



HOSSRO KHORSAND

CONTACT

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EDUCATION

BACHELORS (BFA) 08/2014-05/2018
GRAPHIC & INTERACTIVE DESIGN
PHOTOGRAPHY & EXPERIMENTAL MEDIA
Cal.State Fullerton, Fullerton, CA

SKILLS

USER-CENTRIC GRAPHIC DESIGN:

Design Thinking | Problem Solving |
Contextual Research | User Journey Map |
Qualitative Research | User Research |
Trends Analysis Wireframing | UI Design |
Usability Testing

FAMILIARITY WITH CODE: HTML | CSS

APPS: Photoshop | Illustrator | Sketch |
Figma | Invision | Xd | Premiere Pro | Audition
| InDesign

AI PROMPTING: ChatGPT | Midjourney | Jasper

CREATIVE CONTENT: Digital Image Making |
Traditional Illustration | Video Editing

BILINGUAL: English | Farsi

DIGITAL MARKETING: Product Positioning |
Visual Storytelling | Marketing Campaign
Messaging | Creative Direction

BRAND DESIGN: Brand Strategy | Visual
Identity | Typography | Color Theory |
Packaging Design

USER-CENTRIC MARKETING & GRAPHIC DESIGNER

Dynamic Marketing Designer with 6+ years of experience, skilled in Adobe Creative Suite, Figma, and concept development. Expert in creating visual narratives, emphasizing user experience and brand cohesion. Proficient in animation, motion graphics, and producing diverse marketing assets. Demonstrates strong project management and execution skills, with a knack for translating technical concepts into engaging content. Adept at remote collaboration, maintaining exceptional attention to detail across digital and print media.

PROFESSIONAL EXPERIENCE

S+M 01/2021-PRESENT

UX DESIGNER (PROJECT-BASED)

- Brought a user-centric approach to the company's visual strategy and products.
- Managed and directed the UX team to produce two MVPs for the company's confidential projects in the smart mobility sector.
- Created a visual identity, brand guide, brand story and collateral for the tech startup.
- Visually directed and designed the website with more than 120 pages.
- Planned the production of organic content for the LinkedIn channel resulting in gaining more than 5000 followers in a matter of four months

WESTERN DIGITAL 09/2022-07/2023

MARKETING DESIGNER

- Created marketing assets for product and brand-level campaigns according to the brand guides and toolkits at global scale
- Successfully contributed to launching multiple products with producing intro assets including key-art imagery, retail data sheets, Amazon assets, packaging box designs & inserts, social ads and videos.

MINDGRUVE 03/2022-07/2022

VISUAL DESIGNER

- Worked with the Creative Director and PMs to create assets for clients' digital marketing, and print application needs including environmental graphics, flyers, brochures, organic & paid social media content, and email design
- Visual ideation in engaging packaging design, and creative web page layouts for clients' products

CONSERVACO 08/2018-03/2022

LEAD GRAPHIC DESIGNER

- Visually directed and designed brand identities, websites, landing pages, marketing assets and promotional campaigns for clients' product marketing needs
- Successfully helped raise millions of dollars, and gain tens of thousands of followers for dozens of clients and partners to find their voices, establish brand stories, attract investors, and ultimately launch new products

THE BUZZ 08/2017-04/2018

CREATIVE DESIGNER

- Created the logo and tagline for the agency as a member of the American Advertising Federation
- Ranked in top 5 of the 2018 National Student Advertising Competition in creating a promotional campaign for Ocean Spray brand and products.
- Collaborated on the Plans Book with working on the creative brief, product story-telling, brand positioning, and creative ads for multiple channels.

DAILY TITAN 05/2015-09/2017

GRAPHIC DESIGNER

- Redesigned the logomark and masthead. The look and feel of the brand was modernized throughout the channels to be responsive for both digital and print.
- Created various award-winning promotional material and media kits for the advertising section of the newspaper, recognized by the national College Media Business & Advertising Managers organization.
- Redesigned the newspaper stand graphics. In results, the pick-up rate was increased by 12% across campus.