

Summary

Seasoned creative leader and exceptionally polished speaker with the ability to communicate concepts clearly and compellingly to audiences of all levels of understanding and seniority with a record of success.

Fostering a reputation for honesty, integrity, humility, and a strong work ethic known throughout the organization with diverse experiences and culture that allow me to bring unique insights and perspectives to a variety of global projects.

Professional Experience

Flowserve Corporation – *Global Senior Creative Services Leader | May 2017 – present*

Responsible for the overall creative vision for Flowserve, as well as the brand look, feel, and tone. Inspiring and enhancing the global creative team, utilizing their strengths to ensure efficient execution with the highest degree of precision possible. Provide creative direction to a global team to produce physical and digital designs to drive impact and create a better user experience.

- Strategize and develop a global roadmap that expands the in-house creative design capabilities to support operations reducing agency spend by 40% (1.6M) annually.
- Champion the redesign of Flowserve.com with innovation and vision to enhance its brand, functionality, mood, and immersive experience for a range of users, on-time and exceeding project goals e.g., increasing traffic by 162%
- Formulate and develop Flowserve's new IoT brand, RedRaven, including sales and training literature, product ideation, and media collateral.
- Lead UX for product launch applications and dashboards designed to streamline users' experience while ensuring brand consistency and impact.
- Direct the creative strategy for Flowserve's Global and Regional Leadership Summits and produce the brand, design, videos, show production and presentations etc.
- Champion the "Purpose and Values" global initiative throughout the enterprise by leading cross-functional Marketing Technology and Legal teams as well as direct the creative execution across digital, print, and on-site signage.
- Develop trade show collateral for all major shows and conferences reducing product time and print cost savings of \$500K YoY.
- Create of the Sustainability Report, Annual Report, and Proxy Report every year saving \$300K annually.
- Lead architectural firms to redesign the corporate headquarters saving 250K.
- Conduct a global safety campaign reducing accidents at home and in our facilities by 41% in 2022.

Skills

Creative Direction

Creative Team Development
Strategic Direction
Digital Media
User Experience
Brand Architecture
Video Production
Collaborative Feedback
Creative Process Strategy
Consulting
Complex Project Management

Design for E-Commerce

Interactive Design
Digital Marketing Support
Banner Ads
Targeted Landing Pages
Social Media Campaign

Design for Direct Sales

Excellent Presentation Skills
Sales Material
Landing Page Optimization

Design for Marketing

Web Maintenance
Outdoor Advertising
Print Advertisements
Content Marketing
Corporate Identity
Product Brand Development
Environmental Design
Digital Advertising

Software

Adobe Creative Cloud
Sketch
Microsoft Office 365
Maya / Mental Ray
HTML, CSS

Professional Experience (cont.)

Flowserve Corporation – Senior Manager Creative Services | May 2012 – Apr 2017

Collaborated with stakeholders to formulate innovative concepts that drive and support the company's brand, marketing, product, and digital strategies. Brand leader, ensuring consistency and commitment to the Flowserve brand. Expanded design team to support valve division for marketing collateral and strategy.

- Implemented a re-branding process as part of the M&A strategy for Flowserve including three major global acquisitions.
- Reduced agency spending by 30% annually by leveraging the use of internal designers versus agencies.
- Created the new distributor brand strategy, logo mark, and guidelines for a \$1.3B annual business and growth engine for Flowserve.
- Standardized facility brand guidelines to create a consistent look across all facilities globally.
- Implemented a full brand campaign for Diversity and Inclusion to help promote employee engagement.
- Brand lead who led efforts to re-branded facilities, quick response centers, and corporate offices.

Flowserve Corporation – Creative Services Manager | Aug 2009 – Apr 2012

Cultivated a highly effective creative services organization by hiring, training, motivating, and setting leadership direction for all creatives and cross-functional teammates. Leveraged extensive knowledge of the design process by motivating the creative team to reach the company goals and objectives through successful execution.

- Reduced agency spending by 24% annually by balancing internal workflow and external capabilities.
- Researched and purchased photography and video equipment to capture content across the globe (APAC, LA, NA, EMEA) for customized content for the Ethics and Safety campaigns.
- Implemented and managed a video messaging platform to communicate to our sites globally by providing the latest company news to keep employees informed.
- Launched and redesigned company intranet, saving \$1.2M annually in platform and server costs. Created and provided online courses globally for associates on how to use the platform.

Flowserve Corporation – Senior Graphic Design Part-Time Contractor | Aug 2005 – Jul 2009

Collaborated with various external vendors and internal clients within the organization to complete deadlines on time and within budget. Positive professional who actively refined creative processes while building trust within the organization.

University of Texas at Dallas – 3d Modeling Adjunct Professor | Sep 2008 – Aug 2010

Group One Automotive – Web & Graphic Art Director - Nissan | Jul 2003 – Nov 2005

University of North Texas – Graphic Design Computer Lab Technician | Aug 2002 – Dec 2004

Janas Group – Flash Web & Graphic Designer | Jun 1999 – Dec 2000

References

Gina Yeo-Bennett

Leadership Development Manager
972.207.4950

Alex Mueller

Project Strategy Manager, Thomson Reuters
972.977.1119

Stephen W. Boone

Senior Director of Communications
214.394.3408

Links



[kaivanaskari](https://www.linkedin.com/company/kaivanaskari)



[kaivanaskari](https://twitter.com/kaivanaskari)



[askariart](https://www.youtube.com/channel/UCaskariart)

Education

University of Texas at Dallas

Masters of Fine Arts

Art & Technology | Focus on 3d Modeling for Animation, 2008

University of North Texas

Bachelor of Fine Arts

Fine Arts | Focus on Figurative Painting & Graphic Design, 2004