✴ Farzad Kafaei

Founder & Head of UX/UI Design (Creative Director)

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Creative Director & UX/UI Leader With **12+ Years Designing** Award-Winning Digital Experiences For Luxury Brands, Architecture Firms, And Global Clients. **Recipient of 40+ International Design Awards**, With A Proven Record Of **Launching 300+ Websites** That Blend Aesthetic Excellence, Brand Storytelling, And User-Centric Functionality. Founder And Head of UX/UI At **Dokmeh Creative Agency**, Leading Cross-Functional Teams To Deliver **Pixel-Perfect, High-Impact** Products Recognized By Platforms Like **Awwwards** And **CSSDA**. Known For Transforming Complex Brand Visions Into Engaging, Measurable, And Emotionally Resonant Digital Experiences That Drive Business Growth.
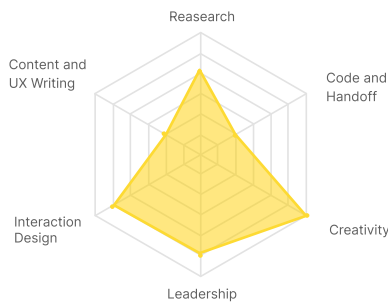
☺ Skills

Communication

MBTI: **INTJ**   Disk: **High CS**

ENGLISH: **B2**

Top Soft Skills

Self-Learning   Problem-Solving   Empathy

Team Working   Team Lead   Team Lead

Top Hard Skills

Reasearch · Content and UX Writing · Code and Handoff · Creativity · Interaction Design · Leadership

✎ Skills

All in one :)
- Figma

Analytics
- Analytics
- Hotjar
- Optimizely

Ideation
- Miro
- Notion

Collaboration
- ClickUp
- Slack

Visual Design
- Lottie
- Photoshop
- AfterEffect
- Blender
- Illustrator

Others
- Rive.app · Spline3D · Trello · ...

🎖 Certificates

User Experience Design
Designwich School
Issued Apr 2023

How to Use AI in SEO
Zhaket Academy
Issued Jul 2025

📖 Award-Winning Work

✕ Dokmeh Agency, Founder
2015–Present

Senior UI Designer – Team Lead
2022–Present

As Senior UI Designer and Team Lead, I guide the visual direction of digital products, lead a team of designers through every stage of the UI design process, and ensure that each interface is not only visually refined but also aligned with user needs and business goals.

[Lotus Parsian Investment Fund](#) 🔗
Website Design & Development
2025 - 8 weeks

We partnered with Lotus Parsian to design and build a seamless, informative, and conversion-focused website tailored for retail and institutional investors. The project required translating complex financial concepts into a user-friendly digital experience while aligning with the brand's credibility and transparency.

What we delivered:
- Proposed and implemented an interactive scroll-based animation to clearly explain the concept of simple vs. compound interest – helping users understand key financial terms.
- Designed and developed a smart fund recommendation system based on user input such as investment duration and expected return.
- Delivered the full platform 20 days ahead of schedule, with full responsiveness, accessibility, and CMS integration.

Result:
The new website significantly **reduced repetitive inquiries** from users by clearly answering most frequently asked questions **through intuitive design and content structure.** It became a powerful self-service tool that increased trust, improved clarity, and minimized friction in the user journey.

[Pakshoma Market Place](#) 🔗
Website Redesign & Development
2024 - 9 weeks

We collaborated with Pakshoma, one of Iran's leading home appliance brands, to redesign their corporate website and transform it into a modern, high-performance digital platform. The goal was to create a user-friendly experience that could showcase a large product catalog while maintaining brand trust and technological innovation.

What we delivered:
- Developed a custom product filtering system allowing users to easily search and compare appliances based on key specifications.
- Designed a clean, modern UI that aligned with the brand's industrial aesthetic while being fully responsive and optimized for SEO.
- Built the front-end architecture with lightweight, fast-loading components to support high traffic and deliver an excellent user experience.
- Delivered the final product ahead of schedule with minimal revision cycles due to early stakeholder alignment.

Result:
The new platform significantly improved navigation, reduced bounce rate, and enabled customers to find the right product without relying heavily on support. As a result, Pakshoma experienced increased product engagement and lower volume of repetitive questions through their support channels.

Award: Special Kudos – CSS Design Awards (2025 Mar 6)

Creative Director - CEO
2019–2022

Led the redesign and front-end execution of Pakshoma's website, transforming it into a high-traffic e-commerce platform with a sharp focus on performance, clarity, and conversion.

[Mivinna Handmade Clothing](#) 🔗
Luxury Fashion Brand Website Design & Development
2022 - 6 weeks

We partnered with Mivinna, a luxury handmade clothing brand, to design and build a high-end e-commerce website that reflects the sophistication and exclusivity of their products. The goal was to create a digital experience that could justify premium pricing, elevate brand perception, and enable seamless online shopping.

What we delivered:
- Crafted a minimal, elegant, and editorial-style UI to mirror the brand's handcrafted quality and premium positioning.
- Designed a clean product showcase and purchasing flow that balanced aesthetics with conversion optimization.
- Developed a fully responsive e-commerce platform, complete with secure payment integration and intuitive product management.
- Implemented storytelling sections to emphasize craftsmanship and brand values, helping visitors connect emotionally with each piece.

Result:
The new platform empowered Mivinna to enter the online luxury market with confidence. Despite the high price point, the site began generating steady sales, validating both the product and positioning. The brand received positive feedback from fashion-conscious audiences and reduced their reliance on in-person showrooms.

[Frog Series](#) 🔗
Interactive Website Experience
2019 - 2 weeks

We designed and developed an immersive website for Ghoorbagheh, one of Iran's most acclaimed TV series, with a concept rooted in the show's strong use of dialogue and psychological depth. The homepage featured an interactive hover experience where key lines of dialogue were revealed and voiced as users moved their cursor over text — creating a dynamic narrative-driven interface that reflected the series' tone and storytelling style.

Ui Designer/Web Developer - Founder
2015–2019

Founded the agency in 2015 with high hopes, following the success of several freelance projects that gained notable recognition at the time.

[NextOffice.ir](#) 🔗
Website Design for Alireza Taghaboni's Architecture Studio
2016 - 10 weeks

We partnered with Next Office, the architecture studio led by award-winning architect Alireza Taghaboni, to design and develop a website that would mirror the firm's experimental and conceptual approach to architecture. At the time, the regional digital landscape lacked creative or conceptual websites, making this project a pioneering effort.
We carefully studied the studio's key works and visual language, and translated that into a digital format that was bold, minimal, and unconventional echoing the studio's design philosophy.

What we delivered:
- A fully custom portfolio website showcasing architectural projects with a visually driven layout and minimalist UI.
- A digital experience that emphasized concept over convention, breaking away from typical navigation and layout structures.
- A design system that was scalable for future projects and visually aligned with the firm's avant-garde architectural identity.

Result:
The project set a new standard for architectural websites in the region. It became a reference for experimental design among digital creatives, while establishing a strong online presence for the studio that matched their international acclaim.

Award: Special Kudos – CSS Design Awards (March 10, 2017)

[Rooydaad Architects](#) 🔗
Interactive Website Experience
2015 - 5 weeks

Rooydaad was one of my earliest solo projects, where I was responsible for everything from the ground up including brand identity, logo design, and the full website experience. The client already had a basic online presence, but I initiated a new design direction based on deep, in-person discovery sessions with the founders to better understand their architectural mindset and studio values.

What we delivered:
- Designed a comprehensive visual identity system, including a custom logotype, typography, and color palette tailored to their architectural language.
- Created a clean, structured website that showcased their portfolio with clarity and elegance.
- Handled the entire process independently — from creative direction and UI/UX design to development and deployment.
- Focused on minimal design principles, intuitive navigation, and strong visual hierarchy to reflect the studio's architectural philosophy.

Result:
The new brand and website positioned Rooydaad as a serious and thoughtful architectural studio, helping them gain professional visibility and trust. The redesign marked a clear evolution from their previous presence and supported their growth in the early years.

Award: Special Kudos – CSS Design Awards (2017 Feb 20)

[Step Into My World ✎](#)