

EDUCATION		EXPERIENCE
<b>ArtCenter College of Design   Los Angeles, CA</b> Bachelor of Fine Arts with Distinction in Graphic Design with emphasis in Branding & Packaging.		12.2024 - Present <b>Further (prev. DesignStudio)   NYC</b> Senior Designer
RECOGNITION		
06.2025 <b>Published writer, The Drum</b> "NIL laws are revolutionizing women's basketball, and brand engagement."		Brand identity design with a focus on strategy, from early creative exploration through to full brand guidelines. Built comprehensive brand worlds across touchpoints, with work spanning tech, entertainment, sports, and hospitality. Additional experience in art direction for video, campaigns, and environmental design. Published writings in sports media and trend forecasting.
08.2023 <b>Pentawards 2023 Shortlist - Beverage</b> Shortlisted for Cove Kombucha rebrand.		10.2024 - 11.2024 <b>Harris for President Campaign   Wilmington, DE</b> Senior Designer
05.2023 <b>Dieline Decoded: Cove Drinks</b> Live streamed episode of Dieline Decoded about the rebranding of Cove Kombucha.		Served on the Special Projects team, focusing on flexing the very presidential, buttoned-up brand guidelines to create the When We Vote We Win concert rally. Conceptualized and produced various subbrands within the HFP brand, pushing it to its limits. Worked 6 days/week with 12+ hour shifts. Lost the election though.
04.2019 - 2025 <b>Women Who Draw</b> Membership granted based on editorial illustration work until organization closure.		10.2023 - 10.2024 <b>FutureBrand   NYC</b> 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 across industries like skincare, pharmaceuticals, and more.
		01.2021 – 08.2023 <b>Chase Design Group   NYC</b> Designer
		Worked with the design team to rebrand companies with an emphasis in consumer packaged goods. Designed for established brands to refresh and compete while maintaining existing customer base and valued assets. Pitched branding concepts with mood boards and write-ups. Worked with corporate giants like Procter & Gamble to start-ups like Cove Soda.
		07.2020 – 12.2020 <b>Pearlfisher   NYC</b> 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.
		05.2019 – 08.2019 <b>Winter Design Studio   Los Angeles, CA</b> Intern
		Packaging and branding focused internship, focusing on health, beauty, and luxury clients. Work included packaging design, digital design, photographic styling, product photography, and retouching.
		05.2019 – 08.2019 <b>John Paul Mitchell Systems   Los Angeles, CA</b> Creative Intern
		Packaging and branding internship focused on ideation, packaging, online and print advertising, photoshoot preparation, and retail displays for Mother's Day 2019 and Holiday 2019.
<b>Kimia Fariborz</b>	Brand Designer & Illustrator  kimiafariborz.com info@kimiafariborz.com 818.414.0512	