B.A. in Business Administration
2019-2021

Azad University, Shiraz,Iran

B.A. in Business Administration
2013 -2017

Certifications

- **TTC Certificate:**

Teacher Training Course

- **NLP Certificate:**

Neuro-Linguistic Programming Languages

Skills

Design

- Figma
- Canva
- Premiere Pro
- After Effects
- Illustrator

Design

- User Research
- User-centered Design
- Prototyping
- User Interface Design

Development

- HTML
- CSS
- JavaScript
- Web flow
- React Native

Languages

- English
- Farsi

Hobbies

Interests

- Survival Camping
- Silver Smithing
- Woodworking
- Video Games
- Puzzles

Work Experience

Visual Designer

Bisou Bake House, Vancouver, BC

Sep 2023 - Present

- Developed digital assets that enhanced customer engagement and supported e-commerce strategies.
- Demonstrated in-depth knowledge of Bisou's artisanal pastries and specialty coffee, which led to customer engagement and drove sales.
- Prioritized high-impact projects and used time management skills for multiple marketing materials

International Sales and Client Relationship Manager

Asana Osare Kian Pars, Sadra Industrial Park, Iran

Mar 2015 - Feb 2017

- Expanded client base by engaging with international companies.
- Successfully negotiated and sealed contracts with international clients.

Supervisor

Maison de Kimia, Shiraz,Iran

Jan 2014 - Feb 2023

- Established global brand relationships, expanding the shop's collections.
- Procured collections from international brands, enhancing inventory diversity.
- Oversaw the sales team, curating superior customer experiences.
- Engaged with international customers, expanding the clientele base globally.