

LALEH ROUMI

UX/UI Designer • Product Designer

- ✉ solaleh.rm@gmail.com
- 📍 Vancouver, BC
- in linkedin.com/in/solaler/
- 🌐 www.portfolio.laviastudio.com
- 📷 thelaviastudio
- ☎ (778)-388-0460

Skills & Tools

Software

- Figma
- Adobe Creative Suite
- Sketch
- Adobe XD
- InVision
- InDesign
- Microsoft Office
- Illustrator
- Miro
- Photoshop

Development

- WordPress
- Webflow
- HTML, CSS (Basic)
- SEO Basics
- Responsive Web Design

UX Skills

- Wireframes
- Scenario & Persona
- Prototypes
- Site Map
- High Fidelity Design
- Visual Style Guide
- User Flows
- Responsive Design
- User Research
- Competitive Analysis

Education

Diploma in Digital Design and Development

British Columbia Institute of Technology
(Vancouver, BC | 2018 - 2020)

User Experience Design Program

Brainstation College
(Vancouver, BC | 2018 - 2019)

Bachelor of Midwifery (BMid)

Azad University
(Tehran, Iran | 2009 - 2014)

Certification

Google Digital Marketing
2020

Google Analytics
2020

Work Experience

Freelance - UX/UI Designer & Web Designer 2023 – Present (Laleh Studio / portfolio.laviastudio.com)

- Designed and developed websites, brand identities, and UI/UX projects for small businesses and entrepreneurs.
- Created complete design systems, logos, and visual identities tailored to client goals.
- Built responsive websites using WordPress and Webflow, optimizing for speed, and usability.
- Managed full project cycles: research, wireframing, prototyping, design, development, testing, and launch.
- Provided ongoing support, maintenance, and performance improvement for client websites.

Sync Software - Website Designer 2023 - 2024

- Implemented a full UX process including interviews, usability testing, heuristic evaluations, and prototyping.
- Improved product strategy by identifying user needs and delivering actionable insights.
- Designed and redesigned client websites using Webflow and WordPress aligned with updated business goals.
- Delivered projects on schedule while collaborating with cross-functional teams.

Castofly- Product Designer & UX/UI Designer 2021 - 2023 www.castofly.com

- Redesigned Castofly's web and desktop app to improve clarity, usability, and overall user flow.
- Created icons, illustrations, and interface visuals to modernize the product and support brand consistency.
- Worked closely with product managers and developers to communicate UX decisions and ensure accurate implementation.
- Ran usability tests and refined designs based on user feedback for more intuitive interactions.
- Led the visual direction and UI development of a responsive website built with WordPress (Divi).

Geeky Marketing- UX/UI Designer | Graphic Designer 2020 - 2021

- Conducted product and user research by identifying pain points, doing a competitive analysis report, personas on target audience.
- Enhanced and redesigned existing mobile and desktop user experience and user interfaces.
- Designed cover photo as well as some graphics for portfolio page projects.
- Updated and rebrandd the UI of numerous apps and websites ranging from loading screens, splash arts, to recreating assets, and icons.
- Created new designs for website portfolio page while maintaining the brand identity.