Reza Neyzan

⌖ Toronto ON

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Professional Summary

Creative Web Designer with over 15 years of experience in creating captivating and user-centric web solutions. Expert at crafting engaging designs that drive user interaction and business success. Proficient in the latest design technologies with a deep understanding of user experience and web development best practices.

Skills

- Content Management Systems
- Responsive Design
- Analytical and Critical Thinking
- Technical Analysis
- Problem Resolution
- Troubleshooting
- Project Planning
- Design Thinking
- Color Theory
- Adobe Creative Suite
- Search Engine Optimization
- Performance Optimization

Work History

06.2023 - Current

Lead Web Designer & Technology Specialist
Gamma App Group - Toronto, ON

- Spearheaded web design and technology strategy for thriving startups, leading to user base growth of 50% within six month.
- Provided front-end website development using WordPress to design and update websites, landing pages and other digital assets.
- Developed performance metrics to benchmark websites.
- Utilized SEO techniques to optimize website content, improve search engine rankings, and increase traffic.
- Troubleshot issues with websites and fixed scripting and use issues.
- Determined coding requirements for specialized scripts.
- Validated third-party code to comply with internal standards and technical requirements.
- Implemented content management and security resource tutorials to assist end-user training.
- Applied emerging technologies to update and maintain site applicability.
- Discussed site and app requirements with clients to produce actionable development plans.
- Implemented changes and integrated requested elements to streamline business operations.
- Multi-tasked across multiple functions and roles to meet deadlines and organizational expectations.
- Engaged with clients to plan and optimize site issues and queries.
- Ran debugging tools to eliminate flaws and glitches prior to publishing.
- Developed technical solutions required to accommodate specific

user-facing assets
- Provided security maintenance and patching on website interface to maintain viability after launch.
- Oversaw technical issues and troubleshooting requests to resolve user problems.
- Designed elevated and brand-right creative to achieve marketing and merchant objectives.
- Utilized Google Analytics to monitor websites and other digital content and recommended strategies and updated channels to improve performance.
- Researched and proposed new solutions to make website more user-friendly.
- Implemented strategies to increase web site traffic.
- Administered networks by creating user accounts and managing permissions.
- Developed network and database security for monitoring and alerting of potential threats.
- Backed up or modified applications and related data to provide for disaster recovery.
- Monitored systems for intrusions or denial of service attacks and reported security breaches to appropriate personnel.

01.2017 - 05.2023

Senior Web Designer / UI-UX Consultant
Faralogic - Tehran, IR

- Leveraged WordPress to design and update websites, landing pages and other digital assets to support communication and marketing strategies.
- Promoted brand identity by creating company logos and delivering attractive, user-friendly and unique website.
- Translated customer requirements into technical site concepts for bidding and initial planning purposes.
- Enhanced functionality and appearance of website and repaired functionality issues.
- Strengthened intranet and sub-sites to bolster internal communication strategies.
- Played pivotal role in establishing company's digital presence, resulting in 50% increase in online visibility and market reach.
- Conducted comprehensive user experience research to inform design decisions, reducing bounce rates by 50% and enhancing user satisfaction.
- Provided security maintenance and patching on website interface to maintain viability after launch.
- Applied emerging technologies to update and maintain site applicability.
- Implemented changes and integrated requested elements to streamline business operations.
- Developed technical solutions required to accommodate specific user-facing assets

01.2012 - 12.2017

Creative Web Designer
Cloudvariant - Kuala Lumpur, MY

- Enhanced functionality and appearance of website and repaired functionality issues.
- Translated customer requirements into technical site concepts for bidding and initial planning purposes.
- Delivered technical presentations to illustrate proposed site designs.
- Crafted bespoke website designs for diverse clientele, consistently

delivering projects on time and within budget.
- Implemented responsive design principles to ensure optimal viewing across range of devices, improving user time on site by 50%.
- Promoted brand identity by creating company logos and delivering attractive, user-friendly and unique website.
- Provided ongoing design and technical support post-launch, earning 80% client retention rate due to exceptional service and expertise.
- Strengthened intranet and sub-sites to bolster internal communication strategies.
- Designed highly engaging interactive user interfaces that complied with modern web standards.
- Configured templates for clients to easily customize.
- Developed graphic and image assets for both content and digital marketing efforts.
- Coordinated copywriting and designed images to craft website content.
- Troubleshot technical issues and optimized websites for search engine optimization, performance and accessibility.
- Delivered services as web designer and webmaster, acting as project manager for platform transition.
- Completed domain name registrations and maintained website and web hosting account.

Education

Bachelor of Science, Computer Software, Azad University - Tehran, IR

Certifications

Microsoft Technology Specialist MCITP2008

Additional Information

Online Portfolio: neyzan.ca
Explore my personal website showcasing a range of my expertise and creative approach.