

CONTACT

 343-363-4828

 heliafirouzi05@gmail.com

 Ottawa, ON

 <https://www.linkedin.com/in/helia-firouzi/>

 <https://www.heliafirouzi.com/>

EDUCATION

ALGONQUIN COLLEGE OF APPLIED ARTS & TECHNOLOGY

Computer Engineering Technology

May 2021 - April 2022

SENECA COLLEGE

Diploma, Interactive Media Design

January 2018 - August 2019

LICENSES & CERTIFICATIONS

WAIo.1X: INTRODUCTION TO WEB ACCESSIBILITYWAIo.1X: INTRODUCTION TO WEB ACCESSIBILITY

Issued May 2023

ACCESSIBILITY FOR ONTARIANS WITH DISABILITIES ACT (AODA) CERTIFICATION OF COMPLETION

Issued February 2023

HELIA FIROUZI

I N T E R A C T I V E
D E S I G N E R & D E V E L O P E R

PROFILE

A dedicated and skilled designer with expertise in interactive and digital design, committed to embracing new challenges and helping clients realize their visions. Possesses strong skills in digital marketing, and content creation, with a keen focus on building lasting relationships and achieving organizational goals.

SKILLS

- **Design & Development:** UX/UI design, web design, responsive front-end development (HTML, CSS, JavaScript), Google Web Designer, GSAP animation, WordPress, Shopify, AODA-compliant design.
- **Content Creation:** Copywriting and editing for digital and print media, graphic design (Adobe Creative Suite, Canva), accessibility compliance (AODA, CGAC).
- **Data & Analytics:** Google Analytics, database management, performance tracking, data reporting.
- **Digital Marketing:** SEO optimization, social media management, email marketing, and template design.
- **Technical Tools:** Microsoft Office Suite (Excel, Word, PowerPoint), CRM platforms, web accessibility standards (AODA).

VOLUNTEER EXPERIENCE

ACSN OTTAWA

<https://acsnottawa.com/>

Web Designer & Community
Support Volunteer

Since February 2022

- Assisted ACSN in designing and maintaining their website, ensuring it was user-friendly and up-to-date.
- Helped with various events for Afghan newcomers in Ottawa and community outreach.

EXPERIENCE

INTERACTIVE DESIGNER & DEVELOPER

Freelancer - Ottawa, ON , Nov 2024 - Present

- Email templates, landing pages, and microsites for marketing campaigns.
- HTML5 animated banners for Google Studio and Display Ads.
- WordPress design updates and content implementation for small businesses and agencies.

INTERACTIVE DESIGNER & DEVELOPER

Plus K Studios - Toronto, ON , Nov 2018 - Nov 2024

- Designed and developed UX/UI and web design projects, including email templates, landing pages, microsites, internal tools, and HTML banner campaigns.
- Created and animated HTML banners using Google Web Designer, GSAP, and managed campaigns in Google Studio.
- Built responsive layouts using HTML, CSS, and JavaScript, ensuring cross-platform performance and visual consistency.
- Ensured compliance with AODA web accessibility standards to enhance user experience and inclusivity.
- Supported WordPress and Shopify projects through design implementation and content entry.
- Collaborated with digital marketing teams to optimize user engagement and improve online campaign performance.

TA - WEB DESIGN LAB MONITOR

Seneca College - Toronto, ON, Sep 2018 - Dec 2018

- Assisted students with web design projects and provided technical support. Monitored lab activities and maintained equipment.

MANAGEMENT

Paquin401 -A&W - Kingston - ON, Dec 2015 - Apr 2017

- Supervised daily operations and managed team performance.
- Ensured customer satisfaction and handled administrative tasks.

REFERENCES

Kinmond Smith

Program Coordinator at Seneca College, Professor, Author

kinmond.smith@senecacollege.ca

Kirby Szeto

Former Employer at PlusK

kirby@plusk.com