



# ROMIK SAFARIAN

*Creative Art Director*

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## Profile

Seasoned creative strategist with 15+ years crafting impactful visual compositions. As an assistant professor at Briarcliffe College for 7 years, I honed leadership and problem-solving skills. Demonstrated success in fostering lasting relationships with clients, teams, and management.

## Areas of Expertise

Web and Print  
Composition & Design

Creative and Technical  
Production Skills.

Excellent Verbal & Written  
Communication

Proven Leadership Ability  
and Motivational Skills

Project Management

Design Thinking Process

## Applications

Adobe Creative Suite

Microsoft Office

Desktop Publishing Software

## Education

**School of Visual Arts**  
Bachelor in Fine Arts,  
Illustration & Cartooning

**Briarcliffe College**  
Associates, Graphic Design

## Career Experience

**Lead Senior Designer, TV & Film Support Services, Saint James, NY      02/2023 – Present**

- Conceptualized Multimedia marketing.
- Strategically lead campaign materials.
- Upheld brand standards for Netflix, Fox, Warner Bros/Discovery and others.
- Facilitated high-profile investor meetings and streamlined communication for optimal efficiency.

**Art Director, ElkTrack Films, Hicksville, NY      9/2022 – 02/2023**

- Executed post-production character design for horror film \*69.
- Spearheaded international promotions.
- Directed cutting-edge advertising strategies.

**Lead Senior Designer, Publishers Clearing House, Jericho, NY      08/2019 – 06/2022**

- Established design guidelines, coordinating 150+ assets weekly across major social platforms.
- Streamlined creative development, enhancing brand identity for higher impressions and engagement.
- Conducted weekly stand-up meetings, fostering new strategies for increased audience interaction.
- Innovated 20+ "quick win" games, from concept to "dev-ready" assets for PCHgames Facebook.
- Revitalized Corporate Social Responsibility report for CEO, Shareholders, and employees.

**Senior Designer, Publishers Clearing House, Jericho, NY      9/2014 – 07/2019**

- Partnered with key stakeholders to launch “Publishers Clearing House Games Studios”, PCH’s in-house games studio.
- Produced over 30 desktop and mobile interactive games resulting in a 25% increase in gameplay.
- Designed creative assets across all of PCH’s digital properties for weekly promotions and sweepstakes targeted at the 65+ demographic.
- Directed a TV commercial for a charitable partnership with St. Jude’s Children Hospital from initial concept through editing and produced supporting assets for digital campaign.

**Lead Designer – IAN Audio, Queens, NY      5/2012– 5/2016**

- Instituted a new brand identity, including logo, stationary, and marketing materials to attract high value customers and increase loyal customer base.
- Designed party planning floorplan layouts and thematic mock ups for high-end clientele.
- Established copy guidelines, design best practices, and marketing campaigns.

**Art Director – Sienna Multi Media Corp, Oceanside, NY      9/2007– 8/2013**

- Oversee through production for quality assurance for ICON Artist Directory, Friendly Drugs, and Two Turtles Publishing.
- Illustrated Full color 30-page children's books, “*A Through Z Around the World*” and “*Freckles*”.
- Designed Book Jacket for J. Elliot Riley’s “*DANGEROUS CLAY*”.
- Web banner designs for The Cute Kid and Stratagems.
- Photo retouching, manipulation and color correcting for legacy projects.

## Accomplishments

Prolific Book Jacket Designer for Scott A. Johnson’s “*Vermin*”, “*Ectostorm*”, “*Pages*”; Mike Watt ‘s “*The Resurrection Game*” and “*Phobophobia*”; J. Elliot Riley’s “*Dangerous Clay*” Twisted Library Press

Magazine cover for “*Sirens of Cinema*” RAK Media Group, Inc Vol. 2 No.

Concept designer & storyboard layout for the movie \*69

Movie posters and ad campaigns for the horror film Demon Divas.

Gotham Grooves album covers, Till Sunrise, Black Jack, Power 2 Move, Various Villains 1 & 2

CD/Sleeve Artwork for *S.T.E.M.*’s “*The .7 Compromise*” R3D PIG Publishing

Gallery showings at the ASA’s Annual Artists Ball, NY Puck building and Passions for Pixels, Islip Art Museum

ICON award show, best horror for the Gilded Butterflies, Seven, & I Echo

Community volunteer and event designer for L.I. Against Domestic Violence, Nesconset Chamber of Commerce, & Native American Indian Alliance