

Roham Rasouli

Product & Visual Designer

callmeroham@gmail.com +989374599968 Tehran, Iran [linkedin.com/in/rohamrasouli](https://www.linkedin.com/in/rohamrasouli)

PROFESSIONAL PROFILE

Drove measurable impact through high-volume, cross-functional design and content production for international marketing teams in fast-paced fintech environments. I am a Product, UI/UX, and Visual Designer specializing in creating digital products, marketing systems, and content-driven experiences that translate complex ideas into clear, engaging, and conversion-focused communication. With hands-on experience at OpoFinance (a global Forex brokerage), I have delivered 50+ marketing assets, multilingual campaigns, social media content, and video scripts across both English and Persian audiences while collaborating with marketing managers, designers, and video editors in distributed teams. My skill set spans product and UI design (Figma), visual and brand design (Photoshop), and content strategy, supported by strong storytelling, consistency under tight deadlines, and AI-assisted creative workflows. I focus on building clean, scalable visual systems for startups and digital products, with a strong interest in product design, fintech, productivity, and fitness applications. Currently open to full-time international opportunities and relocation.

CORE SKILLS

User Interface Design

User Experience Design

Design Systems

Graphic Design

Branding

Social Media Design

Marketing Design

Content Strategy

Script Writing

Problem Solving

WORK EXPERIENCE

Freelance Graphic Designer · Self-Employed, Tehran, Iran

Jan 2020 – Present

- Delivered 80+ freelance design projects including branding systems, UI concepts, social media content, and marketing visuals for clients across multiple industries.
- Managed end-to-end creative workflows from concept to delivery, producing visual identities and digital assets optimized for engagement across Instagram, web, and promotional platforms.
- Built a self-directed design practice over 5+ years, continuously improving skills in UI/UX design, typography, layout systems, and client communication.

Content Designer & Script Writer · OpoFinance, Remote

Nov 2025 – Feb 2026

- Produced 30+ original scripts and content pieces for IB marketing campaigns, educational videos, and promotional materials across digital platforms.
- Collaborated with a cross-functional team of 6–10 members (designers, video editors, marketing managers) to translate complex financial concepts into structured, audience-friendly content.
- Developed multilingual (English/Persian) content frameworks used across IB campaigns, improving clarity, consistency, and production efficiency for recurring content cycles.

Content Creation Specialist · OpoFinance, Remote

May 2023 – Aug 2023

- Designed and delivered 50+ marketing assets (Telegram banners, IG stories, campaign visuals) for a global Forex brokerage serving international trading audiences.
- Supported daily multilingual content operations (English & Persian) across Telegram and Instagram, maintaining consistent publishing schedules for high-frequency engagement channels.

- Contributed to social media growth initiatives by producing campaign visuals and announcements that supported audience engagement and content reach improvements across active trading communities.

Experimental Photographer · Self-Employed, Tehran, Iran

Jan 2017 – Present

- Developed a long-term photography practice spanning 8+ years, focused on colored and black-and-white composition, storytelling, and experimental visual techniques.
- Built and managed 2 photography-focused Instagram pages (2.8K+ followers each), maintaining consistent visual identity and audience engagement.
- Applied photographic principles (composition, contrast, framing) to strengthen UI/UX and visual design decision-making across digital projects.

EDUCATION

Bachelor's in Cellular & Molecular Biology · Azad University of Roudehen, Roudehen, Tehran, Iran · N/A

Sep 2017 – Aug 2021

LANGUAGES

English (*Fluent*)

Persian (*Native / Bilingual*)