



**GUIITA MOTEVASSELANI**

**Senior Art Director | Graphic Designer**

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818.468.0944

**Education** California State University of Northridge | Bachelor of Fine Arts | Concentration: Graphic Design

**Experience** **Freelance | Art Director**

June 2015 – Present

**Direct Partners | Senior Art Director**

November 2013 – June 2015

- Developed concepts and designed ECRM programs, UI design, animated digital ads, emails, landing pages, websites, social media graphics, direct mails, branding and marketing materials
- Art directed and developed branding and identity campaign
- Collaborated with copywriters and marketing teams to solve project objectives and develop concepts

**Direct Partners clients:** WWE, AAA, International Delight, Silk, Foster Farms, Horizon Organic, HBO, Vizio, Howard Jarvis Taxpayers Association

**Kern | Art Director**

June 2010 — September 2013

- Collaborated with creative team to design and produce direct mail, packaging, infographics and promotional e-mail artwork for clients
- Developed brand identity such as logo, stationary, icons and brand guideline for clients
- Prepared detailed artwork from written and verbal instructions
- Created presentation decks and white papers for marketing purposes

**Kern clients:** AAA, CLEAR, DIRECTV, Sprint, Symantec, Your Energy, VeriSign, NetZero, Healthy Solutions, Online Trading Academy, American Express

**Parero Design Group | Graphic Designer**

July 2007 – January 2009

- Created new design themes for marketing and collateral materials
- Designed and produced ads and promotional items
- Participated in production of print and promotional items for key clients under directions of Marketing Department
- Prepared mechanical files for print

**Parero Design Group clients:** Warner Bros. Pictures, Lionsgate, Thomas Realty Company, August Investment Group, Occidental Petroleum

**Skills and abilities** • Sketching | Retouching | Mechanical preparation | Color correcting

**Software** • Proficient in Photoshop, Illustrator, Indesign, Power Point and Keynote  
• Knowledge of Flash, HTML5 and CSS