



ROMIK SAFARIAN

Creative Art Director

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Profile

Seasoned creative strategist with 20+ years crafting impactful visual compositions and presentations. Adept at utilizing data analytics to identify trends and translate them into compelling, story-driven presentations that align with key objectives and brand messaging.

Expert in information-driven storytelling, design thinking, and multimedia integration, with a proven track record of collaborating with cross-functional teams to drive engagement and sales. 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

Data Analytics
& Trend Identification

Visual Storytelling
& Presentation Design.

Strategic Content Creation

Project Management

Design Thinking Process

Creative & Technical Production

Proven Leadership Ability
& Motivational Skills

Excellent Verbal
& Written Communication

Adobe Creative Suite

PowerPoint

& Multimedia Integration

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

- Spearheaded B2B marketing campaigns, achieving a 20% increase in lead generation within 6 months.
- Led creative direction and design for print and email marketing campaigns, ensuring consistent branding and impactful visuals.
- Collaborated with Netflix on grindhouse ads, adhering to brand guidelines while incorporating 70s elements. Developed a cohesive visual identity for the campaign, enhancing brand recognition and achieving a 22% increase in social media engagement and a 15% rise in email click-through rates.
- Assisted in Coordinated high-profile investor meetings, streamlining communication for improved efficiency.

Art Director, ElkTrack Films, Hicksville, NY

9/2022 – 02/2023

- Directed post-production character design for the horror film *69, transforming filmed images into compelling illustrations of monsters and ghosts. Collaborated closely with the director to enhance the film's eerie atmosphere and storytelling.
- Spearheaded international promotions by revitalizing ad campaigns for Asian and international markets, resulting in a 25% increase in audience reach and heightened brand visibility.

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