

BELLA GOMROKCHI



AREAS OF EXPERTISE

- Advanced web application front-end UI/UX design and development.
- Graphic and motion designer with full stack of Adobe software and Tumult Hype
- Full familiarity with multiple collaborative platforms and technologies
- Multi-disciplinary and award-winning visual artist.
- Articulated professional with original creativity & critical thinking.

COMPUTER SKILLS

- Advanced HTML / CSS , Javascript front end development for ASP.NET MVC and Blazor Architecture using ReactJS and Telerik libraries.
- UI design with full stack of Adobe software Photoshop, Illustrator, InDesign, After-Effect. Motion design both 2D and 3D with Tumult Hype 4 pro & Hand-drawing skills.
- High experience with fully customised front end website catalogue development using WordPress and DIVI theme
- High experience with various collaboration platforms including Microsoft Teams, Github, Azure Dev Ops, Jira, BitBucket, Docker, Sourcetree and DevForge.
- Style guide design for web applications, websites and physical products
- Experienced with various front end Javascript and CSS libraries for data presentation and charts.
- Familiarity with UX design using Adobe XD and all Google material components

STRENGTHS AND ATTRIBUTES

Active & helpful team member with a focus on team achievements and problem solving. Self organised and motivated with reliable & flexible time management skills. Accurate, fast & efficient with focus on details and the quality of deliverable. Keen interest in computer and technology and up to date with latest in design related tools. Committed to continuing professional development either by self-study or via recognised qualification venues.

TERTIARY EDUCATION/MEMBERSHIP

- | | |
|-------------|---|
| Since 2022 | AACS Member
Member Number: 4334646 |
| 2016 | UX design
General Assembly |
| 2012 | Graphic Design & Communication - Advanced Diploma
TAFE NSW - Northern Sydney Institute, NSI Hornsby Design Centre |
| 2006 - 2008 | Design & Visual Communications - Master's degree
Alzahra University, Iran, Tehran |
| 2000 - 2005 | Visual Arts in Textile Design & print - Bachelor's degree
Tehran College of Art |

RESUME

ADDRESS

21 Rothwell Rd, Turramurra, NSW, 2074

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Australian Citizen

Linked in <https://www.linkedin.com/in/bella-gomrokchi/>

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WORK SAMPLES

Catalogue web design:

- <https://bellagomrokchi.art/>
- <https://gemma.app/>
- <https://ecocertificate.wpengine.com/>

Motion design:

- <https://www.youtube.com/watch?v=66qpmbej-nw>
- <https://www.youtube.com/watch?v=UUFF-HW5E1I&t=9s>

INTERESTS

- Marathon runner
- Multi-disciplinary artist

EMPLOYMENT HISTORY

- 2023 - Current **Multi-media developer Tafe Queensland Product Agency**
Multimedia designer & technical developer with interactive Hype animation for TAFE Queensland's Learning Management System (LMS) using various collaboration platforms including Jira, Bitbucket, Ducker, Sourcetree and Microsoft Teams Software and using technical platforms including visual studio, Adobe apps, tinyMCE, Tumult Hype, Chat GPT as well as presenting my articulated professional with WCAG 2.1 level AA guidelines original creativity and critical thinking on an ongoing basis for all designs.
<https://tafeqld.edu.au/>
- 2016 - 2022 **Product owner & co-founder of Gemma.App Business Management Software**
Design director and front-end developer for website, ASP.NET web application and various promotional digital and physical branding material using various collaboration platforms including Github, Microsoft Teams Software and using technical platforms including visual studio, Adobe apps as well as presenting my articulated professional with WCAG 2.1 level AA guidelines original creativity and critical thinking on an ongoing basis for all designs. Product scheduled to be released in 2023.
<https://gemma.app/>
- 2015 - 2016 **GDR The Global Direct Response Group Design agency**
multi-mass data merge to InDesign for Telstra and Master builders. Team lead and design coordinator
<http://www.gdrdistributions.com.au>
- 2013 - 2014 **HOWARDS STORAGE WORLD head office Storage solution franchise**
Package design for all Howard product domestic and international. Layout, die cut design, typography and image manipulation
<https://www.hsw.com.au/>
- 2011 - 2012 **SOPHIA TOLLI, BRIDAL COLLECTION, SYDNEY Fashion design**
Professional edition for the bridal fashion design catalogue
<http://www.sophiatolli.com>
- 2008 - 2011 **FREELANCE, SYDNEY - Maternity leave Freelance work and family commitment**
Design web graphics, photo retouching , Flyer & Logo
- 2006 - 2008 **SHARIATI TECHNICAL COLLEGE Design & architecture department Tehran, Iran**
Basic computer skills tutoring with a focus on Internet, web research

AWARDS, ACHIEVEMENTS, MEMBERSHIP

- 2023 Historic cafe painting collection at permanent exhibition in Birmingham United Kingdom - <https://hammondgalleries.com/>
- 2022 Associate Member of AACS - Member Number: 4334646
- 2022 Historic cafe collection solo exhibition ,Australian Art & Design gallery,The Rocks, Sydney, NSW,
- 2021 Micro galleries, 2021, Artistic Associate participation 2nd place in Mars Hill cafe art competition, Sydney.
- 2009 1st Place in ACL Australian College of Learning art competition, Australia.