

# Parya /PAHR-ree-ah/ Vahdat

Creative Director



I'm a multidisciplinary Creative Director who loves turning ideas into thoughtful, visually engaging designs, blending strategy, storytelling, and a keen eye for detail to create brands, websites, apparel, and visuals that really connect with people. I enjoy collaborating closely with clients and teams, keeping the process creative, fun, and human, while exploring new approaches to color, typography, and layout to deliver work that's fresh, meaningful, and full of personality.



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Los Angeles, CA

## Design & Creative Tools

Photoshop  
Illustrator  
InDesign  
Figma  
Canva  
SketchUp  
Rhino  
Lumion  
WordPress

## AI & Productivity Tools

ChatGPT  
Gemini  
Google Labs

## Fortes

Creativity	Critical Thinking
Communication	Empathy
Collaboration	Organized
Time Management	Attention to Detail

## Education

BDes, Industrial Design  
OCAD University (2011-2015)

## Language

English – Fluent  
Persian – Native

## Experience

### Design Project Manager

O360 | 2024 – Present

- Manage website projects from kickoff to launch for medical professionals
- Lead client communication, timelines, approvals, and feedback cycles
- Design and coordinate visual assets across full website builds
- Ensure smooth delivery by aligning creative direction with project milestones
- Use AI tools to support ideation, content development, and workflow efficiency

### Apparel Graphic Designer

KQ | 2022 – Present

- Develop cohesive brand identity across logos, merchandise, and visual assets
- Design graphics that unify the brand across digital and physical touchpoints
- Apply strategic design principles to improve website layout and user experience

### Apparel Graphic Designer & Packaging Designer

Snood Style | 2020 – 2022

- Designed logos, prints, graphics, and packaging to strengthen brand visuals
- Created engaging social media content to increase audience interaction
- Supported brand awareness and website traffic through consistent visual design

### Digital Designer & UX Specialist

Square Design Inc. | 2019 – 2023

- Designed cohesive visual systems to strengthen online brand presence
- Optimized website navigation and functionality through thoughtful UX design
- Improved user engagement and conversion through strategic digital solutions

### Graphic Designer & Video Creator

Art For Everyday | 2017 – 2019

- Designed editorial layouts for print and digital platforms
- Created promotional videos that increased social engagement and brand reach
- Supported product awareness through cohesive visual and multimedia design