MARYAM FADAEE

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OBJECTIVE

Creative and detail-oriented **Web & Graphic Designer** with **10+ years of experience** designing user-centered websites and digital assets. Expert in **WordPress, Elementor, UX/UI design, and Adobe Creative Suite**, with hands-on experience using **AI-powered tools** to enhance design efficiency, content quality, and conversions. Known for strong collaboration, customer service, and adaptability to emerging **AI-driven web technologies**.

SKILLSET

- ❖ **Web Design & AI-Enhanced UX/UI:** UX/UI Design, WordPress (Elementor, Divi, Gutenberg), WooCommerce, Wix, Squarespace, AI-assisted layout and usability optimization
- ❖ **Graphic Design & AI Tools:** Adobe Photoshop, Illustrator, InDesign, Figma, CorelDraw, Dreamweaver, AI-powered image enhancement and design tools
- ❖ **AI Content Creation**: ChatGPT for website copy, blog content, SEO text, and marketing materials
- ❖ Front-End Skills: HTML, CSS, Dreamweaver, AI-assisted code optimization
- ❖ Branding & Marketing: Social media graphics, logos, banners, brochures, flyers, email/newsletter layouts, AI-assisted branding concepts
- ❖ Other Tools: Canva, InVision, MS Word & Excel, AI productivity tools
- ❖ Professional Skills: Customer Service, Teamwork, Time Management, Organization, AI-ready workflows

EDUCATION & CERTIFICATES

- ❖ WordPress and Figma – Coursera Learner (2024)
- ❖ Adobe Photoshop CC Certificate – Bellevue College (2019)
- ❖ Adobe InDesign Certificate - British Columbia Institute of Technology (BCIT) (2010)
- ❖ Diploma in Graphics and Web Design - Vancouver Community College (VCC) (2002)
- ❖ Bachelor of Arts, Azad University, Iran (1996)

JOB HISTORY

Graphic Web Designer - **Freelancer/Remote, Kirkland, WA (2018 – Present)**

- ❖ **Easy Alter:** Developed a responsive alteration platform using **AI-assisted UX design**, featuring virtual fittings, video consultations, scheduling, multilingual support, and secure payments.
  [AI-Enhanced UX/UI, E-commerce, Responsive Design]
- ❖ **Rosie Bakery:** Built a mobile-first WordPress e-commerce site with **AI-supported SEO**, online ordering, custom forms, and secure payments; designed branded print assets.
  [AI-Assisted UX/UI, WordPress, E-commerce]

- ❖ **Community School:** Designed an accessible, responsive school website using **AI-informed usability improvements** to enhance navigation and engagement. *[AI-Enhanced UX/UI, Responsive Web Design]*
- ❖ **Focus Tax Resolutions:** Created a secure, responsive website with a client portal and interactive tools to enhance UX and data security. *[UX/UI, WordPress, client portal development, web security tools]*
- ❖ **Seattle Persian School:** Developed a bilingual, responsive school website with online registration, virtual classroom access, and interactive calendar. *[UX/UI design, responsive web design, e-commerce integrations]*
- ❖ **Wind Rose Seattle:** Designed a responsive landscaping website with immersive visuals and SEO-driven structure to increase brand visibility and leads. *[UX/UI design, SEO & Performance Optimization]*
- ❖ **Feedbackhere:** Led website design and visual branding, producing digital and print marketing assets while ensuring cross-platform brand consistency. *[UX/UI design, Adobe Creative Suite, client collaboration)*
- ❖ **Technologies & Tools:** WordPress, Adobe Photoshop, Illustrator, InDesign, Figma

Sr. Graphic Designer - **Datasphere, Bellevue, WA (2011 – 2014)**

- ❖ Designed online advertising templates and banners for multiple industries
- ❖ Promoted to senior designer for specialized templates development on LandWatch.com
- ❖ Awarded Top Team Member and Best Designer for delivering the highest-rated template design
  Technologies & Tools: Adobe Photoshop, Branding, and Online Advertising

Graphic Designer - **Save on Copy Print, Vancouver, B.C. (2005 – 2010)**

- ❖ Designed logos, business cards, flyers, brochures, and promotional materials for diverse clients
- ❖ Managed printing equipment (printers, copiers, plotters, laminators) and supervised staff
- ❖ Collaborated with clients on custom design projects and ensured quality service
- ❖ **Technologies & Tools:** Adobe Photoshop, Illustrator, InDesign, CorelDraw, and Canva

Graphic Designer & Assistant Editor - **Time Print Newspaper, Vancouver, B.C. (2004 – 2005)**

- ❖ Designed newspaper pages, graphics, and advertisements with visual consistency and readability
- ❖ Edited photos and illustrations (retouching, color correction) for print and promotional materials
- ❖ Collaborated with writers, photographers, and editors under tight deadlines
- ❖ **Technologies & Tools:** Photoshop, Illustrator, InDesign, Deadline & Workflow Management

Graphic Web Designer - **Vista Realty, Vancouver, B.C. (2000 – 2004)**

- ❖ Maintained company website and property listings, designed marketing materials, managed financial records, scheduled showings, and provided administrative support
- ❖ **Technologies & Tools:** Dreamweaver, Client Coordination, Database Administration, Marketing Design

References upon request

Portfolio: www.softvisualdesign.com