



HADI REZAEI SIBONI

WEB DESIGNER | SEO EXPERT | MULTIMEDIA
CONTENT CREATOR (TEXT, VIDEO, ANIMATION & AUDIO)

PROFESSIONAL SUMMARY

With over ten years of experience in designing and developing modern, responsive websites, I specialize in WordPress and Joomla CMS, utilizing Elementor, WPBakery (Visual Composer), and SP Page Builder for custom web solutions. My expertise extends to content creation and optimization, including text, video, motion graphics, and animation for websites and digital platforms to enhance visibility and engagement.

I am skilled in copywriting, SEO-focused content production, and working with SEO tools like Yoast and Rank Math Pro.

I enjoy working in high-performing, focused teams with dedicated professionals who strive for excellence and top-tier results.

CONTACT

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📍 Turin, Italy

🌐 www.sibonistudio.com

🔗 [LinkedIn Profile](#)

EDUCATION

ALBERTINA ACADEMY OF FINE ARTS, TURIN

- Master's Degree (Biennio) in New Technologies of Art
- Graduated: October 2024
- Thesis : [Diplomacy]
- Thesis Score: 110/110

AZAD UNIVERSITY, KARAJ, IRAN

- Bachelor's Degree in Computer Engineering – Software

LANGUAGES

- 🇮🇷 Persian – Native
- 🇬🇧 English – B2 Level
- 🇮🇹 Italian – B2 Level
- 🇫🇷 French – TCF B1 (Needs Refresh, last certified B1)
- 🇩🇪 German – A1 (Currently progressing towards A2)

WORK EXPERIENCE

- **SiboniStudio.com** Turin - October 2024 - Ongoing
 - ◆ Personal Portfolio Website
 - 📌 Showcasing my works in 3D & 2D animation, video editing, graphic design, web design, and content production.
- **Yadio.FM** Turin - October 2024 - Ongoing
 - ◆ Founder, Website Developer, Podcast Producer, Writer (A multimedia project integrating podcasting, video production, and digital content)
 - Designed and developed the official website
 - Scriptwriting, recording, and post-production of podcast episodes
 - Audio editing and enhancement using Adobe Audition and iZotope RX
 - Managed content strategy and audience engagement
 - Video content creation for YouTube & digital platforms
- **Graduation Project** Turin - Presented in October 2024
 - ◆ Diplomacy Animation (An animated critique on global desensitization in media.)
 - This animated project examines how repetitive global events lose their emotional and journalistic impact, leading to public indifference over time.
 - 📌 More details and project link are available in the portfolio section (Private access upon request).
- **Internship 2** Turin - Jun 2024 - Jul 2024
 - ◆ Website Architecture Analysis & Implementation – L'Altrofilm
 - Conducted website analysis and defined essential SEO keywords
- **Internship 1** Turin - Mar 2024 - May 2024
 - ◆ Collaboration with the Internship Team of Albertina Academy
 - Assisted in designing the new official website under the supervision of Professor Gerardo De Pasquale

SOFTWARE-SKILLS

"Depending on the project, I integrate multiple software tools across different disciplines. For example, in a 3D animation project, I may also use Photoshop for textures and After Effects for compositing."

◆ Web Design & Development

- ◆ Joomla, WordPress
- ◆ HTML, CSS, JavaScript
- ◆ SP Page Builder, Elementor, Visual Composer

◆ SEO & Website Optimization

- ◆ Google Search Console
- ◆ Google Analytics

◆ Content Creation & Social Media Management

- ◆ Website performance improvement
- ◆ Social media optimization & management
- ◆ Video & text content production

◆ 3D Animation

- ◆ Blender

◆ 2D Animation & Motion Graphics

- ◆ Adobe Animate
- ◆ Adobe After Effects

◆ Video Editing

- ◆ Adobe Premiere Pro
- ◆ DaVinci Resolve

◆ Audio Editing & Enhancement

- ◆ Adobe Audition
- ◆ iZotope RX

◆ Educational Video Production

- ◆ Camtasia

◆ Graphic Design & Document Creation

- ◆ Adobe Photoshop
- ◆ Adobe Illustrator
- ◆ Adobe InDesign
- ◆ Adobe Acrobat
- ◆ Microsoft Office Suite

PREVIOUS WORK EXPERIENCE

Arona Company

TEHRAN - IRAN - DEC 2019 - NOV 2023

◆ Web Designer, SEO Specialist, Educational Videos

- Designed and developed the company's website
- Optimized and redesigned the online version of the company's internal publication for SEO
- Produced video content and animations for internal training on the SharePoint portal

Borna Foreign Language Institute Tehran - Iran - Nov 2018 - Nov 2019

◆ Web Designer, SEO Specialist

- Optimized the institute's website for better search engine performance
- Redesigned the website's visual interface for different language departments
- Improved search rankings for key target keywords

Decathlon

Tehran - Iran - Dec 2017 - Oct 2018

◆ Communications Manager, Webmaster, Social Media Video Producer

- Implemented SEO strategies for the company's website
- Supervised the redesign of the new website based on Decathlon Netherlands' structure
- Managed social media and produced video content to enhance Decathlon's brand visibility in Iran

APEC


Tehran - Iran - Feb 2013 - Dec 2017

◆ Web Designer, SEO Specialist, Technical Content Creator

- Designed and optimized the company's website for better user experience and search ranking
- Created instructional materials for the company's internal SharePoint portal

PORTFOLIO

◆ Explore my work across different creative fields: Click on the titles below to access their respective pages on the website.

-  [Graduation Project](#) (Available Upon Request) – This project, which received the highest grade upon graduation, is still being refined in the optimization and post-production stage. Some segments are available on the 3D Animation page. However, for confidentiality reasons, full access is available upon request. Please contact me via email to request the link.
- [Web Design](#) – Responsive design, UX/UI optimization, SEO strategies
- [SEO Optimization](#) – Keyword research, content strategy, website ranking improvement
- [3D Animation](#) – Character animation, motion design, character rigging
- [2D Animation](#) – Frame-by-frame animation, motion graphics, stylized storytelling
- [Video Editing](#) – Cinematic cuts, color grading, storytelling techniques
- [Audio Editing](#) – Podcast production, dialogue cleanup, sound design
- [Educational Videos](#) – E-learning content, tutorial videos, infographic animation
- [Graphic Design](#) – Brand identity, poster design, UI assets