

shirin ardakani \ shər·'ēn 'är·də·k'ä·nē \ alt. shur·reen are·da·kah·knee \
proper noun \ creative problem solver, innovative storyteller, big picture thinker;
one bearing natural characteristics of humor, sophistication, curiosity, warmth.
native habitat \ 400 central, apt a, san francisco, CA 94117 415.845.3672 shirin@iheartcmk.com

work experience

I Heart CMYK, freelance; www.iheartcmk.com

11/2008-present

the big picture:

Provide communication strategy and design to non-profits, start-ups and individual consultants. The methods and means take multiple forms based on client need and range from one-on-one consulting to creation of business collateral materials.

Dyett & Bhatia Urban Planners, sr graphic designer
5/2008-11/2008

Translated complex data driven content into outreach materials that were accessible and visually appealing to a broad audience of government leaders, engineers, architects, planners, and neighborhood community members.

Meetings Media Publications, graphic designer
6/2005-5/2008

Through clear, consistent, and compelling design, delivered destination and industry content to audience of professional meeting planners in the form of four monthly and bimonthly magazines, a website and annual supplement publications. Internally, maintained brand consistency and lead design and production of all marketing materials.

freelance graphic designer
11/2001-6/2005

Provided broad scope of graphic design services to diverse group of clients: commercial photographers, small business entrepreneurs, environmental non-profits.

Chikamura Design, graphic designer
1/2000-11/2001

Collaborated within a San Francisco boutique design studio to provide full range of graphic design services to high tech and biotechnology companies in silicon valley and the northwest.

selected client list

Foundation for Self-Sufficiency in Central America, World Resources Institute, Kane & Finkel Healthcare Communications (through Visuals Creative), Friday Consulting, Hewlett-Packard, Extreme Networks, Corixa Corporation, Signature BioScience

related skills

fluent: Macintosh OSX \ Adobe CS1,2,3: InDesign, Illustrator, Photoshop, Acrobat, Dreamweaver \ Quark XPress \ MS Office Suite: Word, Excel, Powerpoint \ web content management system \ writing \ research \ photography \ project management

working knowledge: Flash \ XHTML \ CSS

education

Washington University, St. Louis, Missouri
BFA Graphic Communications, **Graphic Design: May 1999**

my roles:

- define initial concept and layout for print projects, follow thru to final press-ready digital file
- art direct and design periodical publications
- art direct photo shoots
- prepare intricately formatted InDesign templates
- secure and maintain vendor relationships
- give final press check approval
- lead multiple stakeholder team through branding process
- define strategy for creation of annual complex interdepartmental project: clarify individual roles, outline sequence of steps, provide context for all participants
- define content and determine navigation, organization, and look & feel of websites

deliverables:

- logos and supporting identity materials
- brand strategy and style guides
- business collateral
- annual reports
- full color tabloid magazines
- production schedules and process documents for periodical publications
- marketing collateral
- extensive media kit: presentation folder, 6-pg, 4-pg, & single-pg brochures
- print and web portfolios for commercial photographers
- coffee table books
- informational pamphlets
- newsletter survey self mailers
- presentation posters, maps, signage
- websites
- e-newsletters
- e-blasts

recognition

- on top ten list in **Black Book's AR 100:** Corixa Annual Report
- certificate of recognition from **Western Art Directors Club (WADC):** Corixa Annual Report
- **Maggie Award** nominations from **Western Publishers Assn. (WPA):** Meetings Media's Media Kit; Meetings West Annual Guide Supplement; Meetings South, Apr.'08 issue

community leadership

- **Net Impact, member:** Lead team effort for Foundation of Self Sufficiency in Central America (FSSCA) to rename, rebrand and build marketing strategy. In March they became **Ecoviva**. Website: eco-viva.org
- **Hub Bay Area, member:** Joined collaborative co-working space as a charter member and volunteer. Contributed to facilitating member communication in the space and creation of operations strategy and best practices.
- **AIGA • Future Women Leaders • Toastmasters**