

CONTACT INFORMATION



AZI AFIFI Creative Director
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ABOUT ME



As a Creative Director with over 12 years of experience at a B2B advertising and marketing agency, I bring a wealth of knowledge and expertise in the fields of design, advertising, and branding.

My experience working in a B2B setting has honed my ability to create effective designs that speak directly to the needs of businesses, whether they are large multinational corporations or small startups. I understand the importance of clear communication and delivering value to clients in every project I undertake.

My passion for storytelling and ability to think outside the box have also allowed me to create unique and innovative solutions that stand out in a crowded marketplace.

PROFESSIONAL EXPERIENCE



- Leading and managing a team of 5 designers and 5 production artists
- Setting creative direction for multiple client engagements
- Successfully completing an average of 10 projects per week, ranging from small to large-scale, for multinational and medium-sized businesses
- Hiring, training, and supervising creative talent
- Developing innovative graphic elements that align with client objectives

CAREER HISTORY



CREATIVE DIRECTOR (2022 – Present)
Decca Design & Marketing | San Jose, CA

ASSOCIATE CREATIVE DIRECTOR (2017 – 2022)
Decca Design & Marketing | San Jose, CA

ART DIRECTOR (2013 – 2017)
Decca Design & Marketing | San Jose, CA

SENIOR GRAPHIC DESIGNER (2011 – 2013)
DeCarolis Design & Marketing | San Jose, CA

SENIOR GRAPHIC DESIGNER (2010 – 2011)
Mavatar Technologies Inc. | Menlo Park, CA

GRAPHIC DESIGNER (2007 – 2010)
Gwen Francis Design Group | Los Altos, CA

EDUCATION & SKILLS



MASTER OF ARTS (M.A.) (2009)
San Francisco State University | San Francisco, CA

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN (2006)
Academy of Art University | San Francisco, CA

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN (2002)
Sooreh Art University | Shiraz, Iran

Adobe Software (Photoshop, Illustrator, InDesign and XD) | Wire framing | Figma
Storyboarding | PowerPoint | Google Slides

AWARDS & ACTIVITIES



ADDY | SUMMIT | VMA
EXHIBITOR IN FINE ARTS EXHIBITION | San Francisco, CA (2013)
ACADEMY OF ART UNIVERSITY WINTER SHOW | San Francisco, CA (2004, 2005)

Member of AIGA, The Professional Association for Design, San Francisco Chapter
Other interests: Breast Cancer advocate, Oil Painting, Cooking, Traveling & Running Marathons

References available upon request.