Behrouz Lotfi

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SUMMARY

Creative and detail-oriented Web Designer with 6 years of experience working as a freelancer , specializing in designing user-friendly websites and web applications. Adept in the latest web technologies and design trends, ensuring responsive, accessible, and visually appealing user experiences. Strong background in collaborating with cross-functional teams and clients to transform ideas into high-quality digital products.

QUALIFICATIONS

- Ability to handle challenging situations by exhibiting composure and empathy.
- Excellent customer service skills, providing support through phone, video, and chat.
- Proficiency in Web Design Tools.
- Responsive Design.
- PUI/UX Design.
- Cross-Browser Compatibility.
- SEO Best Practices.
- Wireframing & Prototypin.
- Problem-Solving & Debugging.

ACHIEVEMENTS

- Note to reader: Kindly read last page.

PROFESSIONAL EXPERIENCE

Payamtozin Company   **Iran**

Web Designer   *2018 - currently*

- Designed and developed responsive, high-performance WordPress websites using Elementor, HTML, and CSS.
- Managed and updated company website, ensuring content is current, layout optimized, and design is consistent with branding guidelines.
- Enhanced website speed and security, implementing caching mechanisms, SSL certificates, and advanced security plugins to prevent attacks speed, accessibility, and mobile responsiveness.
- Managed SEO strategies to improve site rankings, resulting in increased visibility and client traffic.
- Provided ongoing maintenance and updates, ensuring website stability, optimal performance, and user satisfaction

Payam Noor University   **Iran**

Web Support Specialist   *2013 - 2015*

- Led the design and development of over 50 responsive websites and web applications for diverse clients, focusing on seamless user experiences and visually engaging designs.
- Worked closely with developers, content creators, and marketing teams to ensure alignment between design concepts and technical requirements.

- Conducted user research and testing to inform design decisions and improve site usability, resulting in a 30% increase in user engagement.
- Created wireframes, mockups, and prototypes, presenting design concepts to stakeholders and adjusting based on feedback.
- Optimized websites for speed, accessibility, and mobile responsiveness, contributing to a 25% decrease in bounce rates.

EDUCATION

Payam Noor University   **IRAN**
Bachelor's degree in computer engineering (Software)   *Jun 2015*

SKILLS & INTERESTS

- Soft Skills: Communication, Collaboration, Problem-Solving, Time Management
- Design Tools: Adobe Creative Suite (Photoshop, Illustrator, XD), Figma, Sketch
- Web Technologies: HTML5, CSS3
- Web Development: WordPress, Bootstrap, Responsive Design
- UI/UX Design: Wireframing, Prototyping, User-Centered Design
- Cross-Browser Compatibility
- SEO Best Practices
- Content Management Systems: WordPress, Joomla,

PROFESSIONAL ACHIEVEMENTS

- Recognized for creating a highly successful e-commerce site redesign that resulted in a 40% increase in sales within the first quarter post-launch.
- Consistently met project deadlines, delivering designs on time and within budget for all client projects.