Shahrzad Vaseti US Permanent Resident







#### Summary

Creative and motivated Visual Designer passionate about digital content, motion graphics, and brand storytelling. Organized and detail-oriented, transforming ideas into compelling visuals, animations, and UI/UX designs while collaborating across teams to deliver high-impact campaigns.

#### Education

- MSc in Visualization College of Visualization & Fine Arts Texas A&M University College Station, TX
- BFA in Interior Architecture & Environmental Design Izmir University of Economics Izmir, Turkey

## **Professional** Experience

Visual Designer – Regent5 – San Mateo, CA

Aug 2022-Jul 2024

- Developed customized technical plans and documentation for smart home automation projects
- Designed digital assets, including animated and static graphics, for social media engagement
- Generated CAD and 3D models to present to clients prior to the execution of the projects
- Assisted in creating company website by designing page layouts, illustrations and graphic elements
- Created compelling advertising content, including presentations, brochures, and video ads
- Collaborated with cross-functional teams for successful execution of projects with tight deadlines
- Freelance Designer

Jun 2021-July 2022

- Created social media visuals and videos, increasing engagement and audience interaction
- Used Figma to create user-centric app designs, focusing on both functionality and visual appeal
- Produced engaging motion graphics, video edits, and branded digital content tailored for social media platforms, using Adobe After Effects and Premiere Pro
- Graduate Assistant Texas A&M University College Station, TX

Aug 2019-May 2021

- Designed motion graphics and animated content for Projects and presentations
- Executed visual effects, texturing, lighting setups, and 3D renderings for various digital projects
- Developed animated GIFs, character designs, storyboards, animations, and motion graphics
- Designed posters and flyers for various events and preparing presentations for annual reports
- Mentored undergrad students on digital content creation and motion graphics for projects

## Software Skills

- Graphic Design: Photoshop, Illustrator, Bridge
- UI/UX Design: Figma, Adobe XD
- CAD/CGI: AutoCAD, 3ds MAX, V-ray
- Video Editing/VFX: Premiere Pro, After Effects
- Website Design: Webflow, Wix, WordPress
- Data Visualization: Minitab, Tableau
- MS Office: Word, Excel, PowerPoint, Outlook
- Project Management: Adobe Workfront

# Selected Certificates

- Share Data Through the Art of Visualization
- Microsoft UX Design Professional Certificate
- Google UX Design Professional
- Visual Elements of User Interface Design

## Selected **Awards**

- Education Grant Texas A&M University Scholarships & Financial Aid
- Graduate Assistantship Texas A&M School of Performance, Visualization and Fine Arts

Presentation ● Project CHISPA: Calculation, Hi-Tech, Imagination, Systems, and Procedural Art" Texas A&M University Student Research Week, March 2021, College Station, TX.

#### Languages

English (Fluent), Turkish (Fluent), Persian (Native), Azerbaijani (Native), French (Basic)