

SAHARGHOLAMI

Art Director | Architect | Content Creator

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(707)479-2514

Experience

03.18 - Present | Los Angeles/CA

NBCUniversal

SR. Visual Designer

- Lead a group of design experts on Ideating and developing compelling and engaging content to promote NBC shows by creating original motion graphics for various social media platforms.
- Originate unique design system and creating creative templates for NBC shows podcasts and social media channels.
- Create highly regarded production-ready assets and materials for TV shows. (Opens, Transitions, Visual Graphics)

10.18 - 02.19 | Los Angeles/CA

BLKBX Creative Group

SR. Visual Designer (Contract)

Clients: ABC | Warner Bros. | STX Entertainment | Sony | Disney | Freeform | Uglydolls

- Concept and create a world-class design that supports all marketing initiatives & campaigns inclusive of entertainment industry clients.
- Ideate, design and produce website for various platforms for motion pictures.
- Create social media content from concepting to design execution through production focusing more on Facebook, Instagram & Twitter.
- Design and concept for content across owned and paid channels including web, social, digital media, email.

9.17 - 10.18 | Pasadena/CA

Ayzenberg Group

SR. Visual Designer

Clients: Microsoft | Blizzard | Sony

- Key member of visual identity team for frontline ad agency focused on high-profile gaming industry clients.
- Collaborate with client marketing teams to develop brand-appropriate campaigns.
- Design central key art piece for gaming client, and all further iterations for websites, POS and store marketing material, social media channels, marketing collateral, and game package design.
- Create visual elements, animations, graphics, and videos for clients' social media assets.
- Design branding solutions across a spectrum of digital platforms for sister companies [ION] and Soulmate.ai, including digital banners, email marketing & web design.

11.15 - 9.17 | Oakland/CA

99Designs

Art Director

- Lead in-house advertising team, in collaboration with the marketing team, for one of the largest online graphic design marketplaces.
- Provide creative concepts and visual assets for all online, promotional, email and social marketing campaigns.
- Manage rotating team of designers to efficiently and effectively complete assignments in a fast-paced, multiple-task environment.
- Work with designers and copywriters to deliver creative executions on-brief and on-brand.
- Uphold global brand consistency in all marketing collateral.
- Identify design trends, and fast technology to give 99designs leading edge in terms of design.

6.15 - 11.15 | San Francisco/CA

Tapjoy

Art Director/Designer

- Lead designer part of UI/UX team for mobile advertising and monetization platform specialized in mobile gaming apps.
- Develop and initiate ideas for innovation and improvements based on research, analysis and competitive reviews.
- Adapt creative designs as needed while maintaining creative, technical and brand standards universally.
- Create and iterated UI mockups for various game menus and systems.
- Explore ways to improve the design of the game's UI across the board.

2.13 - 2.14 | San Francisco/CA

AQAD Design Studio

Graphic Designer

- Work alongside creative director at boutique design studio with various clients from architectural firms to health, beauty and lifestyle brands.
- Develop original graphic design solutions for a variety of clients (architecture, beauty, food) from book designs, to brochures, posters, and all sort of print advertising.
- Formulate designs, illustrate concepts and ideas through sketches and design applications.
- Work with Art Director to ensure consistent brand messaging and visual communication in project deliverables.
- Work hand-in-hand with strategy, account and production team.

4.10 - 7.10 | San Francisco/CA

LEDA Co.

Freelance Designer

- Work with a small group of designers at the architecture and construction firm on key company promotions
- Manage and monitor campaigns to ensure projects met scope, timeline, budget & quality goals.
- Conceptualize and develop visually enticing artwork for digital & printed materials, such as brochures, magazine photos, posters, & direct mailers.

Volunteer

10.15 - 5.17 | San Francisco/CA

Child Foundation

Fundraiser

- Host and coordinate fundraising events

4.09 - 6.10 | Tehran/Iran

Bachehaye Aseman Charity

Teacher

- Teach fine art to underprivileged students

Education

MFA Advertising / Art Director

Academy of Art University

2012 - 2015 | San Francisco / CA

B.S. in Architecture

Iran University of Science and Technology

2006 - 2012 | Tehran / Iran

Skills

Adobe Creative Suites | Sketch | HTML & CSS | Microsoft Office
Webdesign & UI | Social Media (Paid & Organic) | Motion Graphics | Eblasts