

ALIREZA VAZIRI

 alireza.v@gmail.com
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+1 530 220 3060

DESIGNER / ART DIRECTOR

A Designer / Art Director based in California, USA. I believe Design is a way of changing the world to be a better place. A better world might have a different definition for different people: maybe a chair or an Interface for a pioneer application, each can make one's world a better place to live in. My professional experience as a Creative/Art Director equipped me with collaborative skills and creative methods in design. It has opened up my eyes to the power of simplicity which can be achieved by eliminating the unnecessary in life. I am able to efficiently lead the creative process, and organize the ideation and implementation of a design project. One of my greatest passions is to seek ideas and opportunities that broaden the horizon of my vision and thoughts while I welcome challenging the obstacles and absolutely confront the inner voices telling me "just mind yourself." As per the legendary Persian poet, Rumi said: "I came to you without 'me,' so come to me without 'you'."

EDUCATION

MFA, Design | 2019 - Present
University of California, Davis, United States

BFA, Scenic Design | 2006 - 2011
Tehran University of Art, Tehran, Iran

Diploma, Graphic Design | 2005
Visual Arts School, Mashhad, Iran

PROFESSIONAL EXPERIENCE

Creative Director | Jan 2015 – Jan 2019
Felesh Full Service Advertising Agency Full-time, Tehran, Iran
www.felesh.co

Felesh is one of the leading creative agencies in Iran, offering creative campaigns via exploring new trends and media opportunities. I was a Creative Director there for more than 4 years and led the design team and collaborated with the account department in various branding and advertising campaigns. Some of Felesh agency's clients: SAMSUNG, RENAULT, LENOVO.

Creative Art Director | Jun 2013 – Aug 2015
Magnolia Advertising Agency, Tehran, Iran
www.magnoliaad.com

Magnolia provides full-service marketing communications for both national and international clients, investing in their brands and providing for their everyday advertising and marketing needs as well as long term development. I was responsible for the overall visual aspects of designs and coordinated the work of graphic designers. Some of the clients that I had a chance to work with them was: NESTLE, UNILEVER, LUFTHANSA GROUP, TEFAL, SONY.



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Art Director | Jan 2012 – Jun 2013
Atibal Creative Studio, Tehran, Iran
www.atibal.com

Atibal Studio, handles Creative projects from A to Z in areas like marketing, Design, Public Relations, Branding and WEB solutions. My duty was working with the design department to create original graphic content for the company's brands and other marketing materials.

Graphic Designer | Mar 2011 – Apr 2012
PMG Advertising Agency, Tehran, Iran
www.pmgad.ir

PMG Agency focuses on innovation and world-class design & ideas. An Agency focused on Creative, TV Commercial, Broadcasting and BTL advertising. I was a graphic designer who collaborated with Art Directors to develop design projects that reflect the agency's core values and ideals.

EXHIBITIONS / AWARDS

I have received national and international Design awards and some of my projects have been published in several design websites, books, and magazines and displayed in exhibitions and galleries around the world.

UC Davis Dean's Graduate Fellowship, USA | 2020
Invited designer for 5th International Poster Exhibition, Germany | 2020
Selected designer for CO|Show poster biennial, USA | 2019
Appreciated designer at Moscow design Association Award, Russia | 2018
Appreciated designer at Graphic Stories design biennial, Cyprus | 2018
2nd Winner in Cow international design festival, Ukraine | 2017
1st Winner, Iranian best package design festival (Basteha), Iran | 2014
Appreciated designer at National Soccer Team design contest, Iran | 2017
Invited designer for PDP Visual communication exhibition, Serbia | 2017
Appreciated designer at Persian garden poster exhibition, USA | 2016
International graphic design exhibition, 4th Silver Cypress, Iran | 2015
Spilet travel agency branding competition, Iran | 2013
Best scene designer in Tehran Theater Festival, Iran | 2009
1st Winner Telecomino Co Logo Design competition, Iran | 2008
Invited designer for IGDS design exhibition, 5th Silver Cypress, Iran | 2016



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TEACHING EXPERIENCE

Teaching Assistant | Dec 2019 – present
Department of Design, University of California, Davis, CA

DES 116 | Visual Communication Design (Studio) / Fall 2020
DES 015 | Form and Color (Studio) / Spring 2020
DES 149 | Information Design: Principles and Practice / Winter 2020

A wonderful experience to be a DESIGN TA at University of California, Davis. Some of my responsibilities are: Coordinated and led group critiques, Facilitated discussion sections, Graded student projects, Developed grading criteria for each assignment, Advised students during office hours.

WORKSHOP / TALK

Art Direction (workshop), Elmo Farhang University, Iran | 2017
How to design? (lecture), University of Art, Iran | 2017
Short History of Visual Communication (lecture), Honar Gallery, Iran | 2016
Design and Advertising (lecture), Arasbaran Cultural Center, Iran | 2016
Poster Design (workshop), Book Garden, Iran | 2015
Let's design (workshop), Hoze Honari, Iran | 2014

PROFESSIONAL AFFILIATIONS

Member of American Institute of Graphic Arts (AIGA) since 2019
Member of Iranian Graphic Designers Society (IGDS) since 2011
Member of Design Students Association, Tehran University of Art (2009–2011)

SKILLS

Creative Direction
Art Direction
Graphic Design
Typography
Campaign Design
UI/UX Design
Photography
Sketching & Visualization
Storyboarding
Team working
Adobe Creative Suite: Photoshop, Illustrator, Indesign, Aftereffect, Lightroom.