

# ANGIE AYVAZIAN

UX/UI & Branding Designer |  
Los Angeles

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## CORE DESIGN SKILLS

- UX/UI Design
- Journey Mapping
- Wireframing & Prototyping
- Visual Design & Typography
- Branding & packaging
- Accessibility & Inclusive Design
- Responsive Design
- HTML & CSS

## TECHNICAL TOOLS

- Figma
- Adobe XD
- Illustrator & Photoshop
- InDesign
- Adobe Dimension
- Canva
- Pacdora

## VIDEO & MOTION TOOLS

- After Effects
- Adobe Premiere Pro
- Media Encoder

## LANGUAGES

- English
- Farsi
- Armenian

## INTERESTS

HEALTH TECHNOLOGY & INNOVATION  
RESEARCH  
PHOTO & VIDEOGRAPHY  
GROUP COLLABORATION  
TRAVEL & CULTURAL EXCHANGE  
DESIGN FOR SOCIAL GOOD

## PROFILE

Branding designer with a background in communication design and a passion for concept-driven storytelling. Experienced in crafting strategic visual identities, packaging systems, and brand case studies that align aesthetics with purpose.

## EXPERIENCE

### **Visual Designer (IXLA-CSUEA Brand Redesign) Apr-May 2025**

- Design selected from 11 submissions for CSUEA's new brand identity.
- Delivered branding assets aligned with a modern visual direction.

### **Visual Designer (IXLA-Women's Research Center Rebrand)**

Jan-May 2025

- Developed moodboards and naming ideas and branding direction.

### **Visual Social Media Designer – Sumner Community Food Bank**

#### **(Volunteer at CSUN Impact Hub) Aug-Dec 2024**

- Led rebrand selected by client; designed logo, calendar, and content.
- Produced Instagram reels and visual assets for nonprofit outreach.

### **Brand Designer – Tako Grill restaurant Rebrand Jan-May 2024**

- Rebrand restaurant and designed mobile/tablet app using Figma

## SELECTED BRANDING PROJECTS

### **(Case Studies Available)**

**Ador** – Strategy-led skincare brand with ancient-inspired identity.

**Nopal** – Sustainable leather brand with pattern-based system.

**Lipstick Queen Rebrand** – Concept-driven packaging and bold rebrand.

## EDUCATION

### **California State University, Northridge**

Bachelor of Communication Design I (GPA: 3.5) | Graduated: May 2025

### **Glendale Community College**

Associate Degree in Fine Art I 2021

### **Vocational School of Esfahan, Iran**

Associate Degree in Photography and Film Production I 2000-2002

## AWARDS & CERTIFICATES

### **Dean's List, CSUN (GPA 4.0)**

Awarded academic scholarships for consistent top performance

### **College Artist of America Scholarship I 2023**

Awarded for excellence in Fine Art

### **Google UX Design Certificate Coursera I 2024**

Learning AI tools for design optimization.