

Parisa Modir Shahla

Graphic Designer & UI/UX Specialist

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Professional Summary

Results-driven Graphic Designer and IT Specialist with over 4 years of experience in visual design, front-end development, and technical support. Proficient in Adobe Creative Suite, UI design, network administration, and responsive web development. Skilled in project coordination, digital content creation, cybersecurity, system maintenance, and cloud-based collaboration tools. Committed to delivering high-impact design and IT solutions that align with business objectives and enhance user experience.

Professional Experience

Web & Graphic Designer | IT Specialist | A.H. Wilkens Auctions & Appraisals Inc.

Toronto, ON | Aug 2022 - Present

- Created over 50 professionally printed auction catalogues and marketing assets, boosting client engagement and brand awareness.
- Designed print advertisements published in national and international newspapers and art publications.
- Produced digital graphics, social media banners, and branded templates using Adobe Photoshop, Illustrator, and InDesign.
- Retouched and edited high-resolution product and event photography using Lightroom and Photoshop.
- Managed website enhancements with React.js, Tailwind CSS, HTML, and SQL, improving SEO and user accessibility.
- Updated and debugged JavaScript and React code for live auction interfaces to ensure smooth customer interaction.
- Implemented IT infrastructure including server maintenance, DNS management, network configuration, and VoIP setup.
- Performed systems security tasks including firewall rules configuration, antivirus updates, and backup protocols.
- Deployed and managed office technology (PCs, printers, routers, and surveillance systems) to ensure operational continuity.
- Delivered Tier 1 and Tier 2 technical support across Windows and networked environments, resolving issues quickly and effectively.

Cash Supervisor | Shoppers Drug Mart

Toronto, ON | May 2022 - Sep 2022

- Supervised cashier staff and ensured accuracy in daily financial transactions and till audits.
- Implemented process improvements to increase register efficiency and reduce shrinkage.
- Maintained customer satisfaction while ensuring compliance with store procedures and financial policies.

Beauty Specialist | Shoppers Drug Mart

Toronto, ON | May 2021

- Provided expert recommendations on skincare, cosmetics, and fragrance based on client profiles.
- Managed merchandising and restocking of premium beauty brands while exceeding sales targets.

Junior Front-End Web Developer (Intern) | Nirou Tablo Raili Co.

Tehran, Iran | Dec 2018 - Nov 2020

- Developed and maintained responsive web pages using HTML, CSS, and JavaScript.
- Troubleshooted compatibility issues and optimized performance across mobile and desktop platforms.

- Collaborated with the senior developer team to implement UI enhancements and accessibility standards.

Education

Centennial College

Ontario College Diploma, Software Engineering Technician | Jan 2021 - Apr 2022 | GPA: 4.3 / 4.5

- Relevant Projects: Real estate site, Survey Factory app, Vaccine verification system

Azad University

Bachelor of Arts, English Translation | Sep 2009 - Dec 2013

Technical & Creative Skills

Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom), Figma

Web Development: HTML5, CSS3, JavaScript, React.js, Tailwind CSS, WordPress, Bootstrap

IT & Networking: SQL, Network Configuration, Windows OS, Server Administration, DNS, Firewalls, VoIP, VPNs

Software & Tools: Git, GitHub, Unix/Linux, MS Office Suite, Google Workspace, Cloud Storage, Slack, Trello

Soft Skills: Communication, Time Management, Agile Collaboration, Problem Solving, Attention to Detail