



Narimeh Seferian

visual brand **designer** • classically trained **illustrator** • visual **story teller**

Experience

Nature Life

Senior Visual Brand Designer

July 2021 - Present

- Rebranded and shaped the entire visual brand from the ground up
- Created 100+ products with new labels, artwork, shipping visuals, 3D mockups, website, landing pages, brochures and direct mailers, enhancing marketing collateral.
- Collaborated with the creative director and marketing team to design effective social media graphics and email design, boosting engagement and conversion rates.

Mount Airy™

Creative Director & Lead Graphic Designer

December 2019 - July 2021

- Visually branded the entire company, including logo, B2B/B2C materials, trade show graphics, package design, website, and product displays.
- Directed the graphic team in creating social media assets, ads, and marketing collateral.
- Collaborated with company owners to define and implement the brand's visual identity.
- Led end-to-end package design for products and sub-brands, from concept to production.
- Developed print and digital graphics, including ads, flyers, infographics, and social media content.

SABRE® - Security Equipment Corporation

Graphic Designer

May 2019 - December 2019

- Developed graphics for all campaigns, marketing materials, and e-commerce platforms, pioneering the company's first paid social ads.
- Achieved a consistent 250% ROAS, increasing to 400% after visual brand updates.
- Designed product and sub-brand visuals, including USFX wireframes and package design.
- Enhanced landing page graphics, reducing the bounce rate by 20%, and introduced testimonial-based advertising strategies.
- Led package and product design decisions.
- Created sales sheets and presentations for retailers like Walmart, Target, and Home Depot.

FNA Group - Simpson Pressure Washers

Digital Graphic Design Specialist

August 2018 - May 2019

- Catalog design for pressure washers and generators.
- Designed infographics and directed product image art across online platforms, including Walmart, Amazon, and Lowe's.
- Collaborated with the marketing team to produce marketing collateral, digital display ads, flyers, and social media content.

Education

BFA, Columbia College Chicago 2017

Email: narimehseferian@gmail.com

Portfolio: www.narimehseferian.com

Phone: 847-637-7320

• 7 years of freelance experience as a graphic designer and artist

Skills

Package design, graphic design, illustration, creative marketing, Adobe Illustrator, Adobe InDesign, Photoshop, Adobe After Effects, Adobe Photoshop, Microsoft PowerPoint, Microsoft Word, Microsoft Excel, Logo Design, Icons Design, Flyers & We