

Asal Torbatian

Graphic & Web Designer, Front-End Developer

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PROFESSIONAL SUMMARY

Graphic & Web Designer and Front-End Developer with a bachelor's degree in software engineering (graduated in 2021) with 5+ years of experience in graphic design, programming, software debugging, website redesign, freelance projects, and maintaining professional client communication. Highly skilled in photo and video editing and design tools from concept to final production. Specialized in designing and developing responsive websites while integrating professional and custom graphic design to strengthen brand identities (including logos, banners, and more). Experienced in SEO and creating complete visual assets for websites. Proactive in learning new technologies and solving complex technical challenges. Reliable, flexible, adaptable, and capable of working independently with initiative and minimal supervision.

PROFESSIONAL SKILLS

- **Web Development:** Proficient in building and maintaining responsive, high-performance websites using HTML5, CSS3, and Bootstrap, with a strong focus on UI and UX principles. Advanced knowledge of WordPress design and plugin customization through programming to create bespoke functionality beyond standard features. Skilled in maintaining code integrity and project history using GitHub, including version control and documentation. Adept at using advanced debugging and refactoring tools in Visual Studio to develop scalable and bug-free software solutions.
- **Digital Design:** Highly skilled in creating engaging visual content, including logos, professional business cards, and high-quality photo and video editing using Adobe Photoshop, Adobe Illustrator, Canva, Filmora, Adobe Premiere Pro, DaVinci Resolve, Lightroom, CapCut, InShot, and other creative tools. Experienced in using AI-powered tools to create high-quality content while following social media standards and trends. Focused on maintaining brand consistency and enhancing user experience and user interface flow.
- **E-commerce & Web Optimization:** Experienced in professional image retouching, maintaining product image consistency, and background removal for professional web use. Skilled in optimizing web assets and elements to improve loading speed and overall website performance. Familiar with Google Analytics and Google Ads.
- **Back-end Development:** Familiar with back-end development using C#, with strong knowledge of SQL Server for designing and managing robust databases, ensuring smooth data integration and system stability.

WORKING EXPERIENCE

Freelance Graphic Designer | Pop Street (Bullring, Birmingham, UK)

April 2026 – Present

- Designed and produced 50+ high-quality visual assets for a hospitality brand, ensuring 100% consistency in typography and layout across all digital and print platforms.
- Designed and developed 5+ professional menu layouts and in-store promotional materials while fully optimizing all assets for online platforms.
- Successfully met 100% of urgent project deadlines by delivering professional-quality assets while independently managing projects and maintaining an efficient workflow.
- Optimized 50+ graphic assets for websites and social media platforms to improve visual performance and maintain 100% brand consistency across all digital customer touchpoints.

Software Designer & Developer | Razahn software Company

June 2021 – July 2024

- Developed and maintained 20+ cross-browser-compatible websites, delivering clean code that improved page load speeds by 30% and enhanced overall user experience (UX).
- Collaborated on 15+ digital design projects, achieving a 99% client satisfaction rate through the creation of impactful brand identities and professional visual content.
- Programmed and designed 20+ custom WordPress websites from start to finish while consistently delivering 100% of projects on time, with a strong focus on user-friendly design and SEO implementation, resulting in a 40% increase in traffic and significantly improved search rankings.
- Successfully debugged and resolved over 1,000 complex front-end and back-end technical issues and inconsistencies, significantly improving website stability and user retention.

Freelance Front-End Developer / Web Designer

January 2020 – Present

- Designed and developed 25+ custom, fully responsive WordPress websites across 5+ different industries, achieving a 100% mobile-friendly score.
- Created a wide range of banners, logos, images, and promotional videos while maintaining 100% brand consistency and increasing client social media engagement by an average of 25%.
- Performed professional retouching and optimization for 500+ e-commerce product images, resulting in a 40% improvement in page loading speed for online stores.
- Managed the complete project lifecycle from start to finish with a 99% on-time delivery rate, including prototyping, final testing, SEO optimization, and website launch, while also providing up to 2 months of complimentary technical support and updates to ensure long-term website stability.

EDUCATION

BSc in Software Engineering Technology | Azad University

REFERENCES

Available Upon Request.

NOTICE PERIOD

Immediately Available.