

# KAIVAN ASKARI

## CREATIVE DIRECTOR

### CONTACT

www.kaivanaskari.com  
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214.403.3744

### EDUCATION

#### MFA, ART & TECHNOLOGY

University of Texas at Dallas  
2005 - 2008

#### BACHELOR OF FINE ARTS

University of North Texas  
2000 - 2004

### LINKS

-  facebook.com /kaivanaskari
-  linkedin.com /in/kaivanaskari
-  twitter.com /kaivanaskari
-  flickr.com /kaivanaskari
-  instagram.com /kaivanaskari

### PROFILE

A proven creative leader with 15+ years of design, branding, social media and video production experience. I have named and authored the voice of a \$5B brand, sparked meaningful change affecting over 18,000 people. I have a true passion for finding and developing creative talent and building strong multi-disciplinary teams. I can be hands-on when needed, to inspire and challenge designers to dig deeper, explore wider and produce exceptional work. I believe that the core goal of every project is to elevate the brand and create unexpected experiences for key audiences. Collaborative by nature, I am a builder, a doer and a leader.

### TECHNICAL SKILLS

Adobe Creative Suite	Brand Management	Campaign Development
Project Management	Web & iOS/Android UX	Post-Production
Editorial Design	Photography	Videography
User Interface & Experience	Cinematography	<i>Trilingual: English (fluent) Farsi (fluent) Spanish (med)</i>
Creative Problem Solving	Cross-Functional Collaboration	

### PROFESSIONAL EXPERIENCE

#### CREATIVE DIRECTOR

2005 - Present

#### FLOWSERVE CORPORATION

Built a strong creative and video production team with a culture that continually raises the bar by using best practices and processes. Fostered partnerships with our cross-functional groups which has resulted in an efficient and effective work environment.

- Built the branding guidelines and collateral for the authorized distribution network – currently a \$1.3B annual business and growth engine for Flowserve.
- Currently redesigning the Flowserve brand standards. Reducing annual agency costs by 20%.
- Headed the creation of the facility brand guidelines to help reduce building costs and to create a consistent look across all facilities globally.
- Reduced agency spend by \$100,000 annually by bringing the design of our annual report in-house.
- Launched redesign of the company intranet, saving \$1.2M annually in platform and server costs.
- Partnered with internal clients to build many successful corporate-driven campaigns. Reducing annual agency costs by 37%.
- Managing the creative team who is responsible for the annual report, internal/external collateral, global video production, photography, brand guidelines, corporate video delivery network, UI of company website, intranet and mobile apps.

# KAIVAN ASKARI

## CREATIVE DIRECTOR

### REFERENCES

#### VICTOR VERISSIMO

SENIOR DIRECTOR, STRATEGIC  
ANALYTICS AND PRICING

214.693.4809

#### ALI SAATSAZ

PRESIDENT, TIMELESS  
REALTY GROUP

214.727.9557

#### ALEX MUELLER

PROJECT STRATEGY MANAGER,  
THOMSON REUTERS

972.977.1119

#### STEPHEN W. BOONE

SENIOR DIRECTOR OF  
COMMUNICATIONS

214.394.3408

### ACHIEVEMENTS

W3 SILVER AWARD, 2007

W3 SILVER AWARD, 2007

MARCOM CREATIVE AWARD, 2007

W3 GOLD AWARD, 2005

MARCOM CREATIVE  
AWARD, 2005

INTERNET + INTERACTIVE  
DESIGN, 2000

AMERICAN GRAPHIC DESIGN  
AWARDS

BLACK BELT IN TKD

SILVER MEDALIST US  
NATIONALS TKD

### PROFESSIONAL EXPERIENCE CONTINUED

#### CHIEF CREATIVE OFFICER & CO-FOUNDER

2014 - Present

##### VIBRANT DISPLAYS LLC.

Led the company through the development and implementation of company's overall strategy, direction, and goals. Traveled to China, Taiwan, and Hong Kong in order to source, research, meet and negotiate with all suppliers and potential suppliers. Recruited, developed, and managed multidisciplinary team of creative, sales, and freelance professionals for advertising content and sales projects.

#### CREATIVE DIRECTOR & USER INTERFACE DESIGNER

2012 - 2016

##### BOX ON BOARDS

Started an app company to gain experience and a better understanding of the production and design for UI design and development. Researched, concepted, designed the production of three applications for Android and iPhone mobile platforms. My apps have over 130,000 downloads and growing.

#### 3D MODELING ADJUNCT PROFESSOR

2008 - 2010

##### UNIVERSITY OF TEXAS AT DALLAS

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 provided strategic demonstrations.

#### WEB & GRAPHIC ART DIRECTOR

2003 - 2006

##### GROUP ONE AUTOMOTIVE

#### GRAPHIC DESIGNER & VIDEO PRODUCTION

2000 - 2003

##### MARKETING SOLUTIONS

#### FLASH WEB & GRAPHIC DESIGNER

1999 - 2000

##### JANAS GROUP