



# Kaivan Askari, MFA

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## Creative Director

Creative Problem Solver ~ Designer ~ Brand Building ~ Mentor ~ Leader

Motivated, creative, and dynamic professional with more than 15 years of comprehensive experience developing and executing successful global campaigns. Self-starter, problem solver, and hands-on leader able to build supportive environments that bring out best in teams of creative professionals. Work closely with key stakeholders to formulate innovative concepts that drive and support the company's brand, marketing, product, and digital strategies. Technologically adept and able to juggle multiple integral roles simultaneously in order to achieve optimal results, revenue growth, and significant cost savings in fast-paced, innovative environments.

### CORE COMPETENCIES

Creative Problem Solving ♦ Project Management ♦ Campaign Development ♦ Brand Management  
User Interface & Experience ♦ Editorial Design ♦ Web & iOS/Android UX ♦ Leadership ♦ Cross-Functional Collaboration  
Adobe Creative Suite ♦ Photography ♦ Cinematography ♦ Videography ♦ Post-Production ♦ HTML  
Zbrush ♦ After Effects ♦ Motion Builder ♦ Vicon Motion Capture Software ♦ Maya  
Bilingual: English (fluent) ♦ Farsi (fluent) ♦ Spanish (basic)

### EDUCATION

**Master of Fine Art**, Art & Technology (3D Modeling for Animation), University of Texas at Dallas, 2008

**Bachelor of Fine Arts**, Drawing & Painting, University of North Texas, 2004

### PROFESSIONAL EXPERIENCE

**FLOWSERVE CORPORATE HQ**, Irving, TX  
**Creative Services Manager**

2005 – Present

Cultivated a highly effective creative services organization by hiring, training, motivating, and setting leadership direction for all direct reports and cross-functional teammates. Leveraging from an extensive knowledge of the creative process by motivating others to reach the company goals and objectives through successful project execution. Serving as a brand steward, ensuring consistency and passionate commitment to the Flowserve brand. Strong team player with a very collaborative personality, giving the ability to build and leverage cross-functional relationships and who is open to working with and through others.

- ▶ Built strong working relationships within the creative team and a trusting partnership with our internal/external clients globally resulting in an efficient and effective work environment.
- ▶ In collaboration with the VP of Distribution, built the branding guidelines and collateral for the authorized distribution network currently a \$1.3B in annual business and growth engine for Flowserve.
- ▶ Partnered with internal clients to build many successful, corporate-driven campaigns to enhance company engagement, saving 37% from annual agency budget.
- ▶ Headed the creation of the Facility brand guidelines to yield build costs and to create a consistent brand look across globally in collaboration with global key stakeholders within the organization.
- ▶ Reduced agency spending by \$100K annually through migration of annual report design to in-house team for the past 5 years.
- ▶ Responsible for creative direction and design for improvements to UI of company website, intranet, product mobile apps, and corporate video delivery network.
- ▶ Launched reorganization and redesign of company intranet, collaborated with internal key stakeholders and coordinated with 3rd-party vendor to migrate intranet files and platform to a new software platform, saving \$1.2M annually in platform and server costs.
- ▶ Facilitate travel to 40+ facilities internationally in order to direct and shoot photography/videography sessions for our internal and external image and video asset bank.

## PROFESSIONAL EXPERIENCE, CONT.

**VIBRANT DISPLAYS**, Dallas, TX

2014 – Present

### Chief Executive Officer & President

Travel to China, Taiwan, and Hong Kong in order to source, research, meet, and negotiate with all suppliers and potential suppliers. Recruit, develop, and managed high-functional, multidisciplinary team of creative, sales, and freelance professionals for advertising content and sales projects.

- ▶ Strategic visionary who led the company through the development and implementation of company's overall strategy, direction, and goals.
- ▶ Continually develop and enhance internal talent through proactive identification of need for training as well as growth potential and need for mentorship.
- ▶ Responsible for Company's overall creative vision, as well as the brand's look, feel, and tone.
- ▶ Consistently deliver top-notch creative strategy, brand development, conceptualization, and visual design for diverse clientele.

**UNIVERSITY OF TEXAS AT DALLAS**, Richardson, TX

2008 – 2010

### Adjunct Professor

Facilitated undergraduate and graduate Art & Technology courses in 3D Modeling for Animation. Created and led creative lessons with emphasis on designing resolutions to real-world design problems and providing strategic demonstrations.

- ▶ Mentored and introduced 3D Modeling to students able to graduate and go on to achieve success with companies such as Pixar and DreamWorks.

**COURTESY NISSAN**, Richardson, TX

2003 – 2006

### Web & Graphic Art Director

Directed photography shoots, capturing and digitally enhancing shots of products for courtesyparts.com website. Created advertising strategies, banners, vehicle graphics, and logo design.

- ▶ Successfully developed and implemented new ways of conducting and improved car parts sales to improve effectiveness on web.

## PRIOR EXPERIENCE

**MARKETING SOLUTIONS**, Dallas, TX

2000 – 2003

### Designer & Multimedia Consultant

**JANAS GROUP**, Dallas, TX

1999 – 2000

### Flash Web & Graphic Designer

## AWARDS

American Graphic Design Awards ♦ Internet + Interactive Design, 2000  
Marcom Creative Award, 2005 ♦ W3 Gold Award, 2005  
Marcom Creative Award, 2007 ♦ W3 Silver Award, 2007