

SABA SAREMI

UX/UI DESIGNER & VISUAL DESIGNER

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PROFESSIONAL SUMMARY

UX/UI designer and visual designer with ten years of experience in photography, art direction and graphic design. Founder of Gray Chirp, an independent creative studio for photography, digital products and visual design. Designed and built graychirp.com end to end, from a Figma design system to a live, animated website built with AI-assisted code. Google UX Design Professional Certificate; Figma Essentials and Advanced. Brings 5+ years of team leadership, stakeholder communication and data-driven decision-making from operations roles. English (C2), Italian (B2), Persian (native). Open to collaborations, relocation and remote opportunities.

CORE SKILLS & KEYWORDS

- User research & usability testing
- Wireframing & prototyping — paper, low-fidelity, high-fidelity
- Information architecture, user flows & journey mapping
- Personas & empathy maps
- Design systems, tokens & component libraries
- Responsive web design & mobile-first design
- Accessibility & inclusive design
- AI-assisted prototyping & design-to-code
- Visual design, branding & art direction
- Commercial & fashion photography, retouching & post-production
- Figma (certified: Essentials + Advanced), Figma AI
- Adobe Photoshop, Lightroom, Premiere Pro, CorelDRAW
- Team leadership & stakeholder management

WORK EXPERIENCE

Founder & Designer — Gray Chirp

Oct 2026 – Present | Turin, Italy

Independent creative studio for photography, digital products and visual design. Designed and built graychirp.com end to end: brand identity, a tokenised Figma design system kept identical to the live site, an animated homepage, real page URLs, analytics with cookie consent and search optimisation. Moved from Figma frames to a live website with AI-assisted code (Claude), and cut homepage loading time from 37 seconds to about 1 second.

Fashion Photographer — Eliuot

Sep 2026 | Turin, Italy

Fashion photography for the collection *Rebellious Women of the Qajar Court*, photographed with the Lupi family's marionettes at Specht Residenzen. Lighting, retouching and post-production.

UX/UI Designer — Independent & Certification Projects

Jan 2024 – Sep 2026 | Turin, Italy

Applied the full UX process through the Google UX Design Professional Certificate and independent projects. Flagship project, *Next Adventure*: a mobile-first e-commerce web app and responsive website for camping and outdoor gear. Personas, user flows and journey maps, and a competitive audit of six retailers (REI, Decathlon, Arc'teryx and others); paper and digital wireframes; low- and high-fidelity prototypes; two rounds of usability testing with 4 participant interviews; and an interactive Figma prototype with an early design system and responsive layouts.

Operations Manager / Team Lead — GrowtHub

2023 – Sep 2026 | Tirana, Albania (hybrid, primarily remote)

Led a 15-person U.S.-facing team: recruitment, training, performance management and CRM administration. Daily practice in stakeholder communication, data-driven decisions and turning user behaviour (call analytics) into actionable insights — skills that transfer directly into UX research and product thinking.

Team Leader & Office Manager — Val Metal LLC

2022 – 2023 | Turin, Italy (promoted from Sales Representative, 2020)

Led a team of 10+ in a high-volume outbound environment, owning hiring, training and daily operations, and analysing campaign performance to raise conversion and productivity.

Freelance Graphic Designer — Barton Photographer

2019 – 2021 | Pinerolo, Italy

Designed brand identities, visual assets and multimedia content for client projects — logo systems, social media graphics and video elements — plus event photography and photo post-production for the studio.

Post-Production & Photography Intern — Luzzitelli Danieli Productions

Sep 2018 – Feb 2019 | Turin, Italy

Post-production for the studio's commercial and automotive work: texture manipulation, resizing, colour correction and retouching, with occasional shooting. Kept visual consistency across client outputs and helped maintain the internal image library.

Photographer — K-WAY (BasicNet), “Generation” campaign

2017 | Turin, Italy

Concept, art direction and photography for a black-and-white campaign in which the human body forms the K of the logo, developed with BasicNet and IAAD.

Photographer — Fabi Shoes (Glam Rock, IAAD collaboration)

2017 | Turin, Italy

Concept, lighting, product photography and post-production for a glam-rock-themed footwear project: coloured gels, backdrops and close-ups on the shoe.

Photographer — IAAD Fashion Show

Oct 2017 | Turin, Italy

Backstage and catwalk photography at the IAAD Fashion Show during Torino Design of the City.

Junior Art Director — Sam Tahrir Co.

2015 – 2017 | Tehran, Iran

Developed original concepts across print and digital media alongside art directors and account managers. Drove campaign ideation, produced visual assets, and kept creative output aligned with client goals and brand identity from concept through execution.

Volunteer Graphic Designer — Mohitban (NGO)

2008 – 2011 | Iran

Created corporate identity, brochures, posters and multimedia content to support the organisation's environmental education mission.

EDUCATION

2025 – 2026 | **Google UX Design Professional Certificate** — Coursera — Completed

Seven-course programme covering the full UX design process (empathise, define, ideate, prototype, test), UX research and usability studies, wireframing and high-fidelity prototyping in Figma, responsive web design, and accessibility and equity-focused design.

Capstone: Next Adventure, end-to-end design of a mobile e-commerce app and responsive website.

2017 – 2018 | **Master in Photography for Communication** — IAAD — Istituto d'Arte Applicata e Design, Turin (taught in English)

Commercial Photography | Advanced Post-Production | Studio Technique | Photography History | Anthropology & Storytelling

Final project: Fabi Shoes advertising campaign — idea development, photography, post-production. Final grade: 98/110

2011 – 2016 | **Master in Visual Communication** — Islamic Azad University (Central Tehran Branch), Tehran

Admitted through nationwide entrance exam, ranked 41st. Criticism & Analysis of Visual Art Works | Research

Methodology in Visual Arts | Theoretical Fundamentals of Visual Arts | Comparative History of Art

Thesis: Defining the Characteristics of Socialistic Poster Design — grade 20/20

CERTIFICATIONS

- 2026 — **Figma UI UX Design — Advanced** | Udemy (instructor: Daniel Walter Scott) — Components & variants, auto layout, design systems and interactive prototyping
- 2026 — **Figma UI UX Design — Essentials** | Udemy (instructor: Daniel Walter Scott)
- 2019 — **Workplace Safety Training (Settore di Rischio Alto)** | Formato Sicuro, Turin

LANGUAGES

- **English** — C2 (full professional fluency)
- **Italian** — B2
- **Persian** — Mother tongue

PROFESSIONAL WORKSHOPS

- 2019: “Dissemination” — Lorenzo De Rita
- 2018: “Fabulous Failures” — Erik Kessels
- 2018: “Automotive Photography” — Roberto Luzzitelli
- 2018: “Market Photography” — Giorgio De Mitri
- 2017: “Lighting Technics” — Federico Cedrone
- 2017: “Documentary Photography” — Bahman Jalali
- 2014: “Criticism and Analyzing the Visual Arts” — H. Miraftabi

EXHIBITIONS

- 2014: Group photography exhibition, Niavaran Cultural Center, Tehran, Iran
- 2008: Solo photography exhibition, Nikol Art Gallery, Tehran, Iran