

## EDUCATION

**ArtCenter College of Design, Pasadena, CA**  
Bachelor of Fine Arts with Distinction in Graphic Design with emphasis in Branding & Packaging.

## SKILLS

Proficient in:  
InDesign, Illustrator, Photoshop, Lightroom, Bridge, XD, Acrobat, Keynote, Google Drive, Mural, Figma, Notion, and Microsoft Suite. I'm a wicked illustrator on the iPad with Procreate.

Familiar with:  
SolidWorks, Rhino, KeyShot, SketchUp, and After Effects, UI/UX, and art direction for product and lifestyle photoshoots.

Other:  
Bookbinding, oil painting, acrylic painting, watercolor, and other traditional illustration techniques, laser cutting, woodshop proficiency, and a passion for shooting film photography.

## RECOGNITION

08.2023  
**Pentawards 2023 Shortlist - Beverage**  
Shortlisted for Cove Kombucha in the Health Beverages category

05.2023  
**Dieline Decoded: Cove Drinks**  
Live streamed episode of Dieline Decoded about the rebranding of Cove Kombucha.

04.2019  
**Women Who Draw**  
Indefinite membership granted based on editorial illustration work.

## VOLUNTEER WORK

06.2022 - 08.2023  
**Chase Design Group Equity Committee**  
Lead the New York branch's outreach and community department by organizing events to support local arts.

10.2021 - 07.2022  
**Best Friends Animal Society**  
Fostered and nursed incoming kittens and cats to health to prepare them for their forever families.

## EXPERIENCE

09.2023 - Now  
**FutureBrand, New York, NY**  
*Senior Designer*  
Developed and executed comprehensive branding solutions. Utilized strategic design thinking to craft compelling visual identities, brand narratives, and packaging, and design systems that drive brand equity and connect with audiences effectively across industries like skincare, pharmaceuticals, and more.

01.2021 - 08.2023  
**Chase Design Group, New York, NY**  
*Designer*  
Worked with the design team to rebrand companies with an emphasis in packaging design. Designed for established brands to refresh and compete with new-comers while maintaining existing customer base and valued assets. Pitched branding concepts with mood boards and write-ups. Worked with corporate giants like Procter & Gamble and Colgate Palmolive to start-ups.

01.2021 - Now  
**Freelance Branding & Packaging Design**  
Branding and packaging design for creative agencies like Winter Design Studio, JxL Creative, and The Optical Agency. Conducted research, created moodboards, completed brand guidelines, and designed packaging, web, and more.

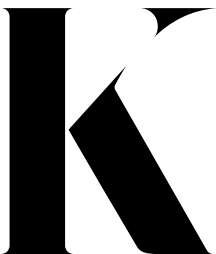
01.2020 - 12.2020  
**Pearlfisher, New York, NY**  
*Intern*  
Packaging and branding focused internship assisting the design team on creating completely new brands for start-ups while also continuing work with established brands. Pitched new branding concepts with mood boards and write-ups.

05.2018 - 12.2019  
**ArtCenter College of Design, Pasadena, CA**  
*Teacher's Assistant, Package Design Principles 1*  
Taught by Dan Hoy  
Aided instructor in one-on-one critiques and helped students solve creative problems in packaging and branding.

*Teacher's Assistant, Bookbinding Workshop*  
Taught by Michelle Constantine  
Aided instructor in teaching the basics of bookbinding like perfect bind, hard cover, saddle stitch, and stab stitch.

05.2019 - 08.2019  
**Winter Design Studio, Encino, CA**  
*Graphic Design Intern*  
Packaging and branding focused internship assisting the design team with packaging design, email blasts, wine label design, photographic styling, product photography, and retouching.

08.2018 - 12.2018  
**John Paul Mitchell Systems, Century City, CA**  
*Creative Intern*  
Packaging and branding focused on ideation, packaging, online and print advertising, photoshoot preparation, and retail displays for Mother's Day 2019 and Holiday 2019.



**KIMIA FARIBORZ**  
*graphic design & illustration*

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