

Arash Giani, B.Des. | Multimedia Designer, Copywriter

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Professional Summary

Highly skilled and creative professional with over 15 years of experience in web design, development, and multimedia content creation. Proven track record in producing compelling visual content for branding and marketing purposes, including logos, brochures, and social media graphics. Expertise in podcast and video production, animation, and interactive presentations. Proficient in front-end and back-end development, with a strong command of CMS platforms such as WordPress to develop custom themes and plugins. Adept at managing client relationships, project workflows, and promoting services effectively online. Exceptional software proficiency in Adobe Creative Suite, Microsoft Office, and various multimedia tools. Known for innovation, creativity, and achieving outstanding results in dynamic and fast-paced environments.

Capabilities

Website Design & Development, Web Server Administration, Graphic Design, Copywriting, Art Direction, Photography, Video Editing, Sound Design, Podcasting, Motion Graphics, Email Marketing

Technical Proficiency

Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Adobe Audition, Adobe Lightroom, Adobe XD, Figma, Apple GarageBand, Microsoft Office, SublimeText, Plesk Obsidian, HTML, CSS, JavaScript, PHP, SQL, WordPress, GIT, MAMP, Listrak, Mailchimp, Campaign Monitor, Miro, ChatGPT, Handbrake, FTP, Google Analytics, Jira, Podio, Stripe, Shopify, Grammarly, Speechify, Tower, GitHub, Transmit, Audio Hijack, Hotjar

Professional Experience

Founder, Lead Designer & Developer

DIGILAB | Sept 2020 - Recent | Toronto, Canada

- Created visual content for branding and marketing, including logos, brochures, and social media graphics, enhancing client brand identities and market presence.
- Produced and edited podcasts and video commercials for clients
- Developed animations, interactive presentations, and multimedia content, elevating client presentations and user engagement.
- Designed website layouts and wrote front-end code, ensuring user-friendly interfaces and seamless user experiences.
- Managed client relations, provided consultations, and oversaw projects from inception to completion, ensuring timely delivery within set budgets and timelines.

Email Marketing Specialist, Copywriter

CSC Generation | Jan 2018-Sept 2020 | Toronto, Canada

- Crafted compelling marketing emails for seven different brands, developing both the design and code
- Successfully meeting the challenge of creating two sets daily within stringent time constraints
- Provided constructive feedback to junior designers in a mentoring capacity
- Generated advertising copy for both marketing emails and website landing pages
- Created crucial analytical reports and actionable insights for the marketing team and contributed to sales enhancement strategies

Creative Director – Interactive

Sam Brown Healthcare Communications | Mar 2015 - Jan 2018 | Toronto, Canada

- Managed a team of technical and creative professionals located in various regions and time zones and provided feedback, guidance, and inspiration to ensure the team's work met high standards of creativity and alignment with the overall marketing strategy under tight deadlines
- Generate innovative and compelling ideas for advertising campaigns that effectively communicate the brand's message and resonate with the target audience
- Work closely with other departments, such as marketing, sales, and account management, to understand client needs and integrate creative solutions into comprehensive advertising strategies
- Ensured that all creative elements, including visuals, messaging, and design, maintained consistency with the brand's identity and guidelines
- Engaged with clients to understand their goals, preferences, and expectations and presented creative concepts and strategies that addressed client objectives
- Oversaw the entire creative process from conception to execution, ensuring that projects were completed on time and within budget
- Addressed challenges and roadblocks creatively, finding effective solutions to ensure the successful execution of advertising campaigns
- Participated in client pitches by presenting and defending creative concepts to potential clients, showcasing the agency's capabilities and creativity

Senior Multimedia Designer

Engine Group | Jun 2013 - Jan 2015 | Toronto, Canada

- Collaborated with the creative team to understand client briefs and contributed to the development of visual concepts that align with the advertising campaign's objectives
- Created visual elements, including layouts, illustrations, and graphics, that enhance the overall aesthetic and convey the intended message of the advertising materials
- Ensured that all design work adhered to the client's brand guidelines, maintaining consistency in terms of colours, fonts, and overall brand identity
- Worked closely with copywriters, art directors, and other team members to integrate visual and written elements seamlessly into advertising materials
- Designed a variety of assets for advertising campaigns, including print materials (such as posters and brochures), digital assets (such as social media graphics and banner ads), and multimedia content (such as video and animation graphics)

Multimedia Designer

Allmax Nutrition | Sep 2010 - May 2013 | Toronto, Canada

- Utilize graphic design software tools such as Adobe Creative Cloud (including Photoshop, Illustrator, and InDesign) to create high-quality and professional visuals
- Incorporated feedback from clients and team members to refine and enhance design concepts, ensuring that the final output meets client expectations
- Worked efficiently to meet tight deadlines, managing multiple projects simultaneously and delivering high-quality designs within the given timeframes
- Stayed informed about current design trends, industry best practices, and emerging technologies and brought fresh and innovative ideas to the creative process
- Presented design concepts to clients and internal stakeholders, explaining the rationale behind design choices and addressing any questions or concerns

Education

Bachelor's degree in Graphic Design (B.Des.)

OCAD University | Toronto, Canada

Advanced Diploma in Graphic Design – Media

Centennial College | Toronto, Canada

Certificate in Art and Design Foundation Studies

Centennial College | Toronto, Canada

High School Diploma in Computer Science

Tehran Informatic High School | Tehran, Iran

Trainings & Workshops

Introduction to Cybersecurity

Google Inc. | 2023

Advanced Typography Workshop

Association of Registered Graphic Designers (RGD) | 2007

Languages

English: Native Speaker, Persian (Farsi): Native Speaker

Hobbies

Music, Photography, Reading, Writing, Cooking, Meditation, Basketball, Podcasting, Krav Maga, Self-development