



DOREEN DARDASHTIAN

Art Director in Design & Animation

516.680.7884 • doreendash@gmail.com • hellodoreen.com

PROFESSIONAL EXPERIENCE

JAN 2020 –
PRESENT

Peacock

Sr. Motion Designer

- Pioneered as the first motion designer to launch NBCUniversal's first-ever streaming service.
- Produce 2D graphic animations for brand advertisements and investor presentations.
- Maintain brand design toolkit across broadcast, streaming and social media platforms.
- Art direct video content promoting Peacock Originals (*We Are Lady Parts*, *Girls5Eva*, *Angelyne*); NBCU shows (*The Office*, *Real Housewives*); sporting events (*Winter/Summer Olympics*, *Premier League*); Dreamworks and Universal films (*Boss Baby* and *Harry Potter* franchises).

JUN 2017 –
DEC 2019

VaynerMedia

Sr. Art Director

- Ideated and executed social media marketing campaigns for clients, such as; Hulu (*Handmaid's Tale*), Syfy (*Deadly Class*) Interscope Records (Gwen Stefani), Pepsi, Trident, and Sour Patch Kids.
- Led on-site client presentations and creative brainstorm.
- Provided services in print design, illustration, animation, video editing, art direction, and copywriting.
- Filmed and covered live events (*New York Comic Con*), tattoo inking, and season/series launch parties.

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.

DEC 2014 –
MAR 2015

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.

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.



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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 using characters from *SpongeBob Squarepants*, *Dora the Explorer*, *iCarly*, and *Ni Hao Kai-Lan*.
- 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.

EDUCATION

SEP 2006 –
MAY 2010

Hofstra University

Major: Graphic Design

Minor: Film/Television/Radio

RELEVANT COURSEWORK

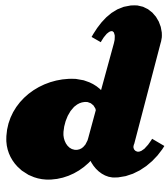
NBCUniversal Curriculum Courses

- The Talent Lab
- Brand Yourself
- Presentation Skills

FEB–JUN 2021

JAN 2015

NOV 2014



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MAY 2015 –
AUG 2015

Upright Citizen's Brigade

- Improv 101

MAR 2011
DEC 2010

Noble Desktop Seminars

- Print & Web Typography
- Web Design

AWARDS & ACHIEVEMENTS

JUN 2022

Peabody Award

Winner, Best Storytelling in Broadcasting & Digital Media

- Peacock's *We Are Lady Parts*

AUG 2021

Clio Award

Bronze Winner, Television/Streaming: Video Promo Mixed Campaign

- Peacock's "Freeverse" Launch Campaign

FEB 2016

GEM Award

NBCUniversal

2007-2010

Dean's List

Hofstra University

FEB 2009

UnderConsideration

Winner of Word It: SHORT

SEP 2008

MTV Engine Room

Featured Artist

MAY 2008

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), 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)



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RECOGNITIONS

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; Google Suite, Microsoft Suite