



FARHAD BERAHMAN


UI/UX DESIGNER – LONDON

Creative UX designer with a background in photography, photojournalism, and art, seeking opportunities in projects delivering end products that positively impact end users' lives.

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Key Achievements

- Delivered a responsive ecommerce website; iterated designs from user feedback following UX principles to refine functionality.
- Led a collaborative project in VR, engaging four organisations, requiring deep empathy to end users' needs. This resulted in a functional prototype.
- Successfully delivered public engagement projects generating high volume interaction, following collaboration with diverse stakeholders to define design / build requirements.

Experience

i Aviate **UI/UX Designer**

September 2022 - Date, freelance

- Rebranding visual identity. UI design, testing, and built a functional responsive website, mobile app and tablet. Use of Figma to design user interface.

Home Marketing Group **UI/UX Designer**

September 2021 - Dec 2021, freelance

- Conduct UX research - collaborated with various disciplines in the property space
- Provide low- and high-fidelity prototypes using Figma.
- Designed, tested, and built a functional website.

Kent Property Photography **Company Director - Photographer**

Aug 2014 - Aug 2021, Kent and London, UK.

- Created branding and visual identity.
- UX research, design, testing, and built a functional website for the company.
- Requirements definition, empathising and collaborating with end clients.
- Management of a 20 head production team to ensure delivery within client timeframes.
- Use of Adobe photoshop, Premiere Pro and Lightroom to create professional assets.
- General operations, sales, marketing, and financial management.

Associated Press - **Photographer**

May 2002 - Dec 2012, UAE

- Understanding client briefs and empathising with subjects to provide a visual narrative.
- Supplemental research on individual projects
- Collaboration with team members to ensure provision of consistent end product in line with corporate style guidelines.
- Using photoshop and photo mechanics to edit, caption and finalise assets for end use.

Education

UX Design Certificate **Google**

Jan 2022 - August 2022, Online

- Completed rigorous training designed for entry-level job readiness. The 15 modules included topics like: UX research fundamentals, inclusive design, low- and high-fidelity prototypes, and tools like Figma and Adobe XD. Completed hands-on projects and developed a portfolio of 3 designs to complete the course.

The Ultimate Figma Masterclass **Designership**

August 2022 - Oct 2022

Certificate of attendance **Salesforce**

Oct 2020 - Nov 2020, Online

- Completion of the 8 week Positive Proteges programme with makepositive.

Immersive media master class **VR/AR Limina Immersive**

Sep - Nov 2021, Online

- Completion of an 8 week introduction to virtual and augmented reality, including VR as an empathy machine and storytelling with XR.

London University of Arts **MA Documentary photography & Photojournalism**

2013 - 2014, London

University of Wollongong **Computer Science (BSc)**

2002 - 2004, Dubai

Skills

Technical

- Figma
- Adobe XD
- Adobe Premiere Pro
- Adobe Photoshop
- Lightroom

Design

- Design
- User research
- Wireframing
- Usability studies
- Presentation Prototyping

Collaboration

- Communicative
- Gives design critique + feedback
- Strong presenter
- Detail-oriented