



Sasha Salehi 949.322.7120  
Graphic Designer [sasha@sashasalehi.com](mailto:sasha@sashasalehi.com) [sashasalehi.com](http://sashasalehi.com)

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## EDUCATION

Sep 2012 - May 2014 California Institute of the Arts / Valencia, CA  
Master of Fine Arts in Graphic Design (Honors)

Jan 2010 - Aug 2012 Art Center College of Design / Pasadena, CA  
Bachelor of Fine Arts in Graphic Design (Honors)

Aug 2006 - Aug 2008 American University in Dubai / Dubai, UAE  
Studied Interior Design

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## EXPERIENCE

Jan 2016 - Present Fashion Institute of Design & Merchandising (FIDM) / Professor  
Teaching Concept Design, Packaging Design, Intermediate Layout Design, Portfolio Introduction to Layout Design, Publication Design, Typography, Prepress Production, Set Design from Concept to Wrap, and Image Manipulation

Jul 2014 - Aug 2017 Deleap Design / Hollywood, CA / Graphic Designer - Art Director  
Accomplishes art department work requirements by orienting, training, assigning, scheduling, coaching +7 employees. Produces illustrative material by assigning layout design concept to artists and photographers; directing development of design concepts into art layouts.

May 2013 - Nov 2014 Josie Maran Beauty  
Worked as the packaging designer. Responsible to conceptualize, design and execute a prototype for attention-grabbing packaging materials, using design elements such as shape, color, graphics and typography to create packaging that is functional and appealing to customers. Leads the design process for packaging materials for products, including brainstorming, sketching and creating prototypes.

Oct 2012 - Apr 2013 LATHER / Pasadena, CA / Graphic Designer  
Worked as a Lead Graphic Designer; came up with new brand for bathing products, modernized old hotel logos, consulted with International Companies in improving their packaging design, designed simple and modern packaging for LATHER products, and assisted in developing their new website.

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## RECOGNITION

Gallery 2014 - Seyhoun Gallery / Los Angeles, CA  
Political Poster Series, Featured in Voice Of America (VOA)

2010 - 2012 Art Center College of Design / Pasadena, CA  
Branding: MACY'S Re-branding double-sided poster Design: Sculpture, 3D abstraction from nature Editorial: Frontier's Magazine design

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## SKILLS

Advanced: Photoshop, Illustrator, InDesign, Keynote, Microsoft Office and SketchUp  
Proficient: Flash, Dreamweaver, After Effects, Esko and HTML  
Languages: Fluent in English, Farsi and Arabic.