

nadia rahman

she/her/hers

Art Director

hello

A seasoned creative and visionary Art Director with a knack for orchestrating creative symphonies that resonate across diverse platforms. Eager to infuse my unique perspective and innovative approach into every project, pushing boundaries and delivering standout results.

Check out the folio for more!

www.nadiar.design

smarty

Art Institute of Atlanta

Bachelor of Fine Arts in Graphic Design

Graduated June 16, 2017

hit me up

P. 404 660 7793

E. nadiar.desgins@gmail.com

skillz

Creative Vision and Concept Development

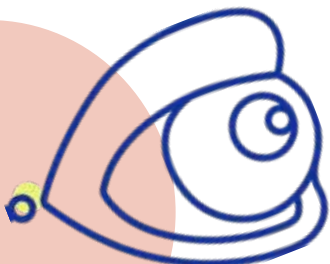
Photo Shoot Direction

Adobe Creative Suite

Strategic Partnerships

Brand Development and Identity

Cross-Functional Collaboration



the 9 to 5

Jamba/Art Director

Sep. 2020 - current

Spearhead creative vision and concept ideation for national campaigns across various media channels, collaborating closely with Creative Directors and copywriters to ensure alignment with brand objectives.

Direct all lifestyle and product photoshoots, ensuring consistency and quality in visual representation.

Play a pivotal role in driving brand awareness and engagement through innovative creative strategies and executions.

Jamba/Lead Digital Designer

Dec. 2019 - Sep. 2020

Led creative strategies for Jamba's national email program, incorporating animations to achieve a remarkable 12% click-through rate (CTR) and contributed to reaching one million Jamba loyalty members.

Directed the creative launch of Jamba's web and app platforms, ensuring seamless user experiences and alignment with brand standards.

FocusBrands/Studio Designer

Jan. 2019 - Dec. 2019

Collaborated with Creative Directors and marketing teams to develop design assets, conduct layout revisions, and contribute to toolkit development for brands including Jamba, Moe's, McAlister's Deli, and Cinnabon.

Rev.io/Marketing Design Coordinator

Jan. 2016 - Jan. 2019

Created Rev.io's corporate brand identity and managed all creative assets, laying the foundation for cohesive and impactful visual communication.

Directed and executed comprehensive creative strategies encompassing digital, print media, and events, driving brand visibility and engagement.

Established the Marketing Design Coordinator position, demonstrating leadership and initiative in enhancing the company's marketing capabilities.