HADI ZAIDI
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EXPERIENCE

Graphic Designer / Motion Graphics Designer 2020 - Present
Celtis Ventures - Redondo Beach, CA

- Concept and design marketing campaigns for public transit agencies.
- Create and animate bespoke online ads with Adobe After Effects and Google Web Designer.
- Edit video and typography for social media campaigns.
- Create wireframes and flowchart for company website refesh.
- Produce digital and print marketing collateral for various internal projects.

Freelance Graphic Designer / Motion Graphics Designer 2020 - Present
Champion City LA - Los Angeles, CA

- Concept and execute design language for online seminar.
- Create motion graphic transitions using Adobe After Effects.
- Design on-screen graphics for live feed.
- Create logo and style guide for Internship Program
- Produce branded content for use on social media.

Freelance Graphic Designer / Motion Graphics Designer 2018 - 2020
Studio III Marketing - Glendale, CA

- Create tailored social media content for over 20 different clients.
- Create graphics specifically designed for social media not limited to logos, banners, images, landing pages.
- Create & edit video content from raw footage for IGTV, Instagram Stories, Facebook, Youtube and more.
- Collaborate with over 5 social media managers to deliver content within a timely, fast paced routine.
- Create video animation and motion graphics for a variety of projects.

Graphic Designer 2017 - 2020
Hirsch Bedner Associates - Santa Monica, CA

- Concept and design hospitality presentations unique to clients in both print and digital formats.
- Heavily alter product imagery in Adobe Photoshop to meet standards of concept presentation.
- Add color, materials, and lighting to CAD and SketchUp blueprints in Photoshop.
- Solve design requests of all departments in a timely manner.
- Produce marketing collateral for projects and internal use.
- Create print-ready photorealistic art to use on site in hotels.

Graphic Artist, UI/UX Designer - 2016 - 2017
Reality Check Systems - Burbank, CA

- Collaborate with domestic and international clientele to design modular, lightweight, broadcast ready graphics packages in the form of matte painted backgrounds, lower thirds, tickers, bugs, and splash screens.
- Design Twitch stream overlays for a variety of video game genres including FPS, MMO, and battle royale.
- Design logo, icons, letterhead, Power Point presentations, business cards, and overall identity for sub-brand.
- Execute all visual design stages from concept to final hand off to programming.
- Present designs and key milestones to peers, executives, and clients.

Integrated Graphic Designer - 2013 - 2016

RJR Fabrics - Torrance, CA

- Creating original print ads, digital ad banners, web headers, user interface designs, feature graphics.
- Conceptualize, touch up and recreate logo to better fit company's website and needs.
- Produce original social media content to increase subscriber engagement on Facebook, YouTube, and Instagram.
- Create ordering guides, color cards, brochures, pamphlets, and business cards for clientele and internal use.

Integrated Graphic Designer - 2013 - 2016

Northstar Moving Corporation - Chatsworth, CA

- Creating digital ad banners, web headers, user interface designs, feature graphics.
- Inputting editorial content onto company website including images, articles, logo's etc.
- Collaborate with other design professional in order to produce effective and accurate work including seasonal content for social media and promotional events (food drives.)
- Produce innovative social media campaigns and manage day-to-day editorial content social media channels including Facebook, Twitter, YouTube, Stumble Upon, and Google Plus.
- Work with Marketing and PR team to ensure social media communications are optimized for engagement and customer feedback.

EDUCATION

Gnomon School of Visual Effects – Hollywood, CA 2015 – 2017

SKILLS

- Photoshop, Illustrator, InDesign, After Effects, Premiere, Xd
- Maya, 3D Studio Max, Cinema 4D, ZBrush, Blender
- HTML, CSS, Javascript
- Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Windows, MacOS, iOS, and Android Operating Systems