

Ali Hafiz

CREATIVE DIRECTOR

Los Angeles, CA

ali@hafizcreative.com

Most importantly, I get the work done. Reliably and consistently. The unique challenge every client brings is what motivates me and inspires me to create great work.

Experience

Digital Creative Director

Los Angeles, CA
Jun 2014 - Present

Kern

As Digital CD, I oversee all of the creative work for all of our clients, from concepting through final delivery. I was recruited back to Kern because of my digital experience, combined with an understanding of best practices in direct marketing. In addition to being a hands-on creative Art Director, I have both a client-facing role and an internal, educational role as a CD.

Campaigns range from direct-response to branding, and from consumer brands to business to business marketing. My focus is digital, but many campaigns are integrated with print and/or TV and social media. Major clients include AT&T, DIRECTV, SAP, and American Express.

Freelance Art Director, Creative Director

Los Angeles, CA
Feb 2007 - Present

Hafiz Creative

I work for independent clients and ad agencies across many industries, including: technology, entertainment, medical, advertising, news, restaurant and hospitality, and corporate.

Freelance Sr. Art Director

Los Angeles, CA
Apr 2014 - Present

Kern Agency

My experience in direct marketing eventually earned me a leadership role. The agency was beginning to move into the digital space, but still had a strong DM and lead acquisition base. (Clients: Clearwire, Iron Mountain, DIRECTV, Verisign)

Freelance Sr. Art Director

Los Angeles, CA
Mar 2011 - Apr 2014

Los Angeles Times

I was in the marketing group—not editorial. Newspapers are an evolving business, and the opportunity to work for one of the remaining profitable ones was fascinating. Major projects included launching the redesigned latimes.com, as well as subscriber nurture and acquisition programs. I also created campaigns for local, large-scale events such as The Taste of L.A. at Paramount and The Festival of Books at USC.

Creative Supervisor, Sr. Art Director

Los Angeles, CA
Apr 2008 - Dec 2010

Kern Agency

I was responsible for strategy and design for clients including Iron Mountain, DIRECTV, Clearwire and Dice—for both online and print. I collaborated with and managed designers, programmers, writers, studio artists and production.

Assistant Art Director

Los Angeles, CA
Aug 2005 - Feb 2007

The Hard Rock Hotel & Casino Las Vegas

The hotel is in Vegas, but I worked in the L.A. office. There was a lead Art Director and myself producing everything online and offline for the hotel's night clubs, restaurants, retail spaces and events. The most fun was creating table felts and gambling chips. (Not the free spa access.)

Art Director

Los Angeles, CA
Sep 2004 - Sep 2005

Kern Agency

See a pattern here? My first job in L.A. was for Kern, and I worked my way up to Art Director quickly with pitch work I did for DIRECTV, (which we won), among other projects. This was a DM focused position.

Graphic Designer

Boulder, CO
Apr 2002 - Jun 2004

Nautilus, Inc.

The brands were Nautilus, Schwinn Fitness, StairMaster and Bowflex. I worked on retail and commercial sales materials, brochures, product graphics, trade show displays, and everything else. Health and fitness are important to me, and this was a rewarding and educational experience.

Graphic Designer

Denver, CO
Apr 2001 - Apr 2002

Mind's Eye Studio

It was my first job as an actual designer. Let's just say I did some in-store posters for grocery store giveaways. (Enough said.)

Skills

Skills

Creative Direction & Strategy
Art Direction & Design
(Digital, Responsive, Mobile, Print, Anything)
Copywriting
Understanding of HTML, CSS, Flash, Javascript & Interactive
Capabilities to Optimize UX
Wireframing & UX Design
Social Media &
User-Generated Tactics
Storyboarding TV & Animations
Event Graphics
Art Directing Photo Shoots
Photo Retouching
Client Relations & Pitching

Software

Software

Adobe CC: InDesign, Photoshop, Illustrator

Education

Associate of Applied Arts

The Art Institute of Seattle

Seattle, WA

Jan 1999 - Dec 2000

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