

Homeyra Eshaghi
Graphic Designer

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Summary

More than 15 years of experience as a professional web and print designer with a passion for conceptual thinking and great design.

Software Proficiencies

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe GoLive, Macromedia Flash, HTML, QuarkXPress, Adobe PageMaker, PowerPoint, and a variety of other desktop publishing and word processing softwares

Skills

- Solid understanding of design process for print and web with focus on quality, cost effectiveness, and reaching the best solution
- Successfully collaborating across departments and disciplines
- Experience in branding with ability to incorporate marketing principles in design
- Web page design, extensive experience with image optimization
- Corporate identity, packaging, print collateral, illustration, typography
- Comfortable with both Mac and PC platforms
- Strong oral and written communication skills

Education

Academy of Art, San Francisco, CA

1984-1988

Bachelor of Arts, Major Illustration

(Achieved Award of Excellence)

Experience

Oct. 2001 to Present

Atrium Design, Belmont CA

Owner/Creative Designer

- Communicated with companies in order to establish their specific brand and unite their web and print collateral into coherent and compelling form.
- Built and nurtured client relationships
- Worked closely with internal company contacts to understand requirements and create cost efficient graphic designs
- Interviewed, hired, and managed photographers, marketing teams, copy writers, and other vendors that match best with clients' goals and needs

Clients include:

- Jossey-Bass/Wiley Publishing
 - □ *Sample projects:*
 - □ - Series of logo design family for their best seller
 - □ - author, Jim Kouzes
 - □ - Designed two online elearning courses, and
 - □ online surveys
 - □ - Designed training manuals which included cover
 - □ design, charts, maps and diagrams
- The Fireman's Fund Insurance Company
 - □ *Sample projects:*
 - □ - Designed series of logos for training courses
 - □ - Illustrated and designed puzzles as learning aid
- APL Global Transportation Company
 - □ *Sample projects:*
 - □ - Created collateral which was presented at CUBIC
 - □ (Corporate University Best in Class) competition and
 - □ was awarded second position.
 - □ - Corporate eNewsletter
- EDA (Executive Development Associates)
 - □ *Sample projects:*
 - □ - Marketing brochures
 - □ - Book cover and internal design
 - □ - eNewsletter
 - □ - Training collateral
 - □ - PowerPoint presentations
- Teikoku Pharma, USA
 - □ One of the world's leading experts in innovative drug
 - □ delivery systems
 - □ - Provided a 360 degree service by interviewing and
 - □ hiring necessary teams such as marketing firms,
 - □ photographers,... and designing marketing collateral
 - □ that visually depict the strength of Teikoku Pharma's
 - □ visionary Pharmaceutical products.

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Oct. 1999-Oct. 2001

Assentive Solutions, San Francisco CA

Senior Designer

Assentive Solutions was a B2B company catering to manufacturing industry.

Designed Assentive Solutions' web site from day one. The site included complex pieces such as:

- data vault with capabilities to edit, check in and get data and also visualize 3D files
- address book to create collaborative teams with specific permissions for each team
- search engine for engineering community
- · Communicated with marketing department,
 - UI designers, programmers, executives
- · Created story boards and wire frames for the website
- · Designed all icons, navigation bars and page layout
- · Created style guide and communicated with
 - programmers for correct implementation
- · Hired and managed other graphic designers
 - to ensure consistency
- · Produced print pieces for marketing purposes
- · Designed PowerPoint presentations, white papers and
 - annual reports for board meetings, investors and clients

Oct. 1996-Oct. 1999

Tom Peters Company, Palo Alto CA

Senior Designer

- Communicated with executives, marketing and sales teams to redesign and create marketing collateral
- Designed, programmed and maintained corporate website
- Created workshop materials such as participant guides, models, icons, learning maps, and presentations
- Hired freelance graphic designers as needed and reviewed their work to establish consistency

Jan. 1995-Oct. 1996

InterTrade, Santa Cruz CA

Graphic Designer

InterTrade specialized in online commerce.

- Designed their corporate logo and developed a consistent look for the company
- Designed company web site and all print collateral

August 1988-Jan. 1995

SIA Consulting Engineers, San Francisco, CA

Graphic Designer

- Responsible for all advertising materials and literature
- Handled all design projects from layout to design and proofreading
- Interacted with different print shops and service bureaus