

NASTARAN BOKAEI

UI/UX Designer ON, TORONTO

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CAREER PROFILE

UI/UX Designer with 5+ years of combined experience in UX, visual design, and branding. Skilled in user research, wireframing, prototyping, and high-fidelity UI design, with a strong focus on usability and accessibility (WCAG/AODA). Known for creating intuitive, user-centered digital experiences supported by clean visual design and cohesive brand identity.

CORE SKILLS

- **UX/UI:** User Research, Personas, Competitive Analysis, Journey Mapping, Wireframing, Prototyping, User Flows, IA, Usability Testing, Accessibility (AODA/WCAG)
- **Tools:** Figma, Adobe XD, Illustrator, Photoshop, InDesign, WordPress, Wix, HTML/CSS
- **Visual Design:** Brand Identity, Typography, Color Theory, Layout Design, Marketing Materials, Print Design, Illustration, Style Guides

EDUCATION

George Brown College – Diploma, Graphic Design (2018–2020)

OCAD University – Coursework in Graphic Design (2017–2018)

University of Art & Architecture, Tehran – BFA, Painting (2008–2012)

CERTIFICATIONS

- Google UX Design Certificate (All 7 Courses)
- Build Dynamic User Interfaces (Google)
- Create High-Fidelity Designs in Figma (Google)
- Conduct UX Research & Test Early Concepts (Google)
- Build Wireframes & Low-Fidelity Prototypes (Google)
- UX Foundations: Prototyping (LinkedIn)
- Figma: Handoff to Developers (LinkedIn)

WORK EXPERIENCE

Founder / Marketing & Graphic Designer – Boka Web Design

Richmond Hill, ON

2024–Present

- Over 100 design projects completed for service-based small businesses, including websites, brand identities, and marketing collateral.
- Founded and manage a digital design studio supporting service-based small businesses.
- Design responsive WordPress websites with focus on structure, performance, and accessibility.

- Create branding systems including logos, color palettes, style guides, and marketing materials.
- Manage full client workflow: consultation → design → revisions → delivery.

Assistant Manager – All Season Inspection, Vaughan, ON**2021–2024**

- Supervised and supported 70+ auditors across multiple locations.
- Ensured smooth daily operations, reporting, scheduling, and customer service.
- Identified process gaps and optimized communication flow within teams.

UI/UX Designer (Internship) – SenSights, (Markitech.ai), Toronto, ON**2021**

Conducted user research, competitor analysis, user flows, and IA.

- Designed tablet/mobile interfaces for seniors and caregivers using Figma.
- Created wireframes, prototypes, and high-fidelity visuals for usability testing.
- Contributed to accessibility improvements (large touch targets, simplified UI).

Key Achievement:

Designed an intuitive tablet interface that increased ease-of-use for elderly users.

Freelance Art Teacher & Graphic Designer Toronto, ON**2017–2021**

- Taught drawing, painting, and art fundamentals to children and teens.
- Designed logos, posters, print materials for local clients.
- Helped 10+ students build portfolios for art school admission.

Operations & Customer Service – Imperial Energy, Markham, ON**2019–2020**

- Managed customer accounts, processed inquiries, and resolved service issues.
- Coordinated inventory and product fulfillment.

Store Associate – TJX (Marshalls) Ajax, ON**2018–2019**

- Maintained store presentation and product organization.
- Assisted customers and processed returns.

LANGUAGES

- English (Fluent)
- Persian/Farsi (Native)