

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**

Took complex data driven content and made it accessible and visually appealing to a broad audience of government leaders, engineers, architects, planners, and neighborhood community members. In-house, ensured brand consistency.

**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 \ Final Cut Pro \ Adobe Lightroom \ 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 to rename, rebrand and build marketing strategy. The new name, **Ecoviva**, will be rolled out in March 2010.
- **Hub Bay Area, member:** Joined collaborative co-working space as a member and volunteer. Contributions have included developing ways to encourage member communication in the space and assisting in creation of operations strategy and best practices.
- **AIGA, member; Future Women Leaders, member; Toastmasters, member**