

NIKKI RADFAR

Senior Graphic Designer

Branding, Web Design & Campaign Creative



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SUMMARY

Senior Graphic Designer with multidisciplinary experience across branding, web design, campaign creative, social media, e-commerce, and digital/print marketing assets. Skilled at translating business goals into polished visual systems for clients across diverse industries. Combines agency-style versatility with strong brand consistency, hands-on execution, and close collaboration with founders, marketers, developers, and creative teams.

EXPERIENCE

Senior Graphic Designer — Vizomix | 8/2025–Present | Los Angeles, CA

- Develop brand identity, web design, social media, and marketing assets for clients across diverse industries and business sectors.
- Create visual systems, website layouts, landing pages, campaign graphics, e-commerce content, presentations, and digital marketing assets.
- Partner with founders, marketers, and developers to translate strategy and business goals into polished, conversion-focused creative.
- Manage projects from concept through final delivery, balancing creative direction, hands-on design, production quality, and fast agency timelines.

Senior Graphic Designer | 5/2019–7/2025 — JAFRA Cosmetics | Thousand Oaks

- Led visual direction for 30+ product launches across skincare, color, and fragrance, driving +45% YoY digital engagement on hero campaigns.
- Built modular brand asset systems that reduced regional adaptation time by 30% and standardized global go-to-market creative.
- Partnered with Marketing and E-commerce teams to develop seasonal campaigns, product launch assets, and cross-channel digital creative.
- Directed a hybrid creative team across design, copy, and photography, leading briefs, photoshoots, and brand consistency.
- Launched and managed a monthly brochure and catalog program with 100K+ reach, increasing order conversions by 18%.
- Standardized templates for web, email, social, catalog, and print while maintaining global brand guidelines.

Senior Graphic Designer — KreativeVue | 3/2018–4/2019 | Los Angeles, CA

- Developed cross-channel campaign visuals, brand assets, and production-ready creative for digital, print, and experiential marketing.

Senior Graphic Designer — 838 Media Group | 2/2017–3/2018 | Los Angeles, CA

- Designed narrative-driven portfolio books, marketing presentations, and client-facing materials to support new business pitches and brand storytelling.

Graphic Designer — Avant Guard | 9/2010–8/2016 | Tehran

- Developed brand, advertising, digital, and print marketing materials for clients across multiple industries in a creative/marketing agency environment.

SKILLS

- Brand Identity & Visual Systems
- Art Direction & Campaign Development
- Web Design & Landing Pages
- Social Media & Digital Marketing Assets
- E-commerce Creative
- Print & Production Design
- Presentation & Sales Collateral
- Cross-Functional Team Collaboration

TOOLS

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, After Effects

UI/Web: Figma, Adobe XD, WordPress, Elementor

AI: AI-assisted creative tools

EDUCATION

Bachelor's in Architecture

IKIU University, Iran | 2005–2009

AWARDS

Silver A'Design Award, Design Category, 2015

Silver A'Design Award, Arts and Crafts, 2015

Bronze A'Design Award, Design Category, 2018

LANGUAGES

English • Farsi