**Shadi Sadoughian**

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**Portfolio:** www.shadisadoughian.com

UX Designer | Digital Marketing Specialist

**SUMMARY**

Experienced marketing professional and UX designer with expertise in design thinking and user research. With over six years of experience, I excel at managing multiple projects and consistently delivering high-quality work within deadlines. I specialize in creating engaging graphics for various digital platforms and have strong front-end development experience, designing and coding user-friendly websites using HTML and CSS. Additionally, I have a deep understanding of email marketing strategies, including managing email marketing systems, and advanced SEO practices such as keyword research, on-page optimization, and analytics to enhance online visibility and drive engagement.

**EXPERIENCE**

**Senior Digital & Visual Marketing Specialist | Hartman Group | 2017 – Current**

* Redesigned and developed the company's website using HTML and CSS, implementing SEO best practices to improve search engine visibility.
* Executed A/B testing for email campaigns, utilizing CRM data to segment audiences and personalize content for better engagement, while also analyzing the SEO impact of subject lines and content for improved email visibility.
* Worked with the Retainer Services team to migrate and redesign the client dashboard to a modern and user-friendly site.
* Built a clickable landing page for Instagram without using third-party services.
* Assisted management in creating social media campaigns, email marketing, online newsletters, blogs, infographics, and podcasts.
* Managed and monitored the website, ensuring the incorporation of fresh, SEO-optimized content based on CRM-driven insights, maintaining relevancy and engagement while utilizing SEO principles to enhance discoverability.

**Freelance Graphic Designer | Front-End Developer | Freelance | 2013- 2016**

* Meet with clients to determine marketing and design vision, scopes of work, budgets, and deliverable timeframes.
* Coordinated the design production from project initiation to completion.
* Created an innovative design to elevate and differentiate branding marketing and advertising initiatives.
* Formatted designs and media for print and web applications and delivered production-ready graphics in HTML and CSS.

**Front-end Developer | Graphic Designer | Pounel Group | 2006 – 2010**

* Created the entire brand for the Pounel Group, including logos, letterhead, catalog, flyers, and symbols.
* Designed and maintained unique packaging and advertising for various Pounel Group products.
* Generated characters for media advertisements.
* Designed and coordinated the production of transportable advertisements displayed on buses and trucks.
* Performed multiple production tasks such as web design, print collateral, and other initiatives under the direction of the Art Director.

**Skills**

Digital Marketing

Web Design

Visual design

Prototyping

Illustrations

User Research

Front-end Development

Video editing

**Tools**

Adobe Creative Suite

Adobe Dreamweaver

HTML/CSS

Google Analytics

Activecampagin

Figma

Hootsuite

Zoom

**EDUCATION AND TRAINING**

**Bachelor of Science in** Microbiology
Azad University, IRAN

Associate of Applied Science: Information Systems

Bellevue College – WA

Google UX Design Certificate

Coursera

Google Ads for Beginners Certificate

Coursera

Web Design Certification

Technology Institute/Tehran