

Farnaz Labbaf

WORK EXPERIENCE

Graphic Design Student Assistant | California Department of Transportation | *Oakland, CA | Mar 2024 – Present*

- Created 100+ digital materials, including posters, flyers, logos, infographics, and maps, using Adobe Creative Suite to engage diverse audiences and meet WCAG 2.1 accessibility standards.
- Assisted the Audio-Visual team with an animated intro for Caltrans' YouTube channel using Adobe After Effects, strengthening brand identity and increasing viewer engagement.
- Partnered with cross-functional teams to produce impactful visual content for print and digital media, simplifying complex information and supporting departmental objectives.
- Ensured consistent visual branding across all assets by adhering to Caltrans' style guidelines and aligning designs with public communication strategies.

Design Teaching Assistant | Sierra College | *Rocklin, CA | Jan 2024 – Aug 2024*

- Mentored design students by providing guidance, encouragement, and practical insights, creating a collaborative and supportive learning environment.
- Provided detailed and constructive feedback on student projects, enhancing their design execution, presentation delivery, and storytelling abilities.
- Supported students in troubleshooting Adobe Creative Suite software, showcasing strong problem-solving skills and adaptability in time-sensitive classroom settings.

UX Researcher and Designer | Floral and Decor Design School | *Contract | Nov 2022 – May 2023*

- Designed and delivered a user-friendly registration application from concept to completion using Figma, enhancing the overall user experience and supporting business growth.
- Conducted user interviews and usability testing to identify pain points in the registration process and uncover opportunities for improvement.
- Collaborated with cross-functional teams to translate research insights into design iterations, improving functionality and user satisfaction.

Marketing Student Assistant | Sierra College | *Rocklin, CA | Apr 2022 – Feb 2023*

- Collaborated on developing marketing materials, including posters, social media content, newsletters, and campaigns, to boost student and community engagement and support outreach initiatives.
- Assisted in redesigning the Sierra College website using WordPress and HTML/CSS to improve user experience, responsiveness, and user-friendliness across all platforms.
- Maintained and updated website content in compliance with WCAG 2.1 standards, delivering an inclusive and accessible digital experience.
- Assisted in reviewing and enhancing the brand style guide to strengthen clarity, consistency, and alignment with organizational goals.

Graphic Designer and Illustrator | Celebon | *Tehran, Iran | Jan 2016 – Apr 2019*

- Designed graphics and illustrations for a range of fashion items, such as casual apparel and accessories, overseeing the full creative process from concept development to production.
- Researched fashion trends and customer preferences, developed color palettes, and built mood boards to ensure designs aligned with brand identity and seasonal direction.
- Managed visually engaging digital content for social media using Adobe Creative Suite and social media management tools, increasing audience engagement and strengthening brand visibility.

EDUCATION

BFA in UX/UI Design | Academy of Art University | *San Francisco, CA | 2025 – 2027*

AA in Digital Media | Sierra College | *Rocklin, CA | 2022 – 2024*

BS in Electrical Engineering | Shariaty Technical University | *Tehran, Iran | 2006 – 2010*

SKILLS

Graphic design, typography, layout, print, photo editing, data visualization, user experience Design, web design, Accessibility, HTML/CSS, JavaScript, WCAG 2.1, illustration, motion graphics, film making, story boards, drawing, sketching

TOOLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, WordPress, Microsoft Office Suite (Word, Excel, PowerPoint), Google Workspace (Docs, Sheets, Slides, Drive), Apple iWork (Pages, Numbers, Keynote)