AMIR BELADI

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SUMMARY

- Over 6 years of experience as a Graphic Designer
- Experience with paid social media advertising
- Proficiency in WordPress, HTML, CSS, Javascript
- Expertise in Adobe Creative Suite, typography, and branding
- Ability to create designs for print, digital, and social media
- Willing to relocate to the job site

PROFESSIONAL SKILLS

Experience in healthcare	***Adobe Creative Suite***	***Information Architecture***	***Brand strategy alignment***
SEO best practices	***Visual hierarchy***	***Industry Awareness***	***Portrait Photography Expertise***

WORK EXPERIENCE

DIGITAL MEDIA SPECIALIST

2024 - Present

kent Chiro-Med Wellness Clinic , Ottawa, Canada

- Created engaging multimedia content—including motion graphics, interactive visuals, and video thumbnails—that boosted digital presence and led to a 26% increase in website bookings and a 19% rise in user interactions across platforms.
- Ensured brand consistency across all visual materials by adhering to established guidelines while tailoring designs for diverse platforms (social media, websites, and marketing collateral).
- Developed and optimized graphics for digital ads, newsletters, and landing pages, producing high-quality visuals that aligned with campaign goals and drove a 23% increase in conversion rates from targeted marketing efforts.
- Stayed ahead of industry trends by monitoring design innovations, social media algorithms, and emerging technologies—implementing fresh content strategies that resulted in a 16% growth in follower count over six months.
- Managed multiple design projects under tight deadlines, maintaining creativity and efficiency to deliver on business objectives while supporting a consistent upward trend in patient inquiries and online bookings.

GRAPHIC DESIGNER

2018 - 2022

Persian Learning Center of University Of Isfahan, Isfahan, Iran

- Designed high-impact custom graphics, illustrations, and infographics for print materials such as brochures, flyers, posters, as well as digital platforms, social media, websites, and event promotions.
- Created visually compelling logos, magazine layouts, and marketing assets that strengthened brand identity and increased audience engagement.
- Developed website sliders and other digital elements that improved user experience and boosted website interaction rates.
- Conducted audience and competitor research to develop strategic, data-driven designs that improved market positioning and customer engagement.
- Optimized designs for various formats and platforms, ensuring high-quality visuals that resonate across both digital and print media.

EDUCATION

BACHELOR OF ARTS IN GRAPHIC DESIGN (2016 - 2020)
University Of Isfahan

COLLEGE DIPLOMA IN INTERACTIVE MEDIA DESIGN (2022 - 2024)
Algonquin College