

# Hamidreza Amlah

## Senior UI/UX Designer | Visual Design

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### Professional Summary

I specialize in crafting exceptional user experiences through UI design, visual design, and Design Thinking. My expertise lies in prototyping, wireframing, and developing cohesive design systems, leveraging user feedback to drive innovative and impactful digital solutions across web, gaming, and software development industries.

### Skills

User Interface Design (UI), User Experience Design (UX), Wireframing & Prototyping, User Research & Usability Testing, Interaction Design, Visual Design, Design Systems & Guidelines, Figma, Adobe XD, ProtoPie, Spline, Photoshop, Illustrator, After Effects (Lottie), HTML/CSS & JavaScript, Communication, Problem Solving, Team Collaboration, Creativity, Time Management, Leadership

### Professional Experience

#### Senior UI/UX Designer | Charisma Financial Group | Aug 2023 – Present

Charisma Financial Group is a leading financial holding company offering banking, insurance, investment, and e-gift card services. Supported by over 600 professionals, Charisma serves both individual and institutional clients.

I've played a key role in enhancing Charisma's website and learning section, adding features that have driven significant user growth. My graphic design ideas are widely utilized across the company, and I've developed a design system to ensure consistency across Charisma's products. By analyzing user data, I continually refine designs to improve usability. I also actively contribute to brainstorming sessions, collaborating on various projects to deliver cohesive and impactful user experiences.

#### Lead Designer | Shatel | Aug 2017 – Feb 2020

Shatel Group is the largest provider of internet and communication services in the country, offering high-speed internet and mobile communication solutions.

I led the design and execution of five seasonal campaigns, from concept to completion, including online and outdoor advertising. I was responsible for producing graphic content for social media, designing corporate and employee gifts, and creating visually compelling materials for various events.

#### Creative Director & Co-founder | eWalk entertainments | May 2012 – Aug 2018

As the Creative Director and Lead Designer for three successful online games (Gorz, Mr90, and SinJim), I managed all artistic aspects, including UI/UX design, character design, illustrations, animations, and advertising campaigns. My expertise in these areas was a key factor in the games' success, with Gorz becoming Iran's top online strategic game and Mr90 quickly gaining over 550,000 active users.

#### UI & Graphic Designer | Parspake Digital Solutions | Feb 2001 – May 2012

Over 11 years at Parspake, I contributed as a graphic designer, UI designer, and ideator for nearly 50 large-scale digital campaigns. My work includes Iran's first digital campaign (City of Caspian), first online game (My Football Club) with 1.3 million players, and the first social digital campaign (Cheetozia) with 500,000 users.

### Education

- IxDF- Interaction Design Foundation
- Azad University, Animal Science, BA

### Certifications

- AI for Designers (IXDF)
- ProtoPie course (ProtoPie)
- Design Thinking: The Ultimate Guide (IXDF)
- Journey Mapping (IXDF)
- UI Design Patterns for Successful Software (IXDF)
- User Experience: The Beginner's Guide (IXDF)
- Visual Design: The Ultimate Guide (IXDF)
- Mobile UX Design: The Beginner's Guide (IXDF)