








# ARASH PIRSALEHI

Senior Art Director

## SUMMARY

Creative Art Director with extensive expertise in Adobe Creative Suite, specializing in corporate branding, visual communication, and integrated creative campaigns. Proven success in managing over 100 projects, boosting engagement, conversion rates, and brand awareness through innovative 360-degree campaigns. Skilled in leading cross-functional teams and overseeing the entire creative process, from concept to execution, aligning with client goals. Proficient in social media, digital, OOH, print, and event campaigns, with a strong focus on market research, competitive analysis, and consumer insights to drive brand differentiation. Expert in both print and multimedia design. Showcased work in over 20 global art exhibitions. Known for mentoring designers, fostering collaboration, and building strong client relationships to achieve both creative and commercial success.

## CONTACT

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## EDUCATION

**Visual Communication**  
Bachelor's Degree  
2007-2010

## SKILLS

Adobe Creative Suite  
Corporate identity branding  
Creative Direction  
Advertising Campaigns  
Visual communication  
Color Theory  
Art history  
Typography Expertise  
Corel DRAW  
Web Design  
User Experience Design  
Motion Graphics  
Layout Design  
Photography  
Illustration Art  
Social Media Managing  
Packaging Design  
Print Design  
Microsoft Office Suite  
Project Management

## LANGUAGES

- English  
Fluent

## WORK EXPERIENCE

### Senior Art Director

Tehran, Iran; Istanbul, Turkey; Dubai, UAE

Self-Employed

February 2020-May 2024

Developed brand identity strategies and led creative direction for 360-degree marketing campaigns. Collaborated with clients to create innovative designs, managed projects, and mentored designers. Conducted market research and presented design concepts to clients.

- Developed and implemented comprehensive brand identity strategies and design, enhancing brand recognition and consistency across all platforms.
- Led creative direction for projects, guiding the design process from concept to execution to deliver compelling visual narratives.
- Designed and executed integrated 360-degree marketing campaigns across print, digital, and social media channels to align with client objectives.
- Collaborated with clients to translate their vision into innovative design solutions that drive engagement and business growth.
- Directed photo shoots, video productions, and graphic design initiatives, ensuring high-quality content that reflects the brand's aesthetic.
- Conducted market research and analysis to inform design decisions and enhance campaign effectiveness based on audience preferences and trends.
- Managed multiple projects simultaneously, ensuring timely delivery within budget while maintaining high standards of quality.
- Mentored and supervised freelance designers, fostering a collaborative environment to encourage innovation and skill development.
- Curated a diverse portfolio showcasing successful projects, emphasizing strategic thinking and creative problem-solving abilities.
- Created and delivered persuasive presentations to clients, effectively communicating concepts and design strategies for project approval.

### Magnolia Advertising Agency

Senior Art Director

April 2018 - February 2020

Spearheaded a dynamic team of graphic designers, illustrators, and 3D artists, responsible for selecting artistic elements and communicating the overarching vision effectively. Reviewed and approved copy, designs, and photography styles, while overseeing the development of budgets and timelines.

Led numerous campaigns for esteemed international clients, including Unilever, AXE, Rexona, Dove, Henkel, and Bioderma, bringing the Creative Director's vision to life in impactful ways.

#### Achievements:

Successfully led multiple campaigns for renowned international brands, achieving desired outcomes. Cultivated a cohesive brand understanding and voice within the creative team, contributing to campaign success.

- Collaborated closely with the creative team to develop cohesive brand concepts.
- Integrated graphics, copy, website content, and social media into unified campaign visions.
- Presented finalized layouts, storyboards, and illustrations to secure team approval.
- Led final concept presentations, ensuring alignment with client objectives.

## ACHIEVEMENTS

### 2024

- Invited to exhibit a public art installation at NFTNYC 2024 in Times Square, NYC.
- Selected for Art for Lugano Fest 2024.
- Selected for DCentral Tokyo 2024 at The National Art Center, Tokyo.
- Billboard Display at Shibuya Crossing, Tokyo.

### 2023

- Featured in NFTNYC 2023, showcasing a public art installation in Times Square, NYC, gaining exposure to millions.
- Selected for permanent display at the SuperRare Art Gallery in NYC.
- Included in the Cultural Kaleidoscope at the Seattle NFT Museum.
- Exhibited at Dcentral Tokyo.
- Displayed in The Crypt Gallery at Dream Downtown, NYC.
- Featured in Folklore Art in Miami.
- Participated in the Chromaflora: Hybrid Art Exhibition, blending nature and technology.
- Exhibited at Bronx Art Space: Synthetic Zero.
- Participated in February First Friday and May First Friday at JRNY Gallery, Las Vegas, NV.
- Selected for the Seoul Window Art Exhibition with PIUDA ARTSPACE.
- Contributed to The SDG: 3.4 Creative Arts Project.
- Displayed on the Times Square Billboard (April 1-7).
- Featured in the Meta Betties Mind Matters Group Exhibit.
- Participated in First Friday's in Kansas City.
- Participated in MET Amsterdam 2023.
- Motion design work featured on Stefan Sagmeister's official Instagram page.
- Awarded the HUG Visionaries 2023 recognition.
- Showcased at the Meta Betties Mind Matters Group Exhibit.
- Displayed at The 34 Gallery: Portraits of Self.
- Showcased at Subjective Art Festival in TriBeCa, NYC.
- Featured at the Marketplace Conference in Berlin for "Art and AI".
- Exhibited AI Art at JRNY Gallery, Las Vegas, NV.
- Honored with the AI Art Excellence Award.

### 2022

- Included in the permanent collection at the Seattle Museum, with work displayed to thousands of visitors annually.

### 2009

- Honored as a Golden Bee 2009 selection for outstanding visual communication work.

### Other Highlights

- Selected by Iran's National Elites Foundation to execute a multimedia project for the War Museum.
- Featured for the "You're in Charge of Her Dreams" campaign for DNAUNION.

## CARAT-Dentsu Aegis Network

April 2015 - February 2018

### Art Director

Played a key role in assisting clients to achieve their business objectives by enhancing visual communication strategies, with a focus on presentation design. Oversaw all graphic design assignments, refined projects and drafts, and generated innovative ideas. Collaborated with esteemed international clients such as SONY and PHILIPS, ensuring the effective conveyance of the company's vision through high-quality graphic content.

#### Achievements:

Successfully enhanced visual communication strategies for clients, contributing to their business objectives. Collaborated with renowned international clients, such as SONY and PHILIPS, on impactful design projects.

- Supervised every aspect of design, from conception to delivery.
- Identified design requirements, conceptualized ideas, and effectively communicated them to clients and team members.
- Assigned design tasks and provided guidance and support to junior-level members of the team.
- Collaborated across the organization to elevate standards of creativity.

## Final Target Advertising Agency

January 2012 - March 2015

### Junior Art Director

Crafted visual concepts across diverse mediums, including posters, billboards, packaging, logos, and marketing materials, effectively communicating information to the audience. Leveraged visual elements such as shapes, colors, typography, and images to convey ideas seamlessly.

#### Achievements:

Successfully designed visuals that contributed to the identification of products and conveyed messages effectively. Created impactful graphics for product illustrations, logos, and websites, enhancing brand presence. Played a key role in preparing essential visuals for advertising campaigns, ensuring alignment with client objectives.

- Crafted images to identify products and convey messages.
- Designed graphics for product illustrations, logos, and websites.
- Prepared visuals for advertising campaigns.
- Presented designs to the marketing team through presentations.

## Faber Castell

June 2009 - June 2011

### Graphic Designer

#### Achievements:

Contributed to the successful launch of several product lines through impactful visual branding. Maintained a high level of design quality, receiving positive feedback from clients and stakeholders.

- Crafted visuals to uniquely identify products and effectively convey messages, ensuring brand consistency and impact.
- Created graphics for product illustrations, logos, and websites, aligning designs with brand guidelines and objectives.
- Selected colors, images, text styles, and layouts to create cohesive and visually appealing designs. Presented designs to the marketing team, facilitating discussions to ensure alignment with project goals.
- Conducted thorough reviews of designs to identify and correct errors, ensuring accuracy and quality before printing or publishing.