

# Zinat Nayebzadeh

## UI/UX & Visual Designer

Portfolio: [zinat.ca](https://zinat.ca)

[linkedin.com/in/zinatca](https://linkedin.com/in/zinatca)

[zinat.nayebzadeh@gmail.com](mailto:zinat.nayebzadeh@gmail.com)

(778) 522-4871

UI/UX and visual designer who pairs a sharp visual eye with solid UX thinking to build intuitive, user-centered interfaces. I come from an IT engineering background with several years in graphic and UI/UX design, so I'm comfortable across the whole process, from research and wireframes to usability testing and high-fidelity Figma prototypes. A working knowledge of front-end development also enables me to collaborate effectively with developers.

## EXPERIENCE

---

### Graphic Designer, Panther Creative

Nov 2024 - Present [panthercreative.com](https://panthercreative.com)

- Designed 80+ interpretive panels and wayfinding signage across 8 visitor sites, from parks to museums, for projects valued at over \$2.2M.
- Built a unified visual system of color, type, and templates that keeps signage consistent across each site.
- Collaborated with clients, designers, writers, project managers, and fabricators to take projects from concept to fully installed work.
- Maintained and styled the company WordPress site, serving ~700 monthly users while keeping pages clear, consistent, and user-friendly.

### Graphic Designer, BCIT Student Association (BCITSA)

Sep 2023 - Jun 2024 [bcitsa.ca](https://bcitsa.ca)

- Designed posters and Link magazine layouts reaching 2,000+ students across 1,150+ printed editions, sharpening messaging and reader engagement.
- Created illustrations and characters for articles, supporting content narratives and strengthening the magazine's visual identity.

### Graphic & UI/UX Designer, Himaweb Inc.

May 2020 - Oct 2022 [himaweb.ir](https://himaweb.ir)

- Designed intuitive interfaces for 2 Android apps and 5 WordPress sites using mobile-first UI/UX principles, serving 2,000+ users.
- Conducted user and competitive research to inform design decisions and improve usability.
- Built and customized sites in WordPress and Elementor, producing graphics that contributed to a 25% increase in website traffic.

### Website Content & UI Designer, ParsErtebat Co.

Feb 2016 - Apr 2020 [parsertebat.ir](https://parsertebat.ir)

- Designed and maintained website content, layouts, and software manuals for 10,000+ users, improving usability and accessibility.
- Built and updated pages with HTML, CSS, and JavaScript / jQuery in collaboration with designers.
- Managed content quality and customer support, using user feedback to improve accuracy and engagement.

## SKILLS

---

### UX

User Research, Personas, Journey Mapping, Wireframing, Prototyping, Information Architecture, Usability Testing, Heuristic Evaluation, Interaction Design, Design Systems, Responsive / Mobile-first Design, Accessibility (WCAG), High-Fidelity Design

### Design

Branding & Identity, Visual Design, Typography, Color Theory, Layout, Illustration, Digital + Print

### Tools

Figma (incl. Dev Mode), Adobe XD, Illustrator, Photoshop, InDesign, FigJam, Miro, Maze, WordPress, HTML5, CSS3, JavaScript, jQuery, XML Layouts, VS Code, Android Studio, Jira, Confluence, AI Agents

### Process

Agile / Scrum, Lean UX, Design Sprints

## CERTIFICATION

---

### Google UX Design Professional

8-course program (Coursera)

### Figma for UX Design

LinkedIn Learning

### Figma Essential Training

LinkedIn Learning

### WordPress Essential Training

LinkedIn Learning

## EDUCATION

---

### UI/UX Design Certificate

BCIT (British Columbia Institute of Technology)

Sep 2025 - Mar 2026

### Graphic Design Certificate

BCIT (British Columbia Institute of Technology)

May 2023 - May 2024

### BSc, IT Engineering & Multimedia Design

Azad University (IAU)

Sep 2010 - May 2015