



DOREEN DARDASHTIAN

hellodoreen.com • doreendash@gmail.com • 516.680.7884

Art Director with 15+ years experience producing compelling design and animation for major entertainment brands. Responsible for leading creative campaigns and brand development across streaming, broadcast, and social media platforms.

PROFESSIONAL EXPERIENCE

JUN 2024 –
PRESENT

Self Employed

Freelance Designer

- Providing services in art direction, print, motion, logo, and website design across various industries.

JAN 2020 –
MAR 2024

Peacock, NBCUniversal

Senior Motion Designer

- Pioneered the launch of NBCUniversal's streaming service as Peacock's first motion designer hired.
- Produced brand animations across broadcast, streaming, and social media platforms.
- Art directed key art and video content promoting original shows, films, and sporting events.

AUG 2022 –
DEC 2022

FIT, Fashion Institute of Technology

Adjunct Professor

- Conducted an introductory course on animation using self-developed curriculum.
- Students learned the fundamentals of storytelling animation and created personalized brand logos.

JUN 2017 –
DEC 2019

VaynerMedia

Senior Art Director

- Ideated and executed social marketing campaigns for clients in the television and music industry.
- Provided services in print design, illustration, animation, video editing, art direction, and copywriting.
- Led on-site client presentations and creative brainstorming.

MAY 2011 –
JUN 2017

USA Network

Broadcast Designer

- Produced briefs, title treatments, and toolkits for shows: *Mr. Robot*, *Suits*, and *Queen of the South*.
- Involved in peer collaboration and vendor relationships during rebrand, redesign and refresh.

AWARDS & ACKNOWLEDGEMENTS

2022 Peabody Award, Winner

Best Storytelling in Broadcasting & Digital Media

Peacock's *We Are Lady Parts*

2021 Clio Award, Bronze Winner

Television/Streaming Video Promo Mixed Campaign

Peacock's "Freeverse" Launch Campaign

EDUCATION

Hofstra University, Bachelor of Arts, 2010

Major: Graphic Design

Minor: Film/Television/Radio

SOFTWARE

After Effects, Premiere Pro, Photoshop, Illustrator, InDesign, Figma, Midjourney, ChatGBT

SKILLS

Creative/Art Direction, Motion Graphics, Graphic Design, Animation, Brand Identity, Key Art, Toolkit, Packaging, Logo Design, Conceptual Ideation, Client Presentation, Team Leadership, Mentorship