sashasalehi

Art Director sasha@sashasalehi.com sashasalehi.com

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)

EXPERIENCE

Feb 2019 - Present
Genius / Culver City, CA / Creative Director
Efficiently lead and administered creative design projects for five different brands in support of ongoing marketing and merchandizing programs. Coordinated with executive director on selection of papers, inks, and various outside sources/purchases essential to project completion. Reviewed all production materials on key projects and provided signature authority; managed operational, strategic, financial, bid review, staffing, and administrative functions. Ensured compliance with ??? and implemented corporate standards. Provided creative vision and concept design for $1.2M retail contract while meeting strict turnaround schedule. Significantly expanded online presence by leveraging talent for market trend analysis and contemporary design; effected 300% revenue increase in key channels. Maximized ROI by building partnerships with third-party vendors, graphic designers, web developers, models, and broadcast talent. Successfully launched and expanded products for TARGET, CVS, 7-ELEVEN, WALMART and COSTCO.

Dec 2017 - Jan 2019
Ashe Society / Los Angeles, CA / Creative Director
Successfully managed and coordinated graphic design projects from concept through completion. Worked closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements. Effectively built, motivated, and directed design and production teams. Coordinated freelance designers, consultants and vendors to meet all project requirements.

Jul 2014 - Nov 2017
Deleap Design / Hollywood, CA / Art Director
Managed and coordinated design team from concept, design and production of print and digital creative (direct mail, lookbooks, emails, collateral etc.) Worked closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements.

May 2013 - June 2014
Josie Maran Beauty / Los Angeles, CA / Sr. Graphic Designer
Worked as the lead packaging designer. Conceptualized, designed and executed a prototype for attention-grabbing packaging. Created new design themes for marketing and collateral materials.

Oct 2011 - Apr 2013
LATHER / Pasadena, CA / Jr. 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.

RECOGNITION

Gallery
2014 - Seyhoun Gallery / Los Angeles, CA
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

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.