



Pamela Golafshar

CREATIVE DIRECTOR / ART DIRECTOR

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[LinkedIn](#)

[Portfolio](#)

Creative professional with more than 20 years of traditional and digital design experience, including six years in leadership. I specialize in unpacking the heart and soul of a brand, pushing it to unexpected places. I bring focus, an ability to see the overall vision and the small details simultaneously, and a true sense of joy through brand storytelling.

EXPERIENCE

Six Degrees

Scottsdale, AZ

● **Senior Art Director** (September 2019–present)

Art direction, web design, graphic design and campaign strategy in a fast-paced agency setting. Responsible for spearheading creative strategy while collaborating with other business teams to deliver on clients' campaign objectives. Clients include Johnson & Johnson, Stryker, Abbott, Genentech, Align, Nationwide, ThermoFisher, Fogarty Innovation, Insulet, QSR, Varian and more.

- Designed high-quality work for B2B, B2C and healthcare/pharma clients: branding and campaign identity, print collateral, advertising, websites, tradeshow materials, presentations, packaging, emails, banner ads, social media, video, animation, etc.
- Reviewed work and provided critical feedback to other team members; mentored junior designers and contributed to collaborative brainstorming sessions
- Demonstrated critical-thinking skills and collaborated with multidisciplinary teams to align creative concepts with business objectives, campaign goals and user research data
- Developed creative strategy and visual branding for clinical trials, HCP and DTC campaigns
- Delivered consistent, effective campaign materials while adhering to clients' brand standards
- Communicated clearly, thoughtfully and effectively; presented visual concepts to internal teams and stakeholders while providing rationale for design executions and receiving feedback
- Redesigned and oversaw development of the Six Degrees website

Yeager Marketing

Scottsdale, AZ

● **(Contract) Senior Graphic Designer** (April 2019–September 2019)

Graphic design, web design, branding identity and campaign collateral for B2B technology companies. Clients included Dell, CenturyLink, Cisco, Riverbed, NetApp, Puppet, Pure Storage, Veeam, TechData, Weka and more.

ITA Group

Des Moines, IA (remote)

● **Creative Director** (June 2018–March 2019)

Developed communication strategies and creative direction to a team of project managers, art directors, writers, designers and video artists in a high-pressure agency environment.

- Coordinated the creation and implementation of communications campaigns and incentive programs to motivate and engage employees, channel partners and customers
- Developed creative briefs that mapped campaign strategy and vision, ensuring alignment with the client's brand and business objectives across multiple touchpoints
- Collaborated with multiple business teams to create work informed by data and user feedback, working with quantitative and qualitative user research to improve campaign effectiveness
- Managed campaign budgets and profitability on six-figure accounts
- Created unique experiential event concepts, as well as large-scale signage plans, for consumer and industry-related events including conferences, sales meetings and global business events

Continued >

Zoe Organics
Angwin, CA (remote)

● **Creative Director** (*September 2015–June 2018*)
Creative direction, web design, graphic design and campaign strategy for a small B2C company.

- Created the visual branding from the ground up, ensuring integrity across multiple platforms, including consumer packaged goods, website, social media, digital advertising, printed collateral, photography and B2B sales presentations
- Developed the brand's creative vision; created brand guidelines and assets
- Participated in strategic business planning at the executive level
- Cultivated the brand story to drive measurable impact by leveraging marketing objectives and developing innovative creative strategies
- Increased sales by 30% after implementation of the brand refresh and website redesign

The Vine
Hong Kong

● **Graphic Designer/Head of Creative Arts** (*October 2012–July 2015*)
Creative direction, campaign strategy and brand management. Direct manager of a culturally diverse team, providing leadership through coaching, collaboration and mentorship. Responsible for spearheading creative pitches and overseeing budgets and growth for the team.

- Hands-on designer; managed team's output for print, digital, video, animation, social media, illustration and photography
- Developed thematic visual concepts and oversaw execution of environmental and event design
- Grew the department into a full-service, in-house creative agency
- Organized and managed a team of volunteer creatives in the local community
- Hired and managed internal and third-party creative resources
- Designed and installed a series of creative posters for each theme, averaging eight times per year
- Developed the branding and provided creative direction for The Justice Conference Asia, an international conference on social justice; integrated an informal human-centered design thinking approach to improve the attendee experience year-over-year

Portland Art Museum
Portland, OR

● **Assistant Graphic Designer/Graphic Designer** (*November 2001–December 2004*)
Designed print ads, outdoor banners, posters, brochures and other printed materials for exhibitions, educational programs and events at the museum. Was promoted within the first few months due to work ethic, learning agility, high quality standards and design aesthetic.

**Yellow Heron Design/
Oratia Design**
Various locations

● **Owner/Graphic Designer** (*1999–present*)
Provided design services and consultation to clients worldwide and across a variety of industries such as NGOs, book publishers, product manufacturers and musical artists. Clients include Thomson Reuters, Pearson Education Asia, Haven Books, Black Lawrence Press, The Hummingbird Foundation, Handmade Hong Kong, Azusa Pacific University, Transamerica Life (Bermuda) Ltd.

EDUCATION/CERTIFICATIONS

Greenville University: Music Theory and Composition (*1996–1997*)
George Fox University: Piano Performance (*1994–1996*)

LinkedIn learning: UX Foundations, UX Design, Design Thinking, Storytelling for Designers, Critical Thinking

EXPERTISE

- InDesign (*LinkedIn Skills Assessment Badge: scored in the top 5%*)
- Illustrator (*LinkedIn Skills Assessment Badge: scored in the top 5%*)
- Photoshop (*LinkedIn Skills Assessment Badge: scored in the top 15%*)
- Adobe XD, Sketch, Wordpress, HTML/CSS
- Microsoft Word, Excel, PowerPoint

ADDITIONAL INFO

- **Cultural experience:** Visited 12 countries in 4 continents; have lived and worked in the US, China, London and Hong Kong
- **Interests:** Avid reader, traveler, learner