

Ava Ahmadi **RGD**

Product Designer |
UX/UI & Visual Design

[LinkedIn](#) | [Portfolio](#)

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ON, Canada | Open to GTA
Remote/Hybrid/Relocation

CORE EXPERTISE

UX/UI & Product Design

User Flows | Wireframing |
Interactive Prototyping |
High-Fidelity UI |
Information Architecture |
Usability Principles |
Design Thinking | UX Research

Design Systems & Documentation

Design Systems |
Component Libraries |
Figma Variables |
Design Tokens |
Design Documentation |
Accessibility (WCAG 2.1 / AODA) |
Scalable UI Patterns

Visual & Brand Design

Typography | Colour Theory |
Layout | Visual Hierarchy |
Brand Guidelines |
Visual Storytelling |
Art Direction |
Presentation Design |
Cross-Channel Consistency

Front-End & Delivery

Responsive Web Design |
HTML/CSS Awareness |
Developer Handoff |
Agile/Sprint Delivery |
Ticket-Based Workflows

Collaboration & Communication

Cross-Functional Collaboration |
Stakeholder Communication |
Design Reviews |
Feedback & Iteration |
Multi-Project Delivery |
Detail-Oriented Execution

SUMMARY

UX/UI Designer with **7+ years of multidisciplinary experience across visual design, branding, and digital product work**, now focused on Product Design. Skilled at translating user needs and business goals into user flows, wireframes, interactive prototypes, and high-fidelity Figma interfaces for responsive web and digital products. Experienced building and contributing to scalable design systems and component libraries, with a working foundation in usability principles, design thinking, and accessibility (WCAG/AODA). Comfortable collaborating with developers, product managers, and stakeholders in fast-paced, agile environments, and currently studying AI Product Management to connect design decisions to business strategy. Brings a rare combination of **brand-level visual craft, systems thinking, and curiosity for human-centered, AI-informed design**.

EXPERIENCE

UX/UI & Product Designer

A.Pencil Design / Freelance / 2021 – Present

- Designed responsive web and digital product experiences end-to-end for 20+ projects, translating client objectives and user needs into user flows, wireframes, and cohesive Figma prototypes.
- Designed responsive websites, landing pages, and digital product interfaces, applying usability principles, information architecture, and strong visual hierarchy to improve clarity and task flow.
- Built and maintained reusable Figma components, design tokens, and scalable UI patterns, improving consistency across 6+ digital touchpoints and reducing developer handoff time.
- Increased website engagement by 70% and lead generation by 40% by identifying usability issues, restructuring information architecture, and iterating on user journeys based on feedback.
- Collaborated with clients, developers, and project stakeholders through concept development, design reviews, feedback, and final delivery in fast-paced, deadline-driven environments.
- Applied typography, layout, visual hierarchy, and accessibility principles (WCAG/AODA) to solve usability and visual communication challenges across responsive layouts.
- Explored AI-assisted design workflows (Figma Make, ChatGPT, Claude) to accelerate research synthesis, ideation, and prototyping.

Visual Designer

Destination Decoded / Contract / 2026

- Collaborated with Art Director and Project Managers to interpret creative briefs and translate feedback into brand-aligned marketing materials across print and digital channels.
- Designed flyers, posters, and digital campaign assets, adapting visual solutions to individual brand identities and project requirements.
- Used AI-assisted workflows to generate, refine, and enhance visual assets while maintaining creative direction and quality standards.
- Applied accessibility and colour-contrast principles when refining colour palettes, typography, and visual hierarchy across customer-facing materials.

TOOLS

Design & Prototyping Figma |
FigJam | Prototyping | Wireframing

Design & Web
HTML | CSS | WordPress |
Elementor Pro

Visual & Creative Adobe
Photoshop | Illustrator | InDesign |
After Effects

AI & Collaboration ChatGPT |
Claude | Adobe Firefly | Notion |
Monday.com | Slack |
Microsoft Teams

EDUCATION

AI Product Management,
BrainStation *(In Progress)*

AI for Designers,
Interaction Design Foundation (IxDF)
(2026)

Motion Design Training,
School of Motion *(2025)*

UX Design Certificate,
BrainStation *(2023)*

**Bachelor of Arts (B.A.) in
Graphic Design,**
Shariati University *(2009)*

Senior Visual Designer

Canadian Western Bank | Freelance | 2024

- Designed cohesive digital experiences across web, email, and internal communications for a national banking client, applying structured visual systems and brand consistency to complex, multi-stakeholder deliverables — increasing campaign visibility by approximately 40%.
- Partnered with marketing and product stakeholders to translate business requirements into polished, user-facing communications across multiple formats and touchpoints.
- Maintained a shared design system and digital asset library (Teal Vault/DAM), supporting version control, consistency, and collaboration across distributed teams.
- Delivered production-ready assets for digital communications and marketing initiatives while maintaining accuracy, brand standards, and stakeholder alignment.

Senior Marketing Designer

ASUS | 2017 – 2019

- Increased campaign click-through rates by 50% through iterative testing, performance analysis, and refinement of visual hierarchy and user engagement.
- Developed integrated design systems and templates across 20+ digital, retail, and product-launch touchpoints, maintaining a cohesive user experience from concept through production.
- Designed digital advertising, web graphics, and campaign assets supporting product launches, translating product positioning into clear visual communication for audiences of 100K+.
- Collaborated with marketing, product, and vendor teams from concept through final delivery, aligning creative execution with campaign and business objectives.
- Built reusable campaign assets and templates that improved production efficiency and design consistency across future product launches.