



# Hossro KHORSAND

## CONTACT

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## EDUCATION

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### BACHELORS (BFA) 08/2014-05/2018

GRAPHIC & INTERACTIVE DESIGN  
PHOTOGRAPHY & EXPERIMENTAL MEDIA  
Cal State Fullerton, Fullerton, CA

## SKILLS

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

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

**USER-CENTRIC GRAPHIC DESIGN:**  
Design Thinking | Problem Solving |  
Contextual Research | User Journey Map |  
Qualitative Research | Research Design |  
User Research | Trends Analysis | UX  
Copywriting | Data Visualization |  
Wireframing | UI Design | Product Design |  
App Design | Website Design | Usability  
Testing

**FAMILIARITY WITH CODE:** HTML | CSS

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

**AI PROMPTS:** ChatGPT | Midjourney | Jasper

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

**BILINGUAL:** English | Farsi

## CREATIVE GRAPHIC CONTENT & SOLUTIONS SPECIALIST

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Problem Solving Creative with a passion for storytelling and a keen eye for design. Proven track record of directing & executing highly engaging campaigns across multiple channels. Strategic thinker who combines analytical insights with creative intuition to develop unique brand identities and experiences. Committed to pushing boundaries, challenging conventions, and delivering user-centric solutions that leave an impact in the final product.

## PROFESSIONAL EXPERIENCE

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### 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
- Creatively directed the promotion of the SanDisk Limited Edition Rainbow Pride Drive in partnership with True Colors United for the 2023 Pride Month campaign using product storytelling on a national scale through multiple channels
- 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

### S+M 01/2021-12/2021 BRAND EXPERIENCE DESIGNER

- 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 and produced organic content for the LinkedIn channel resulting in gaining 5000 followers in a matter of four months

### 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.
- Produced ads and public service announcements (PSAs) for clients including partnered ads for Mental Health America.
- Redesigned the newspaper stand graphics. In results, the pick-up rate was increased by 12% across campus.