

# Sweenie Shamanie Khachi

ART DIRECTOR

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LOCATION: Laguna Beach, CA

## EXPERT SKILLS:

Conceptual brainstorming  
Project management  
Branding  
Client relations  
Team building & leadership  
ADA design compliance  
Color & Typography  
Hand illustration  
Multitasking with ease  
Market researching  
Trend forecasting  
Ecommerce websites  
4-Color Print Processing  
Presenting & Presentations  
Sample prototyping  
Photo/video shoot direction

## TECH SKILLS:

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Figma  
Sketch  
PowerPoint  
Keynote  
Shopify

## WORKS IN PROGRESS:

Adobe AfterEffects  
Rhino CAD 3D Modeling

## SUMMARY:

A Creative Art Director with 10 years of experience and 18 years of industry experience focused on digital and print of consumer goods and applications. A trusted and proactive creative problem solver with a curiosity for researching brand competition and a hunger to emphasize new and unique outlooks for target audiences. A major team player and leader, inspirational and inspired by others, with an easy going nature and a precision for pixel perfection.

## FULL TIME EXPERIENCE:

**Meta (Facebook) | Senior Designer | Dec 2021 to Jan 2023**

- Creating internal brand focused digital and print materials in support of 20+ preexisting and evolving internal teams, B2B
- Conceptualizing and developing logos, brand guidelines, event materials, PowerPoint and Google Slides presentations, and white papers
- Project management of initiatives from concept to delivery
- Working with stakeholders to define the requirements and iterate on feedback
- Collaborating with Project leads to ensure all deliverables are met

**RBX Brand Excellence | Art Director | Jan 2017 to Dec 2021 & Jan 2023 to Current**

- Supporting client projects in the pharmaceutical, beauty, financial sectors
- Working closely with Creative Director to build on creative concepts and deliver print, web, and social media
- Creative design and production of all materials, including mechanicals
- Photoshoot and videography art direction, with models and product still shots
- Collaborating with outside vendors, printers, writers, programmers to ensure smooth delivery of client projects
- Project management & client relations for: Nissin Foods, Ole Henrikson, GoBeauty, University Medial

**Live Nation | Art Director | Dec 2014 to May 2015**

- Created product and original key art designs for high profile celebrity artists
- Project management of retail store accounts, artist accounts and artist events
- Worked closely with CTO, and 2 external AD's to help deliver new projects
- Managed in-house and remote team of graphic & production designers

## EDUCATION:

Jewelry Design  
MN | Florence, Italy | 2015

Interior Design  
OCC | CA | 2007 to 2009

Fashion Design  
FIT | NYC | 2002 to 2006

Graphic Design  
SJSU | CA | 2000 to 2002

## HOBBIES & INTERESTS:

Jewelry making  
Gemology  
Oil & acrylic painting  
B/W charcoal drawing  
Pencil Illustrations  
Pottery wheel throwing  
Photography  
Piano  
Yoga & breathwork  
Hiking & camping  
Ice bathing & swimming  
Cooking and baking  
Gardening  
Beach Volleyball

SWEENIE  
SHAMANIE  
KHACHI  
ART DIRECTOR  
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## CONTINUED - FULL TIME EXPERIENCE:

Rauxa | Art Director | Feb 2014 to Sep 2014

- Worked closely with accounts for: Disney, Verizon Wireless, Jenny Craig, etc.
- Created print and digital design materials (web, mobile, and emails)
- Collaborate with other ADs, under the Creative Director's direction, and managed a team of 3 production artists

Asics | Sr Graphic Designer | Nov 2012 to Feb 2014

- Focused on print (product catalogs, brochures, mailers) & email designs
- Designed first ever Asics Running app for all 3rd party retail stores nationally
- Art directed both in-studio and off site photoshoots for upcoming campaigns
- Worked closely with Creative Director, production team and outside vendors

20<sup>th</sup> Century Fox | Sr Graphic Designer | Nov 2009 to Jul 2011

- Worked directly with VP of Design & Marketing to collaborate creative direction of licensed consumer product goods for films "Rio", "Epic" and TV series "GLEE"
- Designed entire collections of products that were distributed and sold nationally across Target and Walmart retail stores

## CONTRACT EXPERIENCE:

Anchor Blue | Fashion Graphic Designer

Allergan – Botox & Latisse | Art Director

Banana Republic | Art Director

Bliss Linens | Interior Designer Assistant

Draper's & Damon's | Sr Graphic Designer

Jordana & Milani | Sr Graphic Designer

Kelly Wearstler | UI Designer

Lunada Bay – Betsey Johnson & Mossimo | Fashion Graphic Designer

Midnight Oil – Adidas & Netflix | Art Director

mOcean LA – Wreck it Ralph & Ice Age 4 | Art Director

PacSun | Fashion Graphic Designer

UCLA Alumni | Creative Director

Urban Decay | Sr Graphic Designer

Yahoo! | Art Director

Zuk Financial | Creative Director