

# Ali Hafiz

ART DIRECTOR

Los Angeles, CA

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213-925-2166 office

I love design — both print and online. I enjoy working on projects from beginning to end, contributing strategy and writing in addition to the art.

I've worked for huge and tiny companies, with large and not-so-large budgets, with lots of time and with virtually no time at all. The art is in the challenge, and finding the right solution. I love it.

## Experience

Art Director, Creative Director

Los Angeles, CA  
Feb 2007 - Present

## Independent Contractor

Partial client list: L.A. Foodbank, Asahi Beer, L.A. Times, Kern, Panther Martial Arts, and general agencies including Sagon-Phior, Group 22 and Catapult Marketing.

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Creative Supervisor, Sr. Art Director

Los Angeles, CA  
Apr 2008 - Dec 2010

## Kern

I was responsible for strategy and execution of campaigns for many clients including Iron Mountain, DIRECTV, Clearwire and Dice. I collaborated with and managed designers, programmers, writers, studio artists and production managers.

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Assistant Art Director

## The Hard Rock Hotel & Casino Las Vegas

Los Angeles, CA  
Aug 2005 - Feb 2007

I did strategy and designed campaigns for every part of the hotel, including the retail store, restaurants, casino, night club, bar, and concert venue departments. The promotions included various collateral, billboards, black-jack tables, casino chips, direct mail, clothing, web graphics, and more.

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Art Director

## Kern

Los Angeles, CA  
Sep 2004 - Sep 2005

This is the same company I worked for later. I used to be an Art Director for them before being brought back on as a Creative Supervisor.

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Graphic Designer

## Nautilus, Inc.

Boulder, CO  
Apr 2002 - Jun 2004

I worked for the entire family of brands including Nautilus, Schwinn Fitness, StairMaster and Bowflex, across retail, direct and commercial channels. I worked to concept, design and write for projects including product naming, trade show booths, catalogs, art directing photo shoots, retail displays, apparel and more.

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Graphic Designer

## Mind's Eye Studio

Denver, CO  
Apr 2001 - Apr 2002

Design and physical production of large-format graphics, logos, and collateral for clients including Viacom Outdoor, Rockies Brewery and Jefferson Pilot Radio.

## Skills

### Skills

Strategic Thinking  
Creative Direction  
Writing  
Print Design  
Web Design & User Experience  
Managing Projects  
Managing People  
Presenting Creative  
Art Directing Photo Shoots  
Photo Editing  
Photo Re-touching  
Creating Mechanicals  
Paper & Printing Specification  
Client Relations

## Software

### Software

Adobe InDesign, Photoshop, Illustrator, Bridge, Acrobat, Dreamweaver, Flash. Microsoft Word, PowerPoint, Excel

## Education

Associate of Applied Arts

**The Art Institute of Seattle**

Seattle, WA

Jan 1999 - Dec 2000

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