



SAHAR SHAMS

PRODUCT & VISUAL DESIGN



415-416-0132



SF, Bay Area



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EDUCATION

Academy of Art University

MFA Visual Development

Tehran University of Art

BFA Fine Art

SKILLS

Art Direction

Visual Development

Brand Illustration

Picturebook Illustration

Storytelling

Product Design

UI/UX Design

Character Design

TOOLS

Figma, Adobe XD, Adobe Photoshop,
Adobe Illustrator, Sketch, Jira, Trello.

AWARDS

Iran National Games 2009

First Place Character Design Award

AAU Spring Show 2018

Second Place Illustration Award

SCWBI Award 2024

The Equity & Inclusion Award

EXPERIENCE

Penguin Random House

Writer & Illustrator (June 2024-Now)

- Working on delivering two picturebooks by end of 2026.
- Working Closly with the editor and the art director.

Age of Learning, LA

Product & Visual Designer (Feb2021-September 2022)

- Work closely with game design, art, animation, and a cross-functional team on the UX/UI design
- Establish and maintain an attractive and clear art style throughout all game features and UI screens
- Assess and synthesize user feedback to iterate the design.

Blue Shield CA, SF

Senior UI & Visual Designer (Aug 2020-Feb2021)

- Establishing standard design solutions within the system.
- Create user flows, wireframes, prototypes, and production-ready visual designs as needed.

Johnnie Studio, Seattle (Microsoft Prodcuts)

UI/UX Designer (Jan 2020-August 2020)

- Created Microsoft's web architecture for optimized navigability & performance, executed based on Microsoft's brand guidelines.
- Developed navigational hierarchies and visualize key concepts of site structure and user pathways for Microsoft's partner's websites.

The Little Soul, SF

UX/UI & Visual Designer (Oct 2017-Jan 2020)

- Art Director & Product Designer for two published mobile game apps.
- Led the team through art direction and an iterative product design.
- Developed a UX vision and roadmap for iterative updates, contributing to 125,000 downloads.

Irancubator, Berkeley

UX & Visual Designer (Jan 2016-Oct 2017)

- Responsible for wireframes, game art, UI design, and interactions for a variety of mobile apps and games.