

ELAHEH ERFANIAN

• UI/UX Design, • UX Research, • branding, • Graphic Design , • Web Design

EXPERIENCE

Marketing

Tsco Company

March 2022 - June 2023

- As a UI/UX Designer, I designed and optimized user flows and journeys for after sales services in Figma, including landing pages and product warranty registration sections. I conducted needs assessments through questionnaires and data analysis in Excel, managed customer complaints in compliance with ISO 10002 standards, and applied LAST techniques in phone conversations to improve customer experience.

Marketing

Kilos Food Industries Complex (golrang) November 2021 - February 2022

- Developed social media strategies and collaborated with specialized agencies, defined and monitored Key Performance Indicators (KPIs), and managed all social media platforms. Implemented campaigns and influencer marketing initiatives, analyzed engagement rates, improved website performance, and produced SEO driven text content. Familiar with Joomla CMS.

Digital marketing

Pspexpress

September 2020 - March 2021

- Content marketing, social media marketing, SEO, translation, website support, and running advertising campaigns, including participation in exhibitions.

marketing

persia khodro (BMW)

December 2018 - February 2019

- Conducted market analysis and competitive trend evaluation to develop strategic pricing for BMW products, and designed and executed advertising and sales campaigns aimed at increasing market share and attracting new customers.

Accountant Intern

The ministry of industry and mining and trade September 2013 - September 2014

- Applied principles of organizational behavior to enhance internal processes, and accurately recorded, categorized, and managed the organization's internal financial documents.

My Languages

English

German



EDUCATION

Master: Business Management (E-Commerce)

- Basir University 2020 - 2024

Bachelor: Accounting

- Islamic Azad University Of Central Tehran Branch 2014 - 2017

Associate: Accounting

- Allameh Ghaznini University 2011 - 2014

SKILLS

Figma/XD



UI/UX Design



HTML/CSS/Js



UX Research



Photoshop/illustrator



WordPress



ICDL



SEO



Contact Me

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