

## AREAS OF EXPERTISE

Design/develop visual brand identity, through visual systems that can extend across print & digital environments

Excellent collaboration with cross functional teams due to mixed background in arts & engineering

Create motion graphics & stop motion content

Craft intricate compositions with paper & wood for stop motion/photoshoot set

## PROFESSIONAL WORK EXPERIENCE

### Jackson Dawson Communications

Graphic Designer

Aug 2016 - June 2019  
Los Angeles, CA

Helping company clients achieve business objectives; designing and executing multiple projects, including logos, corporate identity, RFP layouts, motion graphics, stop motion content, posters, brochures, booklets, decks and email marketings. *Key Achievements:*

- Develop interactive concepts and layouts for several programs, including interactive participant guides, motion graphics, digital content and print materials.
- Worked closely with the Design Director on projects for Honda, Acura, Toyota and Lincoln.
- Help the team win several accounts from Honda, Acura, etc by designing/producing highly creative RFPs/proposals such as handcraft pop-up folders and video brochures.
- Implement high-end photo retouching and photo editing on stock/photoshoot images to create storytelling imagery for participant guides, brochures and infographics.
- Take ownership of print projects; setting up documents for offset and digital prints, making mockups and running in-house print jobs
- Conduct research to stay abreast of emerging trends in visual communications and technologies, software/design tools and media strategies.

### Houlihan Lokey

Graphic Designer

Apr 2016 - Jul 2016  
Los Angeles, CA

Transformed complex concepts into attractive and effective designs/storytelling media for the company, while maintaining a consistent look and feel of their brand. Produced high quality designs for marketing collaterals, reports, decks and infographics. *Key Achievements:*

- Enhanced and developed teamwork skills.
- Ensured high standard deliverables with much attention to details and brand guidelines.
- Produce engaging graphic design content; easy-to-understand information hierarchy and layout

### Behnam's Design Atelier

Designer/Art Director

Jan 2012 - Mar 2016  
Tehran, Iran

Designed and executed multiple projects for several clients, print and digital; tactile posters, stop motion ads, brand identities, motion graphics, brochures, catalogue, event banners and website UI. Guided team of designers and photographers in creating and completing, on time, effective graphics and art for promoting special events. *Key Achievements:*

- Worked on integrated campaigns with a key focus on branding and rebranding ideas and expertise for clients in the stock market, banking and healthcare.
- Performed project management tasks; help team members understanding of tasks, managing deadlines, ensure creativity of final products.
- Write project's creative brief in order to develop effective visual solutions in line with the marketing strategy and requirements.
- Provide strong reasoning tied back to creative solutions, to get approval on designs beyond client's comfort zone.
- Get huge compliments and positive feedback by bringing tactile design into an advertising campaign for stock market client as a sophisticated visualization medium.
- Practiced excellent customer service; met with clients and/or account managers to discuss the business objectives and requirements of jobs prior to beginning creative development.

## **Bourse Publications**

Art Director/  
Graphic Designer  
Feb 2010 - Nov 2012  
Tehran, Iran

Led design of compelling informational visuals and designs; logos, uniforms for books and magazines, book covers, CD/DVD covers and labels, brochures, posters and booklets. Motivated and inspired team of designers for events and campaigns. *Key Achievements:*

- Established a strong visual brand identity which effectively expands across all publication products and visual needs; book covers, brochures, event banners, advertising posters and website banners.
- Utilized in-depth understanding gained from experience and training to identify and resolve problems for book printing challenges to gain high quality prints with less production turnover.

## **Mellat Bank Customer's Club**

Graphic Designer  
Jul 2008 - Jan 2010  
Tehran, Iran

Developed/designed impressive concepts for website banners, exhibition boot and event posters. *Key Achievements:*

- Conceptualized and implemented design and solutions that meet marketing strategies from concept to completion.
- Defined success criteria before starting project to improve designs.
- Attended photo shoots and guided/inspired photographers in photographic elements needed for projects.

## **EDUCATION / TRAINING**

MFA in Graphic Design, Art University of Tehran, 2011  
BSc in Electronic Engineering, Razi University, 2005

## **TECHNICAL PROFICIENCIES**

### **Production Skills:**

- Model making (Handcraft and CNC)
- Offset, digital and letter press print • Print file preparation ; print-sheet layout, over printing, CMYK, due tone and spot color • print proofing • post-print; lamination, spot UV, die cut
- Package design
- Product photography • photo-editing
- HTML, CSS, WordPress,

### **Software:**

Adobe Creative Suite: Photoshop, InDesign, Illustrator, Premiere Pro, After Effects  
Keynote • Microsoft Office Suite: Power Point, Word, and Excel • SketchUp

### **Platforms:**

Macintosh and Windows

## **PUBLICATIONS**

- *"A look on the function of text and context in environmental design."* Herfeh-Honarmand Quarterly, No.55 (spring 2015)
- *"The relation between form and meaning."* Herfeh-Honarmand Quarterly, No.46 (summer 2013)

## **INTERESTS/ ACTIVITIES**

- Wood working and product design
- Jewelry design and Jewelry making
- Biking
- Psychology (Transactional Analysis)