

# JAY ARKANI

Newmarket, ON | (416) 825-9424 | [jay.arkani@gmail.com](mailto:jay.arkani@gmail.com)

## GRAPHIC & WEB DESIGN | ONLINE MARKETING

Driven and creative professional with extensive experience in multimedia design and digital marketing strategies. Able to provide a focused and collaborative approach to project management, diligently assessing client requirements while adhering to project deadlines and budgets. Possesses extensive design experience across multiple outlets including social media marketing, photography, videography, and print. Leverages extensive educational background and technical acumen to create and optimize web and application experiences while managing task prioritization and addressing project feedback. Eager to further enhance professional development using new technologies in a creative environment.

### CORE SKILLS & COMPETENCIES

- Graphic & Web Design
- Design Print Materials
- Design Branding Materials
- Video & Motion Graphics
- Content Review & Engagement
- UX/UI Practises
- Digital Media & Interface Design
- Google Analytics & SEO
- Interdepartmental Communication
- Creative Pitching
- Project Management
- Brand Management
- Team Collaboration
- Report Preparation
- Marketing

### PROFESSIONAL EXPERIENCE

**Graphic Designer & Digital Marketing Manager** | Ospec Automotive Parts | Richmond Hill, ON **Aug. 2021 – Present**

Overview: Managing different products Brand development and product promotion across different platforms, Amazon, eBay, and Social Media. Creating content, videos, and brand stories.

#### Key Responsibilities:

- **Content Creation:** Researching up-to-date trending content, creating videos, photography, and videography.
- **Monitoring E-commerce Platforms:** Managing the marketplace campaigns and ROA, Doing A/B Testing, and updating contents and campaigns.
- **Data Analysis:** Working with data provided by different platforms and updating the content and the campaigns.
- **Be in contact with clients:** keeping contact with current clients and updating our sales team and working process.

#### Selected Accomplishments:

- Stablishing the product brands, websites SEO, and Setting up the Social and Marketplace campaigns.

**Senior Graphic Designer & Digital Marketing Manager** | Pixi Club Marketing | Woodbridge, ON **Aug. 2017 – Present**

Overview: Manages multiple development projects across online multi-media marketing as well as mobile and print designing. Streamline project lifecycles from concept through to deliverable while adhering to client requirements, budget, and branding voice.

*Key Responsibilities Continued on Page 2...*

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### Key Responsibilities:

- **Print & Digital Collateral Design:** Directs and implements graphic design processes for print media design including brochures, banners, and flyers while additionally managing videos and digital media across all web platforms.
- **Project Lifecycle Management:** Employs hands-on design approach throughout the project lifecycle, establishing client specifications while communicating progress and addressing revisions to ensure client satisfaction.
- **Creative Pitching:** Actively pitches creative ideas for project designs, educating clients on improved design innovations and successful brand recognition.
- **Interdepartmental Collaboration:** Routinely collaborates with internal departments including the customer service team to ensure consistent client communication while additionally communicating with other designers to designate tasks and design elements.
- **Designer Supervision:** Supervises project teams, monitoring assigned tasks to ensure compliance with client requirements and branding across separate design projects. Coordinates daily in-person or virtual meetings to discuss assigned projects and resolve potential roadblocks.
- **Web Design:** Effectively supports design for website UX and other digital assets utilizing VBScript, SQL, jQuery, Bootstrap, JavaScript, and HTML.

### Selected Accomplishments:

- Successfully manages multiple ongoing projects, consistently **meeting client specifications while upholding deadlines and company integrity.**

**UX Analyst, BI Solutions (Contract) | RBC, Direct Investing Inc. | Mississauga, ON**

**Feb. 2012 – Aug. 2017**

Overview: Functioned as a contractor managing UX analysis of complex web applications, implemented new UX applications to minimize data errors through simplifying end-user experience.

### Key Responsibilities (UX Analyst, BI Solutions):

- **Application Testing:** Actively collaborate with back-end engineers and developers to streamline user testing processes while improving application speed, layout, and navigation processes.
- **User Communication:** Developed application design sketches while communicating process with end-users to adjust sketches based on user comments and concerns.
- **Progress Reporting:** Actively reported to the development manager on application progress, ensuring compliance with established deadlines while effectively communicating potential delays.

### Selected Accomplishments:

- Successfully designed and implemented application from scratch, optimizing **UX to reduce user errors and improve time efficiency.**

**Web & Print Media Graphic Designer | Butterfly Graphics & Printing | Toronto, ON**

**Nov. 2008 – Jan. 2014**

Overview: Coordinated design and infrastructure of company website using varied software applications, managing multiple projects while streamlining production processes and designer performance.

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*Key Responsibilities Continued on Page 2...*

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Key Responsibilities:

- **Project Management:** Spearheaded multiple projects, creating designs while overseeing production processes to ensure timely and professional deliverables.
- **Production Control:** Coordinated print operations to streamline production processes, ensuring compliance to design specifications.
- **Designer Training:** Provided hands-on training and supervision to in-house designers, ensuring effective application of technical skills while monitoring professional performance.
- **Order Management:** Monitored design orders through the company website, coordinating with the design team to create a project draft before submitting the design back through the website for client approval.

Selected Accomplishments:

- **Developed and integrated the company's online ordering system** to streamline client engagement and order processes and drive company success.

## EDUCATION & PROFESSIONAL DEVELOPMENT

**Digital Marketing Management License** | University of Toronto | Toronto, ON | 2020  
**Design & Animation Specialist** | Cavendish College | Iran  
**Bachelor of Science, Electronic Engineering** | Azad University | Iran  
**Bachelor of Science** | Amir Kabir University | Iran

## TECHNICAL ACUMEN

<b>Adobe Creative Suite</b>	InDesign   Photoshop   Illustrator   Premier Pro   After Effects
<b>Corel Draw Products</b>	PC   Mac OS
<b>Web Services</b>	CSS3   HTML5   JavaScript   jQuery   Bootstrap   SEO   SEM   WordPress   CS-Cart
<b>Programming Languages</b>	VBScript   JavaScript   jQuery   SQL

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