

Maryam Fadaee

DIGITAL DESIGNER | UX/UI DESIGNER | WEB DESIGNER

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PROFESSIONAL SUMMARY

Creative Digital Designer with **20+ years of experience** creating responsive websites, digital experiences, marketing campaigns, brand identities, and visual content across desktop and mobile platforms. Skilled in **UX/UI design, web design, accessibility standards, digital marketing assets, and customer-focused design strategies**. Experienced in collaborating with clients, developers, marketers, and creative teams to transform business goals into engaging, high-quality designs. Proficient in **Adobe Creative Cloud, WordPress, Elementor, Figma, and AI-enhanced design workflows**, with strong project management skills and attention to detail.

CORE SKILLS

Web Design & UX/UI: Responsive Web Design | UX/UI Design | WordPress | Elementor | WooCommerce | Landing Pages | Mobile-First Design | Wireframing | Prototyping | Website Optimization | User Experience | Website Maintenance

Graphic Design & Digital Marketing: Brand Identity | Logo Design | Digital Advertising | Marketing Campaigns | Social Media Graphics | Email Marketing Design | Presentation Design | Print Design | Visual Storytelling | Image Editing | Photo Retouching

Design Tools & Technology: Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Figma | Canva | CorelDRAW | Dreamweaver | HTML/CSS | Print Production | Digital Asset Management | SEO Fundamentals | Accessibility Best Practices

AI & Workflow Optimization: ChatGPT | Generative AI Tools | Prompt Engineering | AI-Assisted Design Workflows | AI Image Enhancement | Creative Workflow Optimization

Professional Strengths: Creative Problem Solving | Project Management | Client Communication | Cross-Functional Collaboration | Organization | Time Management | Quality Assurance | Attention to Detail

PROFESSIONAL EXPERIENCE

Graphic Web Designer (Freelance) | Kirkland, WA | 2016 – Present

- ❖ Lead digital design projects creating responsive websites, landing pages, mobile experiences, and digital marketing assets using UX/UI principles, accessibility standards, and brand guidelines.
- ❖ Develop branding, social media graphics, email campaigns, presentations, and promotional content while collaborating with clients, developers, and marketing teams to deliver engaging visual solutions.
- ❖ Manage multiple projects, timelines, revisions, and deliverables while maintaining quality, consistency, and attention to detail.

Senior Graphic Designer – Datasphere | Bellevue, WA | 2011 – 2014

- ❖ Designed digital advertising campaigns, landing pages, branded templates, and marketing materials for national clients while maintaining brand consistency across digital and print platforms.
- ❖ Collaborated with creative, marketing, and production teams to develop scalable design solutions, improve workflows, and deliver high-quality assets on schedule.
- ❖ Managed multiple projects while maintaining creative quality and was recognized for design excellence and outstanding performance.

Graphic Designer – Save On Copy Print | Vancouver, BC | 2005 – 2010

- ❖ Created branding materials, brochures, flyers, advertisements, signage, banners, and promotional graphics while developing effective visual solutions aligned with client marketing goals.
- ❖ Prepared production-ready artwork, managed print workflows, quality control, and file specifications to ensure accurate, high-quality deliverables.

Graphic Designer & Assistant Editor – Time Print Newspaper | Vancouver, BC | 2004 – 2005

- ❖ Designed newspaper layouts, advertisements, editorial graphics, and print publications while collaborating with editors, writers, and photographers to create engaging visual content.
- ❖ Performed image editing, color correction, and prepared production-ready files in a deadline-driven publishing environment.

Graphic Web Designer – Vista Realty | Vancouver, BC | 2000 – 2004

- ❖ Designed real estate marketing materials, advertisements, brochures, and digital content to support sales initiatives and brand visibility.
- ❖ Managed website updates, online listings, digital marketing assets, and client communications while supporting daily marketing operations.

ADDITIONAL QUALIFICATIONS

- ❖ 20+ years of experience in web design, graphic design, branding, digital marketing, and creating responsive, user-focused digital experiences.
- ❖ Skilled in designing WordPress websites, landing pages, brand identities, digital campaigns, social media assets, and print marketing materials using modern design tools and workflows.
- ❖ Recognized for creative problem-solving, strong collaboration, attention to detail, template development, and successfully managing multiple projects while delivering high-quality designs.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts – Azad University, Tehran, Iran

Certifications: WordPress & Figma (Coursera) | Adobe Photoshop (Bellevue College) | Adobe InDesign (BCIT)

Diploma in Graphics & Web Design – Vancouver Community College (VCC)