

Rebar Boskani

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Summary

UI/UX and Graphic Designer with 8+ years of experience specializing in e-commerce, digital marketing, and user-centric design. Proven ability to blend creative vision with technical execution to drive business results.

Expert proficiency in the full Adobe Creative Suite (Illustrator, Photoshop, After Effects, Premiere Pro) and Figma, complemented by strong front-end skills in HTML, CSS, React, and Next.js.

Experience

Tams Arbeitsbedarf24 GmbH | Web Designer UI/UX

Feb 2024 – Sep 2025

Working Student

- Developed and coded new e-commerce web pages (HTML, CSS, JavaScript) using JTL-Wawi, improving brand presentation and user experience.
- Optimized Product Detail Pages (PDPs) across the company website and Amazon storefronts, increasing conversion rates resulting in “top seller for key products” through enhanced UX.
- Strengthened brand identity and user familiarity by implementing consistent UI components and visual guidelines across all digital channels (web, email, and catalogues).
- Streamlined inventory and sales operations by organizing and processing over 10,000 detailed product data rows per brand in the backend system, ensuring data integrity for multiple brands.
- Enhanced customer engagement by producing informative safety equipment blogs with custom graphics and researched content.

Spielfeld Digital Hub | Graphics Designer

Feb 2025 – Jun 2025

Freelance/Project-Based

- Delivered three historically themed, print-ready posters displayed in the office by restoring vintage imagery and ensuring creative adherence to brand guidelines.
- Led a 6-day Women's Day LinkedIn social media campaign, designing all graphics and vertical video assets (Canva/Adobe) to highlight employee success stories.
- Redesigned the company newsletter template for Mailchimp, incorporating custom HTML/CSS to create a more elegant, functional, and visually appealing user experience.

Grand Boulevard Residential Complex | Marketing Manager

Feb 2020 - Feb 2023

Full-Time

- Established the complete brand identity (logo, colors, typography) from inception, ensuring consistent application across all assets.
- Drove a noticeable increase in sales velocity through the production and deployment of TV commercials and targeted ad campaigns.
- Executed a large-scale fence art installation to visually communicate the project vision and attract attention on-site.
- Created and managed daily social media content (including videos) to maintain customer engagement and showcase customization options.

Fox View Advertising and IT | Senior Graphics Designer

Oct 2016 - Feb 2020

Full-Time

- Led all graphic design efforts for outdoor billboard advertising, creating custom designs tailored to client brands and target audiences.
- Contributed to significant company growth by consistently delivering effective design and client care for one of the city's leading Outdoor billboard advertising firms.
- Collaborated directly with high-stakes clients (including political parties during elections) to advise on campaign design and fulfill precise needs.
- Coordinated closely with in-house printing services and field staff to ensure high-quality production and timely installation of campaigns within budget.

Education

University of Europe for applied sciences, MSc Software Engineering

2023 - 2025

- GPA: 1.3
- Master's thesis awarded 2nd best result and declared the most unique project
- Thesis titled: Advanced Data Analysis and Visualization Framework for Formula 1 racing

University of Sulaimani, BSc Civil Engineering

2014 - 2018

Skills & abilities

- **Design & Visual Tools:** Figma, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe Premiere Pro, Adobe InDesign, Adobe Lightroom, Canva, Blender, SketchUp Pro
- **Web Development & Programming:** HTML, CSS, Next.js, Javascript, Next.js, React, Three.js, Python, Wordpress, JTL-wawi, Cursor
- **Data & Analytics:** Jupyter Notebook, Python, Data Visualization
- **Workflow & Productivity:** GitHub, Trello, Asana, Quickbooks, MS Excel, MS Powerpoint
- **Marketing & Strategy:** Campaign Planning, Event Management, B2B/B2C Sales Support, Social Media Management, Content Development
- **Language Skills:** English (Fluent-C1), German (Basic-A2 currently enrolled in intensive course), Turkish (Intermediate-B1), Arabic (Basic-A2), Kurdish (Native)