



FIDAN ZEYNALOVA | UX Designer

Experience

Amazon Web Services - Denver CO | Jun 2022 - Present
UX Designer

- Contribute to the design of useful, usable, and desirable products in a team environment.
- Understand customers and their needs through market analysis, customer research, and feedback.
- Use business requirements to assist in developing use cases and high-level requirements.
- Design the architecture, interface, and interaction flow of services and experiences.
- Develop personas, customer journey maps, conceptual diagrams, wireframes, and prototypes.
- Facilitate the design process, present and iterate design solutions.

Social Justice & Environmental Quality - Denver | May 2021 - May 2022
UX Designer

- Established a visual identity system for an environmental research project focused on air pollution located in Denver.
- Lead the design team by guiding the design decisions and processes.
- Collaborated with the rest of the team by weekly meetings on user experience of using the research methods, such as apps, sensors, online platforms, and etc.
- Created a website to bring engagement and recruit research participants with distilled easy information.
- Designed Logos, UI elements, Animations, Promotional Media and etc. using programs such as Illustrator, Wix, Figma, Adobe Photoshop and more.

University Of Colorado Boulder | Jan 2021 - May 2022
Learning Assistant in Image 2100

- Assisted the Image 2100 class of 100+ people, by leading a group of students with weekly recitations teaching them programs such as Adobe Lightroom, Photoshop, Premiere Pro, After Effects and some more.
- Was responsible in the grading process of students for every assignment in the class, including bigger projects.
- Collaborated with the rest of the learning assistants, as well as the professor of the class to strategize upcoming class dynamic/material each week.

hound & pet care collective - Denver CO | Jan 2021 - Apr 2021
UX Designer

- Helped to build a brand and an identity for this startup-up, veterinary based company.
- Designed web assets, including parallax layout and animations, as well as built a live webpage for pet care collective platform, using applications such as Illustrator, Photoshop, After Effects, Webflow, Figma and etc.
- Collaborated with the CEO, as well as the rest of the team of the company to strategize a welcoming environment for online users.

The Walt Disney World - Orlando FL | Jan 2020 - Jun 2020
Cast Activities, Recognition, & Exp. Graphic Design Intern

- Worked on multiple branding collateral projects for the Cast Member exclusive events.
- Created solutions through wire frames, user flows, digital, print, and collectable materials using programs such as Illustrator, Adobe XD, and etc.
- Collaborated adeptly with contributors from both Disneyland and Walt Disney World teams.
- Received a recognition from both the Mgr of Cast Activities Engagement and Integration, Christine Ligonis, and the Chairman of the DLR, as well as WDW, Josh D'Amaro for my input with positivity, resourcefulness, and professionalism.

Portfolio

fidanzeynalova.com

Contact

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[linkedin.com/in/fidan-zeynalova/](https://www.linkedin.com/in/fidan-zeynalova/)

Technical Skills

Figma

Sketch

Invision Studio

Adobe XD

Fusion 360

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Premiere

Adobe After Effects

Final Cut Pro

Microsoft Word

Microsoft Excel

Microsoft Powerpoint

Python

Webflow

Personal Interests

User Experience

Human Centered Design

Research

Photography

Typography

Identity & Branding

Collaboration

Sculpting

Languages

Azerbaijani

English

Russian

Turkish

Affiliations

Best Senior Award - Ligature 28 | Spring 2019

AIGA - Gainesville | Fall 2017 - Fall 2020



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Experience

Republica Havas - Miami FL | Sep 2019 - Dec 2019

Graphic Design Intern

- Participated in stakeholder interviews in order to develop marketing strategies/designs for organizing various events and campaigns.
- Researched brand development of specific clients and their competitors.
- Established creative solutions with teams from multiple departments for clients with different backgrounds.
- Worked on building brand consistency, layout, and visual compositions using programs such as Illustrator, Photoshop, InDesign, and etc. for clients including:
 - Logitech
 - Toyota
 - Bank United
 - Azamara Club Cruises
 - Amigos For Kids
 - Jaybird
 - Baptist Health
 - Sedano's

SG Graphics and Copy Center - Gainesville FL | Aug 2018 - Apr 2019

Graphic Designer

- Designed logos, posters, t-shirt designs, and flyers for various organizations at the University of Florida using programs such as Illustrator, Photoshop, InDesign, and etc.
- Participated in client meetings to determine design vision and direction.
- Collaborated with supervisors and clients with various projects, including getting involved with the production of the visiting celebrity speaker show with Hasan Minhaj.

Mythic - Charlotte NC | June 2018 - Aug 2018

Design Intern at Advertising & Marketing Agency

- Created branding strategy into various digital design assets for email newsletters, client worksheet, and interior decor using programs such as Illustrator, Photoshop, InDesign, and etc.
- Designed brochures, logos, and edited photography.
- Maintained brand consistency by adhering to brand guidelines.
- Provided ideas and feedback during cross-functional team meetings.
- Collaborated to execute production with art directors, CEO, and clients such as:
 - Charlotte Ballet
 - Novant Health
 - King Wealth
 - Meineke
 - LMC Charlotte
 - Spectrum

Education

University of Colorado Boulder | 08.2020 - 04.2022

Master of Science in Creative Technology & Design | Boulder, Colorado

Recipient of ATLAS Institute Scholarship | 2020 - 2022 | GPA 3.9

University of Florida | 2017 - 2019

Bachelor of Fine Arts in Graphic Design | Gainesville, Florida

Graduated Cum Laude | GPA 3.73

American University of Sharjah | 2015 - 2017

Bachelor of Science in Multimedia Design | Dubai, UAE

Recipient of Merit Scholarship | 2016 - 2017

Involvement

Ligature 28 Symposium | Spring 2018 - Spring 2019

Annual Graphic Design Exhibit at the University of Florida

Helped curate an exhibit and showcased promotional posters designed for a theatre show in Southlake Stage located in Dallas, Texas.

Vox Graphis Officer - Vox Trip Chair | 2017 - 2019

Graphic Design Club at the University of Florida

Organized the annual trip to design firms in different states for Vox Graphis members at the UF.

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