

Referee

Marc Watts
Managing Director
0477 041 223

Lead Designer & Marketing Manager at Walking Track Media

June 2020 – Oct 2021

Walking Track Media (walkingtrackmedia.com.au) comprises of a passionate team of ecommerce & digital marketing specialists with more than 10 years experience helping Australian businesses of all sizes succeed online.

Key Responsibilities and Tasks:

- **UX and UI design** for ecommerce websites across a range of different industries including automotive, toys, furniture, fashion and camping equipment.
 - **Marketing strategy** and implementation for a range of ecommerce clients. Utilising various channels such as email marketing, Facebook, Instagram, Pinterest, Google Ads and LinkedIn.
 - **SEO and content strategy** with a focus on identifying key value propositions and valuable search keywords. This research provided the basis for the website and marketing content.
 - **Marketing reports** using SEM Rush, Databox, Facebook Ads Manager, Google Ads and Google Search Console.
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Upskilling

UX Design / Interaction Design Foundation

May 2020 – June 2020

The Interaction Design Foundation is an Ivy League level design institution collaborating with top universities such as Stanford, Cambridge, SAP Labs and internationally recognised authors like Clayton Christensen and Don Norman.

You can view my course profile at interaction-design.org/erfan-nourozi which shows courses I have taken to further my education in the field of UX and human centered design.

IDF Course: Become a UX Designer from Scratch

Course highlights:

- An introduction to the main areas of UX work, and why it matters
- Understanding the various UX roles in an organisation
- How to create UX deliverables
- Design Thinking: Empathise, define, ideate, prototype and test
- Building a UX portfolio
- The confidence to work as a UX consultant

Referee

Clara Paladini
Managing Director
0424 323 332

Graphic Designer at ADME Advertising

Oct 2017 – April 2020

ADME Advertising (adme.net.au) is a full service advertising agency who are experts in delivering solutions for the Australian automotive industry. ADME Advertising have a focus on creating user friendly websites and high performing ad campaigns for car dealerships across Australia.

Key Responsibilities and Tasks:

- **Digital design** including social media posts, HTML5 banner ads, email marketing, website banners and graphics.
 - **Print design** including press ads, flyers, brochures, business cards, billboards, pull up banners and posters.
 - **Website design** and development using WordPress CMS and page builders such as Elementor.
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Referee

Ina Kuehfuss
Textile Designer
0401 682 907

Brand, Marketing & Social Media Manager at RC+D

March 2017 – Oct 2017

RC+D (rc-d.com.au) are creators of bespoke flooring artistry and individually designed rugs and carpets. Primarily with a B2B focus, they have provided flooring solutions to high profile clients such as Chadstone shopping mall, Crown Casino, Garden State Hotel and hundreds of other businesses across Australia.

Key Responsibilities and Tasks:

- **Social Media Management** including planning posts, content research, competitor research, hashtag research, copy writing, campaign creation and management of facebook and instagram paid advertising.
- **Website Management** which involved making sure the website reflected the brand values and showcased new products to the market.
- **Email Marketing** including design, development and subscriber list segmentation and management using MailChimp.
- **Print Advertising** including business cards, packaging, posters and in store signage.
- **Product Photography** and retouching primarily for use on the website.

Referee

Ahmad Jazayeri
Managing Director
0401 851 891

Graphic Design & Marketing / Koala Living

Feb 2016 – March 2017

Koala Living (koalaliving.com.au) is a furniture retail business with 11 showrooms across Australia. Koala Living is dedicated to providing affordable, unique and exotic pieces of furniture to everyday Australians.

Responsibilities and Tasks:

- **Social Media Management** including planning posts, content research, competitor research, hashtag research, copy writing, campaign creation and management of Facebook and Instagram paid advertising.
 - **Creative direction** for all brand promotional material including the yearly catalogue, in store signage, posters, business cards, brochures, website banners, print and digital advertising.
 - **Email marketing campaigns** including campaign creation, design, development, subscriber list management and scheduling emails.
 - **Furniture photography and staging** primarily for the use in the catalogue, website, and social media posts.
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Referee

Tim Dawson
Managing Director
tim@ghost.st
+64 21 2603 762

Digital Designer / Ghost Street

June 2014 – Jan 2016

Ghost Street (ghost.st) is a design-led interactive studio based in Auckland, NZ. Their digital specialists create smart, great-looking digital products that bring people and brands closer together.

Responsibilities and Tasks:

- **UX / UI** design for mobile applications and responsive websites for medium to larger businesses.
- **Digital design** including design of emails and website graphics.

Referee

Craig Haggart
Website Team Lead
+64 21 1266 856

Graphic Designer at Localist

Nov 2010 – May 2014

Localist's (localist.co.nz) objective is to promote local businesses, and to help them achieve their business goals while guiding local consumers on the top services and businesses in their neighbourhood.

Responsibilities and Tasks:

- **As part of the Localist pre launch studio team**, we collaborated with the marketing team to create promotional materials from the ground up.
 - **Digital design** for social media and Localist product listing pages for small to medium sized businesses.
 - **Localist directory book design** which was sent out to nearly every home in Auckland, NZ.
 - **Wordpress website design** and development for small to medium sized businesses. Primarily using themes and page builders.
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Gap Year

Foreign English Teacher in South Korea

June 2009 – June 2010

Teaching English in South Korea was a great opportunity to live overseas and experience a very different culture.

Referee

Sue Wilkinson
Managing Director
sue@hairylemon.co.nz
+64 3 377 0031

Online Marketing at hairyLemon

Feb 2008 – Oct 2008

hairyLemon (hairylemon.co.nz) is a full service NZ digital agency providing strategy, web development, creative, design, marketing, and consulting services.

Responsibilities and Tasks:

- Implementing search engine optimisation strategies for small to medium business websites such as keyword research, article writing and organic link building.
- Assisting with Google Ads campaigns.

Education

Bachelor of Design / Ara Institute of Canterbury

2004 – 2007

The Bachelor of Design course at Ara is a course headed by industry professionals and is the only design course which offers a Bachelors Degree in the South Island of NZ.

During this course I learned how to generate ideas, solve problems and design innovative solutions in advertising, marketing and communication design. Core skills taught include design strategies, graphics, branding and communication, typography, art direction, drawing and illustration.

Technical Skills

- Photoshop
- Illustrator
- InDesign
- Adobe XD
- Premiere
- After Effects
- Banner Snack
- Stripo
- Canva
- HTML
- CSS
- Instagram & Facebook ads
- Mail Chimp
- Active Campaign
- Zapier
- SEM Rush
- Google Ads
- Trello
- Figma
- Databox
- Google Docs
- WordPress
- Oxygen
- Elementor
- Instagram
- Pinterest
- Photography