



DOREEN DARDASHTIAN

Art Director in Design & Animation

hellodoreen.com • doreendash@gmail.com • 516.680.7884

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

PROFESSIONAL EXPERIENCE

JUN 2024 –
PRESENT

Self Employed

Freelance Designer

- Providing services in art direction, print, motion, logo, social, and website design for small businesses and big corporations 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

Sr. Art Director

- Ideated and executed social media marketing campaigns for clients in the television, music, and food industry.
- Led on-site client presentations and creative brainstorming.
- Provided services in print design, illustration, animation, video editing, art direction, and copywriting.
- Filmed and covered live events, interviews, and series launch receptions.

MAY 2011 –
JUN 2017

USA Network

Broadcast Designer

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

JUN 2011 –
SEP 2011

B.You Sportswear

Freelance Apparel Designer

- Partnered with client in creating logo, clothing line, e-commerce website, and sell sheet.

JUN 2011 –
SEP 2011

The Knot

Freelance Production Designer

- Developed personalized products on WeddingChannelStore.com by coding in Adobe Scene7.

JUN 2011 –

SPIN Magazine

Freelance Marketing Designer

- Illustrated cover art for SPIN’s Lollapalooza 2011 mixtape.
- Designed flyers and web banners for SPIN’s music events.



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PROFESSIONAL EXPERIENCE (CONT'D)

MAY 2011 –
JUN 2011

NBCUniversal

Freelance Print Designer

- Transformed notes into stylized PowerPoint presentations for NBCUniversal's CFO.
- Designed trade show posters for Universal HD and crime network Sleuth.

FEB 2011 –
MAR 2011

StarChefs.com

Freelance Print Designer

- Incorporated my artwork in weekly newsletters, cookbooks, and invitations for chef competitions.
- Assisted with printer needs including paper stock, color specifications, folds and die-cuts.

AUG 2010 –
DEC 2010

NYLON Magazine

Freelance Marketing Designer

- Conceptualized and designed strategic marketing proposals for company initiatives.
- Collaborated with Creative Director on producing invitations for NYLON PR events.
- Responsible for website maintenance and monitoring social networking numbers.

JAN 2010 –
MAY 2010

Nickelodeon

Design Intern

- Designed school supplies, stationery, food packaging and activity sets.
- Participated in brainstorming sessions regarding future branded merchandise.

MAY 2009 –
AUG 2009

MTV IGGY

Design Intern

- Promoted new music from Japan, Korea, India and countries in the Middle East and Europe on MTV's Facebook and Twitter accounts.
- Illustrated MTVIGGY.com's wallpapers and animated videos in Adobe Flash.
- Aided as Production Assistant and set designer on film shoots both in studio and on location.

MAR 2009 –
AUG 2009

Beyond The Box Media

Print Designer

- Supported start-up company with logo creation, event production, advertising, and multimedia integration.

SEP 2008 –
AUG 2010

Hofstra University

Computer Lab Aid

- Provided technical support with computer systems, software applications and printers to students and faculty.

EDUCATION

SEP 2006 –
MAY 2010

Hofstra University

Bachelor of Arts

Major: Graphic Design

Minor: Film/Television/Radio



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RELEVANT COURSEWORK

NBCUniversal Curriculum Courses

- The Talent Lab
- Brand Yourself
- Presentation Skills

Upright Citizen's Brigade

- Improv 101

Noble Desktop Seminars

- Print & Web Typography
- Web Design

AWARDS & ACHIEVEMENTS

Peabody Award

Winner, Best Storytelling in Broadcasting & Digital Media

- Peacock's *We Are Lady Parts*

Clio Award

Bronze Winner, Television/Streaming: Video Promo Mixed Campaign

- Peacock's "Freeverse" Launch Campaign

GEM Award

NBCUniversal

Dean's List

Hofstra University

UnderConsideration.com

Winner of Word It: SHORT

MTV Engine Room

Featured Artist

Best 3D Sculpture Design

Hofstra University

VOLUNTEER & AFFILIATIONS

Peacock Diversity & Inclusion Moderator (2020-2022), Peacock Culture Committee (2020-2022), Figure Drawing with Mike Perry (2019), VaynerMedia LGBTQ+ Organizer & Speaker (2017-2019),



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VOLUNTEER & AFFILIATIONS (cont'd)

VaynerMedia Mentorship Program (2018), USA/SYFY Culture Committee (2015-2017), FindSpark Motivational Speaker & Mentor (2012-2017), Brooklyn Badass Dog Rescue (2014-2016), NBCUniversal Mentorship Program (2014), Women's Network @ NBCUniversal (2011-2014), Hofstra Teacher Assistant (2010), Hofstra Association of Graphic Arts Co-Founder (2008-2010)

PUBLICATIONS

DEC 2021 –

The Best TV of 2021

New York Times

- *We Are Lady Parts* listed as #1 show

NOV 2012 –

Meet Doreen Dardashtian

FindSpark

- Speaker at the *Find & Follow Your Passion* conference held at Pratt Institute

SEP 2011 –

Alumni Spotlight: Doreen Dardashtian

Hofstra University

- Provided career updates and advice to young professionals

NOV 2009 –

Club Spotlight: Hofstra Association of Graphic Artists

The Hofstra Chronicle

- Co-founded group sophomore year in 2008
- Organized design tutorials, workshops, and field trips

LANGUAGES

English (Native), Hebrew (Fluent), Farsi (Basic), Spanish (Basic)

SOFTWARE

Adobe After Effects, Premiere Pro, Photoshop, Illustrator, InDesign, Figma, Google Workspace, Microsoft 365, Midjourney, ChatGBT