

# NEGIN (NIKKI) IMANI



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neginimani.com



<https://www.linkedin.com/in/negin-nikki-imani/>

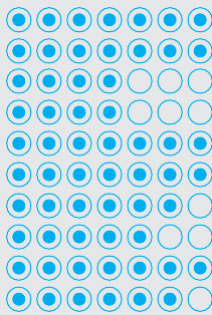
I am a passionate designer, seeking a creative position that works cross functionally with teams to conceive fresh, on-brand marketing solutions for the company.

## TECHNICAL EXPERTISE

- Adobe Creative Suite
- WordPress
- Microsoft Office
- Sketch
- Invision
- Adobe After Effects
- Final Cut Pro
- Marketo
- MarketVolt
- MindMatrix
- HTML/CSS

Graphic Design  
Visual Design  
Web Design  
UX Design  
UI Design  
Event Design  
Interior Design  
Social Media  
Advertising  
PPT Design

average    good    skilled



## PROFESSIONAL AWARDS & RECOGNITION:

- Academy of Art University Spring Show (Gold)
- Print finalist Academy of Art University Spring Show
- Print finalist Academy of Art University Spring Show
- Open Ad Awards



## GROUPWARE TECHNOLOGY

Campbell, CA  
Oct. 2015 - Present

## ART DIRECTOR

- Cultivate corporate branding within the marketing team and manage its delivery to our audience
- Build wireframes, storyboards, user flows and site maps to communicate design ideas
- Create the overall style of Groupware Icons, publications, advertising campaigns, company events and any print / digital material
- Conceptualize design interfaces for products and devices
- Work alongside the Marketing Director to develop design solutions
- Build major E-mail marketing blasts and collect effectiveness data from customers to push ROI
- Consistently inspire energy and creativity to the design staff members
- Manage detailed budgets and timelines to maintain punctual project delivery
- Oversee and responsible for all artistic and visual designs produced by Groupware
- Deals directly with manufacturers and clientele to help Groupware continually increase sales

## CUSHMAN WAKEFIELD

(formerly Cassidy Turley – DTZ)  
Palo Alto, CA  
Mar. 2011 - Oct. 2015

## SR. GRAPHIC DESIGNER

- Developed creative design and marketing collaterals such as brochures, posters, postcards and website content
- Collaborated directly alongside the marketing team to ensure successfully executed campaigns
- Managed of building conceptual ideas for of all internal and external presentations
- Crafted and circulated E-mail campaigns to major global tenants
- Participated in creating, inspiring and unique branding in a team focused setting
- Handled multiple projects for various clients and works with project managers

## HAVAS

(formerly Euro RSCG)  
San Francisco, CA  
Aug. 2010 - Feb. 2011

## CREATIVE INTERN

- Developed creative design solutions for client projects
- Fleshed out concepts in visual form from raw ideas
- Worked internally with creative directors, business managers, and producers best-in-class creative integration
- Storyboarded out ads from initial sketches and concepts
- Mocked up concepts for presentation to clients during the pre-sale process
- Prepared artwork for print production
- Art directed as creative lead on project
- Reported issues and art conflicts that would interfere with goal visuals or performances to higher managers
- Maintained brand guidelines for project X across all of the campaign's deliverables (banner ads, press ads and billboards)

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	average	good	skilled
Graphic Design	●●●●●	●●●●●	●●●●●
Visual Design	●●●●●	●●●●●	●●●●●
Web Design	●●●●●	●●●●●	○●●●●
UX Design	●●●●●	●●●●●	○●●●●
UI Design	●●●●●	●●●●●	○●●●●
Event Design	●●●●●	●●●●●	○●●●●
Interior Design	●●●●●	●●●●●	○●●●●
Social Media	●●●●●	●●●●●	○●●●●
Advertising	●●●●●	●●●●●	○●●●●
PPT Design	●●●●●	●●●●●	○●●●●



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## DESIGN WORKS

San Jose, CA  
Sept. 2005 - Aug. 2007

## GRAPHIC DESIGNER

- Conceptualized, planned, designed, and produced a wide range of printed graphics and illustrative materials
- Prototyped and designed user interfaces for custom web sites
- Designed the look and feel for multiple brands based on a set of defined brand attributes
- Provided a visual style for each brand that is consistent in tone, voice, messaging, imagery, impression, and personality
- Worked with customers to finalize design proofs
- Designed promotional pieces and marketing collaterals such as business cards, brochures, posters, magazine ads, newsletters, CD/DVD covers, website banners, screen graphic for PowerPoint/Keynote presentations and stage backdrops

## GFDG DESIGN

Los Altos, CA  
Jun. 2005 - Sept. 2005

## GRAPHIC DESIGN INTERN

- Provided general creative support including conceptual research, scanning, coping, retouching and photography
- Updated and maintained in-house creative materials including company website and other design collaterals
- Assisted in preparation of client presentations
- Brainstormed and collaborated with team members to develop new treatments and campaigns



San Francisco, CA  
Aug. 2018

**GENERAL ASSEMBLY**  
Certification - UX Design

San Francisco, CA  
Aug. 2008- May. 2010

**ACADEMY OF ART UNIVERSITY**  
Master of Fine Art - Advertising

San Jose, CA  
Aug. 2005- May. 2007

**SAN JOSE STATE UNIVERSITY**  
Bachelor of Arts - Graphic Design