

Faz Besharatian

Online Director - Design Evangelist - Team Player

Living in the Washington DC metro area, wandering everywhere.

Objective:

To pursue a challenging career in design, with the opportunity to be a part of a team creating compelling concepts and solving interesting problems.

Professional Experience:

AARP

[Design Director – 2007-Present]

Establishing the tone for AARP.org's creative direction. Guiding the online visual strategy and user experience for the 40 million member organization. Managing the user experience team – Web Designers and Information Architects – and collaborating with product, development and editorial teams towards enhancing the AARP's online engagement with its members.

AOL

[Principal Designer – 2005-2007]

Implemented user interfaces in support of AOL services. Designed prototypes and high-fidelity models that explore potential design directions well before production. Worked with program managers and business stake-holders to drive future product direction and business strategy. Collaborated with – and gave direction to – design agencies and internal product teams.

Corcoran College of Art + Design

[Adjunct Faculty – 2004-2008]

Instructing semester-long college courses, covering web fundamentals and theories of interface design.

US Airways

[Design Manager – 2004-2005]

Established creative direction for a transportation/travel web site. Drove corporate design and brand standards in conjunction with marketing. Designed and conducted usability tests and other research with representative users. Provided creative user interface and usability support and consultation to product management and development teams with goals of driving increased sales revenue.

Terrapin Systems

[Art Director/Web Designer – 2003-2004]

Developed and managed projects ranging from identity systems and collateral materials to multimedia. Conceptualized, planned, designed, and produced for a wide range of web-based mediums; including websites, micro sites, emails, online applications and rich media.

Independent Designer

[Art Director/Designer – 2001-2002]

Conceptualized and implemented designs for a variety of projects, such as identity systems, collateral materials, ad campaigns and web sites. Worked under both direct contract and freelance arrangements.

marchFIRST (became Tisani Consulting, formerly USWeb/CKS)

[Art Director - 1999-2001]

Art directed and managed the implementation of various projects, including: promotional CD-ROM for US Airways; on-line banking site for PNC Bank; kiosk design for US Airways; identity development for Capital.com; web site design for Shop@AOL commerce channels.

Low + Associates

[Senior Designer - 1997-1999]

Created and developed design concepts. Implemented design direction. Directed photo shoots, direct mail, and ad campaigns. Coordinated with printers, photographers, programmers and other vendors to ensure quality control. Served such clients as the National Science Foundation, UPN20 WDCA, Houston Technologies, Federal Occupational Health, National Health Service Corps, and Price Waterhouse.

Snyder Communication

[Graphic Designer - 1995-1996]

Created ads, presentations and direct marketing collateral for a direct-marketing firm and its clients, which included Proctor & Gamble, American Express, Kellogg's, Kodak, AT&T, and MCI. Designed quarterly public-service publications and direct mail pieces in conjunction with such organizations as U.S. News & World Report, National Child Care Association (NCCA), American Heart Association (AHA), American Diabetes Association (ADA), and Arthritis Foundation.

Maryland Media

[Graphic Artist - 1993-1995, part-time]

Implemented design direction of print collateral, publications and periodicals. Designed advertisement layouts for newspaper. Prepared design layouts for press.

Educational Experience:

Yale School of Management,
New Haven, CT [2010]
Certificate, Business Perspectives
for Creative Leaders

University of Maryland,
College Park, MD [1995]
Bachelor of Arts in
Graphic/Advertising Design

Key Skills:

Identifies, addresses and solves complex user interface and information design problems by providing multiple viable solutions.

Possesses expert diagramming and screen layout skills and creates high-level concept maps, navigation maps and wire frames.

Collaborates with other disciplines to define the vision and requirements for a product or programming area.

Possesses thorough understanding of industry standard applications/technologies, such as HTML, CSS, AJAX, Flash and Publishing Systems.

Reviews competing products and recommends design solutions that differentiate the company's products from those of competitors.

Works with business owners, producers, technology personnel, designers and researchers on specific projects to create final interface features.

Develops user profiles, with emphasis on human error control, display issues, visual interaction, physical manipulation, and task/objective analyses.

Proficient in industry standard UI software as well as Director, Dreamweaver and other authoring tools; Photoshop, Illustrator and other layout tools; Flash, After Effects and other sequencing tools.