

nareh ghookassian

DESIGNER + MANAGER

about

Hi! My name is Nareh (nâ-ré), I'm a multi-disciplinary strategic designer, a creative and a manager who loves interacting with people over the course of a day. I particularly enjoy volunteering for a good cause.

I come from a very visual and interior design heavy background and gained interest in product/service innovation, UX, human-centred design, strategy and business development (my graduate thesis) through design thinking, agile or lean methodologies/mindset within the design and consulting industries.

I've been told I excel in roles in which I am required to highlight the positive.



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www.nareh.ca

knowledge in

- Visual Design
Graphic Design
Experience Design (UX)
User Interface Design (UI)
Design Management
Design Research & Strategy
Human-centred Design
Design Leadership
Entrepreneurialism
Business Development
Professional Communication
Interior Design & Luxury Sales

EDUCATION

MASTER OF ARTS IN DESIGN MANAGEMENT & CULTURES

UNIVERSITY OF THE ARTS LONDON, SEPT. 2016 - DEC. 2017

BACHELOR OF INTERIOR DESIGN

RYERSON UNIVERSITY, SEPT. 2009 - JUN. 2013

CERTIFICATION / MINOR IN BUSINESS COMMUNICATION

RYERSON UNIVERSITY, JUN. 2013 - JUN. 2014

EXPERIENCE

CREATIVE/STRATEGIC DESIGNER

TITANIUM STEEL LETTERS INC., DEC 2017 - PRESENT

- Crafting company's digital experiences to make the design and ordering processes fast, accessible, innovative, and secure;
- Conducting design research and brainstorming design strategies in the creation of high fidelity website mockups;
- Designing User Interfaces (UI) through wireframes and templates to effectively communicate design ideas and interactions while considering business requirements and technical limitations;
- Occasionally managing projects from ideation, development, client review, and production;
- Conducting trans-disciplinary research while leveraging design thinking and strategic foresight to identify business development opportunities and overcome challenges.

DESIGNER & SALES CONSULTANT

SUITE 22 INTERIORS, SEPT. 2013 - AUG. 2016

- Managing accounts and working alongside the business director and a team of designers to define, solve, and implement innovative solutions while providing excellent customer service and design;
- Conducting design research, brainstorming sessions, and concept development to design creative interior solutions while performing in-store and on-site design consultations;
- Delivering client presentations, briefs, and annually participating in the Interior Design Show;
- In charge of the design and production of graphic-related materials such as brochures, catalogue, vinyl murals, signage, etc.

JUNIOR INTERIOR DESIGNER

FLEUR-DE-LIS INTERIOR DESIGN INC., OCT. 2012 - SEPT. 2013

- Preparing technical AutoCAD and SketchUp/Revit 3D drawings;
- Assisting the principals with FF&E selections while conducting on-site clients meeting;
- Meeting with manufacturer representatives and maintaining the resource library;
- Assembling material boards and preparing presentation specification packages using AutoCAD and Adobe Suite;
- Handling administrative and general office duties.

PART-TIME DESIGNER

TITANIUM STEEL LETTERS INC., MAY 2008 - SEPT. 2013

- Preparing CorelDraw working drawings;
- Designing layout, graphics, ads, and editorials in the annual catalogue;
- Assisting the family business with the brand development.

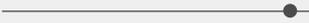
JUNIOR EXHIBITION DESIGNER

SALIENT DESIGN & EXHIBITS INC., SEPT. 2011 - JUL. 2012

- Responsible for concept sketches, build drawings, 3D renderings for booth completion;
- Working with the team to meet the end needs of the users from ideation to installation;
- Assisting in the project planning and creation of the exhibition booths;
- Participating in client and distributor meetings and coordinating installations.

technical skills

Adobe Illustrator



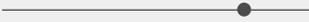
Adobe InDesign



Adobe Photoshop



Sketchup



InVision



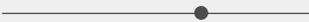
iMovie



AutoCAD & Autodesk Revit



Sketch



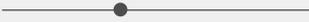
Microsoft Office



CorelDRAW



Adobe After Effects



Quick Books



personal

Collaborative thinker
Self-organized
Trusting and respectful
Open to new ideas
Positive
Fast learner
Persuasive
Engaging

languages

English
Fluent/Bilingual

Armenian
Native Speaker

Farsi (Persian)
Fluent/Bilingual

references

Available upon request.

INDEPENDENT WORK

INSPIRING POSSIBILITIES & DEFINING SUCCESS ON YOUR OWN TERMS PANEL DISCUSSION

Toronto, Mar. 27, 2018

Position: Graphic Design, Marketing.

An in-depth conversation about courage, growth and perseverance with three inspirational women who have carved their own unique paths to success.

TIPPING POINT: A GLOBAL DESIGN FUTURES SYMPOSIUM

London, Jun. 6, 2017

Position: Event Management, Organizing Committee.

The event explored the future of design through the lenses of multiculturalism and the metaphorical meaning of time. The event comprised a series of provocative talks by industry professionals from diverse creative backgrounds, such as service design, applied imagination as well as creative entrepreneurship.

LEGO® SERIOUS PLAY® WORKSHOP

London, Jun. 6, 2017

Position: Event Management, Organizing Committee.

The Lego Serious Play is an innovative, experimental process designed to enhance innovation and performance. This workshop was organized as an alternative strategic planning tool and system to help the graduate students in advancing on their dissertations.



Michelle Winkelsdorf · 2017-06-06

Amazing LSP Session with the design managers today! Thanks @ProMeetings @CarolineLCJ 🙌



INKLING WEB-APPLICATION

London, January-March 2017

Position: Project Management, Design Research, UX/UI, Service Innovation.

A group of us at the master's program designed a web-application to help people with digital skills to organize and visualize their thoughts and ideas while integrating

common visual learning tools such as mind maps, timelines, etc. This smart contextual search engine contains visual representations (illustrations) of words, synonyms, and metaphors in various subject matters which typically lack visuals, such as 'economics.'

DESIGNING THE FUTURE OF AGEING SEMINAR & WORKSHOP

London, Feb. 21, 2017

Position: Lead Event Management, Workshop Facilitator, Graphic Design.

Organising a full-day seminar examining the practices, theories, and methods involved in forecasting futures on design practices that can tackle the challenges of an ageing population. The practical design workshop followed the guest speaker, Ivor Williams.



Anjana Singhwi @an... · 2017-02-21

Amazing lecture by @ivorinfo this morning. Quite empowering to realize the complexities of ageing can be solved with design strategy.



Nareh @nar_gh · 21 Feb 2017
#workshop on future of ageing. Future #designmanagers tackling ageing issues! @LCCGradSchool #uxdesign #fashion #architecture #forecasting - at London College of Communication



A RUN TO REMEMBER

Toronto, 2013 - Present

Position: Graphic Design, Marketing, Events Planning.

An initiative of ACC with three primary objectives: to celebrate and honour the memory of our dearly departed friends, to raise funds for many worthy charities, and to foster a healthier lifestyle, with an emphasis on physical activity.



A RUN TO REMEMBER... · 2016-03-10

Once again, the Charity Challenge Award Winner for most participants in 2015 is @ARun2Remember with 299 runners.



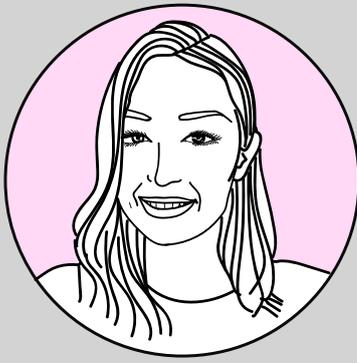
SOCIAL MEDIA

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\$55,000-\$65,000

Re: Intermediate Creative Designer (Experiential Marketing)

May 14, 2018

SDI Mktg
 175 Galaxy Blvd,
 Etobicoke,
 ON M9W 5R8

To Whom It May Concern:

I would like to express my interest in the *Intermediate Creative Designer (Experiential Marketing)* opportunity at *SDI Marketing*. A Creatively-strategic designer position would be an invaluable opportunity for growth and first-hand experience of working within this challenging, innovative and creative field.

I am a multi-disciplinary designer who recently returned to Toronto after receiving a Masters of Design Management & Cultures from *University of the Arts London*. Best explained the program is like an MBA for designers. I came from a very visual, UI, and product design background and gained interest in product/service innovation, UX, human-centred design, strategy and business development (my thesis) through design thinking within the design, marketing, and consulting industries. I am a driven individual with a strong sense of urgency and attention to detail. I am an articulate communicator who works well individually and within group settings. These qualities have always led the task at hand to a successful outcome and have been the source of satisfaction for my employers and peers.

As a strategically-creative thinker with multi-disciplinary design and trans-disciplinary research skills I have been able to utilize various design processes, tools, and perspectives to create meaningful, sustainable and successful innovation across different disciplines. I am confident that my coursework as well as design knowledge/experience working in various design studios, performing design consultations, and solving complex problems in a variety of design disciplines (including, web interactions and mobile applications: Inkling, Designeur), position me to comply with your expectations from a *Creative Designer (Experiential Marketing)* at such a reputable and growing company completely.

I have enclosed my resume and a link to my portfolio to provide a summary of my qualifications for your review. I would welcome an opportunity to meet with you to discuss my qualifications and candidacy in further detail.

Thank you for your time and consideration.

Sincerely,
 Nareh Ghookassian