

# Pamela Golafshar

CREATIVE DIRECTOR

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**Portfolio:**  
<https://www.yellowheron.com>

Creative strategist and visual artist with over than 20 years of experience, who understands the ins and outs of building and expressing a brand. Detail-oriented, skilled in blending storytelling and strategic thinking, with an ability to see the big picture and the small details simultaneously. I enjoy leading by inspiration and hands-on visual design, and have an unending desire for learning new skills.

## EXPERIENCE

### Senior Art Director, September 2019–present

Six Degrees | Scottsdale, AZ

Art direction, visual design and UX design in a fast-paced agency setting. Responsible for spearheading creative strategy and hands-on design while collaborating with other business teams to deliver on clients' campaign objectives.

- Produce high-quality work for B2B and B2C clients: branding and campaign identity, print collateral, digital media, advertising, websites, tradeshow materials, presentations, packaging, emails, banner ads, social media, video, animation, etc.
- Provide critical feedback to other team members: mentor junior designers and lead collaborative brainstorming sessions to empower and grow team members
- Develop branding and creative visuals for clinical trials, HCP and DTC campaigns
- Communicate clearly and thoughtfully: present visual concepts and provide rationale for design executions in order to build more effective collaboration
- Collaborate with stakeholders at all levels to ensure transparency and clear vision
- Projects include redesigning, wireframing, prototyping and overseeing the development of the agency's own website, providing an improved user experience
- Clients include healthcare/pharma, insurance, etc.: Johnson & Johnson, Abbott, Stryker, Genentech, Align, Nationwide, ThermoFisher, QSR, Varian

### Senior Graphic Designer, Contract, April 2019–September 2019

Yeager Marketing | Scottsdale, AZ

High-level design at an award-winning agency that provides marketing services for the B2B/SAAS technology industry.

- Produced print design, digital design, web design, social media, infographics, branding identity and campaign collateral to deliver on campaign objectives
- Met directly with clients and stakeholders to spearhead a brand identity project
- Clients included Dell, CenturyLink, Cisco, Riverbed, NetApp, Puppet, Pure Storage, Veeam, TechData, Weka

### Creative Director, June 2018–March 2019

ITA Group | Remote

Developed communication strategies and provided creative direction to a team of PMs, ADs, writers, designers and video artists in a high-pressure agency environment, while working independently and collaborating seamlessly online.

- Created and implemented communications campaigns and incentive programs for clients to motivate and engage their employees, channel partners and

## LEADERSHIP QUALITIES

- Empowers team members
- Provides mentorship
- Communicates effectively
- Leads with authenticity/emotional intelligence
- Envisions possibilities
- Strategic/critical thinking
- Responsible/dependable
- Empathetic
- Current with industry trends
- Passionate about continuous improvement at all levels

## SKILLS

- Flexible/adaptable
- Agile learner
- Motivated, driven to succeed
- Collaborative problem-solver
- Detail-oriented, project management
- Organization, time management
- Branding, advertising, marketing
- Visual, graphic and digital design
- Extensive global travel

## SOFTWARE

- Adobe InDesign  
*(LinkedIn Skills Assessment Badge: Top 5%)*
- Adobe Illustrator  
*(LinkedIn Skills Assessment Badge: Top 5%)*
- Adobe Photoshop  
*(LinkedIn Skills Assessment Badge: Top 15%)*
- Adobe XD, Figma, Sketch
- Wordpress, HTML/CSS
- Microsoft Word, Excel, PowerPoint
- Communication/collaboration apps

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 and large-scale signage plans for consumer and industry-related events including conferences, sales meetings and business events, ensuring brand cohesion and integrity

#### **Creative Director, September 2015–June 2018**

Zoe Organics | Remote

Creative direction, digital design, web design, graphic design, marketing and campaign strategy for a start-up consumer retail company.

- Created the visual branding in its entirety, ensuring brand integrity across multiple platforms including POP, website, social media, advertising, marketing collateral, photography and B2B sales presentations
- Developed the brand's creative vision; created brand guidelines and brand assets to preserve the brand expression through all formats
- Participated in strategic business planning at the executive level, developing creative strategy in tandem with business strategy and goals
- Directed product and lifestyle photo shoots, adding to the visual brand library which also included the color palette, typography, tone of voice and a unique pattern for each product
- Created a full brand refresh, including website redesign, which helped increase sales by 30% YOY

#### **Creative Director, September 2013–July 2015**

##### **Graphic Designer, October 2012–September 2013**

The Vine | Hong Kong

Creative direction, communications strategy and brand management in an in-house non-profit organization.

- Creative direction and hands-on design; managed team's productivity and schedule for print, digital, video, animation, social media, illustration and photography to ensure continuity with campaign vision
- Direct management 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
- Developed thematic visual concepts and oversaw execution of environmental design, leading to increased audience engagement
- Grew the department into a full-service, in-house creative agency
- Organized and managed a team of volunteer creatives in the local community, empowering the development of new ideas and leading the execution of experiential events
- Hired and managed internal and third-party creative resources
- Developed the branding and provided creative direction for an international conference; integrated an informal human-centered design thinking approach to improve the attendee experience YOY

## EDUCATION

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### **Greenville University**

September 1996–June 1997

Greenville, IL

- Major: Music Theory & Composition

### **George Fox University**

September 1994–May 1996

Newberg, OR

- Major: Piano Performance

## CERTIFICATIONS

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### **Google Professional UX Design Certificate:**

- Currently enrolled

### **LinkedIn Learning Courses:**

- Learning Design Research
- UX Foundations
- UX Design
- Design Thinking
- Storytelling for Designers
- Critical Thinking

## REFERENCES

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*Available upon request.*