

# DAVID KAZARIAN

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## EXPERIENCE:

### *Graphic Design*

#### **Kazarian Design**

Independent Contractor | 2007– present

- + Leadership of projects with team collaboration and individually from conception to completion
- + Diverse client base of non-profits, start-ups and Fortune 500 accounts
- + Management of multiple projects simultaneously while staying on budget
- + Extensive print production experience

*Clients: Match Drive, C-Space, LemanMillet, Blue Cross Blue Sheild, Grand Circle Travel, Boston Architectural College*

#### **Mullen, Wenham, MA**

Senior Art Director | 2004– 2007

- + Direction of projects with creative teams from origination through conclusion
- + Supervision of adherence to budget and deliverables on many projects at the same time
- + Working in conjunction with programmers who utilize Flash, Dreamweaver and CSS
- + Gained experienced in the proven strategies of Direct Response advertising, with the ability to consistently increase response rates by testing, measuring and improving messaging

*Clients: HSBC Bank, General Motors*

#### **Digitas, Boston, MA**

Art Director | 2000–2004

- + Generated engaging marketing campaign concepts and lead execution of those plans with team and on own
- + Oversaw budget and workflow on various projects simultaneously
- + Collaborated efforts directly with the copywriter in order to generate creative and effective ideas and concepts

*Clients: Best Buy, Delta Airlines, General Motors*

### *Visual Merchandising*

#### **Target, Boston, MA**

Visual Merchandising Coordinator | 2018–2019

- + Create and organize engaging displays that showcase new style offerings
- + Implement new product launches
- + Supervise other associates in promoting merchandising strategy

#### **L.L. Bean, Dedham, MA**

Visual Merchandising Coordinator | 2016–2018

- + Align visual presentations with monthly floorset and seasonal merchandise
- + In charge of setting up all mannequins, marketing, and promotions
- + Maintain and promote store standards

## NOTABLE SKILLS:

- + Skilled in InDesign, Photoshop and Illustrator
- + Working knowledge of HTML, CSS, and Dreamweaver
- + Proficient in Microsoft Office Suite

## EDUCATION:

Rochester Institute of Technology, New York  
Bachelor of Fine Arts in Graphic Design