

# DARIAN GHAZNAVI



PORTFOLIO

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E-MAIL

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## PROFESSIONAL EXPERIENCE

THE MINT AGENCY\_\_ DESIGNER

TORONTO, ONTARIO

- WORKED ON DEVELOPING CAMPAIGNS, GRAPHICS, AND ART DIRECTION FOR HIGH PROFILE GLOBAL BRANDS SUCH AS GOOGLE, WEALTHSIMPLE, PINTEREST, COHERE, YOUTUBE, PROLINE, AEROPLANE AND MORE
- DESIGNATED DESIGNER AND CREATIVE FOR ALL OF THE GOOGLE BRAND, MANAGING AND EXECUTING DAILY OUTPUT OF PROJECTS
- WORKED CLOSELY ALONGSIDE PRODUCTION AND PRINT TEAMS TO CREATE MASTERFULLY EXECUTED ACTIVATIONS, LARGE SCALE BUILDS, AND HIGH QUALITY PRINTED MATERIALS
- MANAGED STRICT AND PRESSURED TIMELINES WITH PROFESSIONALISM AND UNWAVERING POSITIVITY
- CREATIVE CONCEPTUALIZATION AND STRATEGY FOR BRANDED ACTIVATIONS AND EVENTS
- WORKED COLLABORATIVELY WITH LARGE SCALE TEAMS AND CLIENTS TO EXECUTE 360 CAMPAIGNS THAT PUSH THE ENVELOPE AND EXEMPLIFY AUDACIOUS THINKING
- IN HOUSE VIDEOGRAPHY, PHOTOGRAPHY, AND ART DIRECTION FOR SOCIAL CLIENTS
- CUSTOM HTML CODING FOR E-MAIL CAMPAIGNS AND WEB DESIGN ACROSS THE AGENCY'S CLIENT ROSTER
- DESIGNED CUSTOM GRAPHICS FOR APPAREL AND BRANDED MATERIALS FOR BOTH THE INTERNAL AND EXTERNAL AGENCY NEEDS
- WORKED HARMONIOUSLY ACROSS B2B CLIENTS, DIGITAL, EXPERIENTIAL, BRANDING, AND DESIGN

LEO BURNETT\_\_ JUNIOR ART DIRECTOR

TORONTO, ONTARIO

- CREATED POWERFUL AND INSPIRING CAMPAIGN IDEAS FOR BRANDS SUCH AS ELECTIONS ON, GMC, KELLOGGS, FERRERO ROCHER AND MORE
- LEAD CONTENT CREATION FOR BRAND DIGITAL AND SOCIAL PLATFORMS
- MERGED CONCEPTUAL DESIGNS WITH SUPPORTING ART DIRECTION AND PHOTOGRAPHY
- PITCHED AND PRESENTED NEW CREATIVE IDEAS TO CLIENTS
- WORKED CLOSELY WITH SENIOR LEVEL CREATIVES ON CLIENT PRESENTATIONS AND IDEATION

ST. JOSEPH COMMUNICATIONS\_\_ ART DIRECTING AND DESIGN INTERN

TORONTO, ONTARIO

- INTERACTED AND ENGAGED DIRECTLY WITH HEAVY HITTING BRANDS SUCH AS THE BRICK, LEONS, SOBEYS, WALMART, PIZZAVILLE, METRO AND MORE
- IDEATION AND CONCEPTUALIZATION OF VARIOUS CAMPAIGNS ACROSS MEDIUMS SUCH AS PRINT, OUT OF HOME AND COMMERCIAL
- CREATED CAMPAIGN AND PRODUCT LOGOS
- ART DIRECTION AND PROPPING FOR IN HOUSE PRODUCTIONS

## EDUCATION

OCAD UNIVERSITY

- BACHELOR IN ADVERTISING
- MINOR IN ART HISTORY

## RECOGNITION

- OCAD UNIVERSITY MEDAL WINNER FOR ADVERTISING
- NAC SILVER MEDAL 2019
- ONE SHOW MERIT 2019
- NAC SILVER MEDAL 2020