

Yasmine Molavi

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ABOUT

I'm an Integrated Art Director specializing in concept development, illustration, design, digital strategy and user interface. I currently live in Venice, California.

LANGUAGES

Fluent in English and Farsi.

EDUCATION

- **Graphic & Visual Design Degree** **2001 - 2004**
Kwantlen University College - Vancouver, BC Canada
- **Foundation Studies** **2000 - 2001**
Emily Carr Institute of Art & Design - Vancouver, BC Canada

SOFTWARE

Proficient on both MAC and PC platforms. Adobe Creative Suite, Microsoft Office. Good understanding of html 5, css, javascript and Flash.

WORK EXPERIENCE

Art Director **2014 - present** **Select NY - Santa Monica, California**

- Art Director for a global agency specializing in beauty and fashion brands.
- Halston Heritage - Campaign, lookbook and e-commerce art direction. Social Media and digital strategy.
 - Procter & Gamble Salon Brands - Nioxin and Sebastian art direction, social media and digital ideation.
 - New Business Development

Lead Designer **2011 - 2013** **Hardhat Digital - Melbourne, Australia**

- Lead designer for a boutique digital advertising studio in Melbourne.
- Collaborated with technologists and account managers in a team environment.
 - Worked on iconic Australian food and drink brands like White Rabbit Beer, Little Creatures Brewery, Leggo's, Birds Eye, Aeroplane Jelly and McCormick.
 - Led National Australia Bank internet banking re-design, user experience and site audit.
 - Helped re-brand Hardhat Digital and create key core values and methods for a more collaborative working environment.

WORK EXPERIENCE (continued)

Freelance Art Director & Illustrator **2001 - present** **Yasmine Molavi Design & Illustration**

Currently working part-time as a freelance Art Director, Designer and Illustrator in the U.S., and Australia creating branding, integrated design, and illustration. Some of my recent clients include Saatchi & Saatchi, Green Giant, and Hardhat Digital.

Art Director **2006 - 2010** **Museum of Tolerance, Simon Wiesenthal Center - Los Angeles, California**

Art Director for a world renowned cultural museum and non-profit center

- Designed and curated exhibitions.
- Advertising for the Museum and it's affiliate centers in North America, South America, Middle East and Europe.
- Produced invitations, journals, and other fundraising gala design pieces for Museum and Center events.

Visual Merchandising Graphic Designer **2005 - 2006** **BCBG Max Azria Group - Los Angeles, California**

Graphic Designer for Wholesale Division of a leader in women's high-end fashion in North America.

- Collaborated with brand merchandisers and buyers to design five monthly directives for BCBG and its contemporary brands.
- Created visual merchandising displays for retail, showrooms displays, trade shows and fashion shows.

RECOGNITION

White Rabbit Beer
19th AIMIA Awards - Best Enterprise Website Finalist, The FWA, Designmodo, Awwwards, Oh Beautiful Beer, The Best Designs

Mine Etsy Shop
Custom illustration shop featured on Apartment Therapy re-nest, Creature Comforts' Gifted Magazine and Pikaland.

