Contact

www.linkedin.com/in/
shabnassirpour (LinkedIn)
www.ecstech.com (Company)

Top Skills

Creative Direction

Internal Communications

Corporate Communications

Shab Nassirpour

VP of Marketing and Communications | Marketing Executive of the
Year Finalist (WashExec) | Leading an Award-wining Marketing and
Communications Team
Washington DC-Baltimore Area

Summary

Executive marketing strategist with more than 20 years of experience
and proven success in the public sector and commercial markets.

Experience

ECS
VP of Marketing and Communications
2017 - Present (6 years)
United States

Leading the strategy, vision, execution, and management of all marketing
and branding initiatives — including digital advertising, design, and social
media and content marketing. I work with our BD team and key stakeholders
across AI, cybersecurity, cloud, and digital transformation to develop impactful
communications and GTM strategies.

InfoReliance
Creative Director
2011 - 2017 (6 years)
Fairfax VA

Direct user experience (UX) design consulting services, including delivery
of websites and software   products, to a wide range of U.S. government
agencies and commercial corporations

Direct in-house brand strategy, marketing campaigns, and communications

Devise branding and marketing plans for new services, software products and
partnerships

Support new business development and proposals

Establish procedures and streamline processes to increase productivity

Lead in-house projects and initiatives for employee engagement and collaboration

Build partnerships with outside creative agencies and suppliers

★ Sample Clients: National Credit Union Admins., National Transportation Safety Board, The Public Defenders Service (DC), U.S. Department of Health and Human Services, U.S. Department of Labor, U.S. Senate

InfoReliance
7 years

Principal Design Consultant
2004 - 2010 (6 years)

Simultaneously led and executed the design of multiple, complex website and software projects

Provided expertise in user experience (UX) design, user interface (UI) design, information architecture (IA), and usability testing

Formalized the design process and collaborated with management and software teams

Conducted reviews of all design engagements across the company

Participated in recruiting and growing the design team

Designed infographics of complex systems and data for proposals and business development

★ Sample Clients: Dept Of Agriculture, FBI, The Pentagon, U.S. Marine Corp, U.S. Navy, U.S. Senate

Design Consultant
2003 - 2004 (1 year)
Fairfax

Worked with executives and stakeholders to translate business needs into design solutions

Performed user analysis and captured user goals by conducting various user engagement practices

Deconstructed complex, often paper-based systems into intuitive prototypes

Created information architecture, information design, navigation/interface design and visual design, including color palettes, composites (comps), and site-wide graphical elements

Created style guides for complex design systems

Ensured designs and interactions were Section 508 compliant

Collaborated with large, multifunctional teams to ensure design standards were met, and consistent in enterprise-sized systems

★ Clients: FBI, National Park Systems, SafeCare Systems, U.S. Marine Corp, U.S. Navy

SnassiDesign
Founder
2000 - 2003 (3 years)
Baltimore, Maryland Area

Generated concepts and designs, from mood boards to final comprehensives, based upon assessment of audience and marketplace required to produce client websites

Communicated proposed and finished concepts through presentations and creative briefs to clients and internal departments

Strategized with clients to build and more accurately leverage their brands

Coordinated with a team of technologists to ensure high-quality, on-time delivery

★ Sample Clients: East Baltimore Development Inc., Toyota, T.Rowe Price, U.S Marine Corps, U.S. Navy

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Education

University of Maryland Baltimore County

BA, Design and Visual Communications