

TINA HOVEYDA

t i n a h o v e y d a . c o m

hello@tinahoveyda.com [Linkedin.com/in/tinahoveyda](#)

Education/Certificate

- University of Tehran**
Master of Arts (MA), Illustration
2012-2014
- University of Tehran**
Bachelor of Arts (BA), Graphic Design
2007-2011
- IxDF - The Interaction Design Foundation**
The Practical Guide to Usability
Apr 2025
- IxDF - The Interaction Design Foundation**
Conducting Usability Testing
Jan 2025
- IxDF - The Interaction Design Foundation**
AI For Designers
Dec 2024
- Google UX Design Professional Certificate**
Responsive web design in adobe XD, High-fidelity designs & prototypes in Figma, Conduct UX research & test early concepts, Build wireframes & low-fidelity prototypes, Empathize & define & ideate, Foundation of user experience design.

Jun 2023
- Technical & Vocational Skill Certificate**
[Iran's Technical & Vocational Training Organization \(Iran TVTO\)](#)
Metalsmith and jeweler
2012

Skills

- Software/Tool**

Advanced:
Figma, Elementor (no-code development), Adobe Photoshop, Adobe Illustrator, Matrix Gem Vision

Intermediate:
Adobe After effects, Adobe XD, Cinema4D, HTML & CSS

Basic Knowledge:
JavaScript, Adobe Lightroom
- Technical**

UI/UX Design:
Wireframing, prototyping, interaction design

User Research:
Usability testing, heuristic evalution, competitive audit

Visual & Graphic Design:
Layout, logo design, typoraphy, branding

Illustration & Sketching:
Hand-drawn & digital techniques

3D & Motion Design:
Basic animation, 3D modeling (Cinema4D)

- Soft**

• Empathy & User-Centered Thinking

• Creative Ideation

• Collaboration & Teamwork

• Adabtability

• Continuous Learning
- Language**

Persian(Farsi) / Native speaker
English / Proficient
Spanish / Limited

Experience

- Studio Koly**
UI/UX Designer—UX Researcher
July 2024 - Present | Hybrid

Designing and building responsive websites, conducting user research, performing UX audits.
- Ideatolife**
UI/UX Intern
May - July 2024 | Remote

Designing website user interface and design systems, Creating social media assets aligned with brand identity.
- Studio Koly**
UI/UX Intern
Jan - May 2024 | Full-time

Building responsive websites using no-code platforms, Preparing UI components, navigations and information architecture.
- Vingz Studio**
Outsourced Graphic Designer
2020 - 2023 | Hybrid

Collaborating on graphic design aspects of the projects, including logo and stationary design.
- Roshanak Tehrani Interior Design Group**
Graphic Designer
Nov 2020 - Mar 2021 | Part-time

Conceptualizing, designing and layout social media assets to align with brand strategy.
- Freelance Visual Designer**
2014 -2023

Graphic design projects, illustration, motion design.
- Tina Hoveyda Jewelry**
Metalsmith
2014-2023

Founder, Designer & Creator.
- Four Mind advertising agency**
Graphic designer
Apr 2013 - Apr 2014 | Full-time

Generating complete brand identity system from concept to print, including logo design, stationary, typography, components, brochure and catalogue, poster, layout, print prepration,etc.

Providing creative solutions for brand concepts, campaigns and redesigns.
- Zarrinkelk studio**
Layout designer
2012

Creative layout designer for Nouredin Zarrinkelk's illustration books.