

HARRY YAHINIAN

SR. ART DIRECTOR / CREATIVE DIRECTOR

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SUMMARY

Award-winning Senior Art Director/Creative Director with a proven track record in design, strategic insight, and innovative creative vision. Expert in conceiving, developing, and executing deliverables across multiple platforms. Adept at managing cross-functional teams, executing projects in fast-paced, budget-constrained environments, and consistently exceeding campaign objectives. Known for cultivating strong collaborative relationships and fostering a positive work environment that drives outstanding results.

PROFESSIONAL EXPERIENCE

DESIGNER / ART DIRECTOR, PRO UNLIMITED @ APPLE INC.,

LOS ANGELES, CA | 2023-2025

- ▶ Produced and art-directed high-impact digital and print assets for Apple Music, including global subscription offers and the Super Bowl Halftime Show, driving brand engagement and visibility.
- ▶ Delivered creative solutions that enhanced user experience and supported key product initiatives.

LEAD DESIGNER / ART DIRECTOR, MEDIA MONKS, LOS ANGELES, CA | 2021-2023

- ▶ Led an 8-designer team to craft pixel-perfect digital assets for a premier tech brand, resulting in consistently high-quality, on-brand deliverables.
- ▶ Developed award-winning designs for Apple TV+ and MLS, ensuring strict adherence to Apple's brand guidelines and enhancing brand consistency across all digital platforms.

DESIGNER, SEEDIF, LOS ANGELES, CA | 2020-2021

- ▶ Produced digital and print materials across business units, including Apple Music and Apple TV+, streamlining processes and ensuring on-time delivery of creative assets.
- ▶ Collaborated with cross-functional teams to meet evolving brand and campaign goals.

LIFECYCLE MARKETING CREATIVE, PRO UNLIMITED @ APPLE INC.,

CUPERTINO, CA | 2018-2020

- ▶ Spearheaded the development and management of iTunes interaction ads and creative campaigns to drive Apple Music subscriptions globally, contributing to significant growth in key markets.
- ▶ Collaborated with cross-functional teams to create geography-targeted campaigns, optimizing customer acquisition and retention efforts in the U.S., Canada, Europe, and Asia.
- ▶ Identified key opportunities to streamline customer subscription lifecycles, enhancing overall user experience and increasing engagement.

FREELANCE CREATIVE DIRECTOR, MOTOR TREND, EL SEGUNDO, CA | 2018

- ▶ Art directed digital media campaigns, including landing pages and HTML5 animated banners, to transition video content from free YouTube channels to the paid MotorTrend On Demand platform, increasing subscriptions.

SR. ART DIRECTOR, HAWTHORNE DIRECT, LOS ANGELES, CA | 2015-2018

- ▶ Conceptualized and art-directed brand response TV and digital media campaigns, delivering impactful websites, landing pages, and digital ads for major clients and new business pitches.
- ▶ Enhanced client engagement through creative brand strategies that drove measurable results for clients in diverse industries.

ASSOCIATE CREATIVE DIRECTOR, CELESTRON, LLC, TORRANCE, CA | 2012-2015

- ▶ Developed and implemented integrated brand identities for multiple product lines, ensuring cohesive packaging, collateral, and sales materials across retail and direct sales channels.
- ▶ Drove brand recognition and consumer loyalty through strategic, visually compelling designs.

LEAD DESIGNER, MANAGER, DIRECTV, LLC, EL SEGUNDO, CA | 2005-2012

- ▶ Supervised and mentored art directors, photographers, and production teams in a fast-paced corporate environment, ensuring timely and on-brand delivery of assets across channels.
- ▶ Leveraged DIRECTV's brand guidelines to optimize acquisition and retention marketing efforts, leading to significant growth in customer base.
- ▶ Managed cross-departmental collaboration, working with over 20 internal teams to deliver targeted marketing campaigns for high-profile clients such as NFL Sunday Ticket, MLB, ESPN, and UFC.

PARTNER, SR. ART DIRECTOR, MUNROE CREATIVE PARTNERS, NEW YORK, NY

- ▶ Led creative direction, proposal creation, and project management, ensuring on-budget and on-time delivery of all design projects.
- ▶ Managed vendor relationships and collaborated with external resources, including photographers, illustrators, and web developers, to produce high-quality deliverables.

SR. DESIGNER, YOUNG & RUBICAM / MADISON DESIGN, NEW YORK, NY

Key Accounts: United States Postal Service, U.S. Army, Hackensack University Medical Center, DuPont, Citibank, Merck, Key Bank, Philip Morris, Whitehall Home Products, Molson, John O. Butler Co., Genesis Direct, Sierra Club

- ▶ Crafted innovative design solutions for high-profile accounts, aligning brand strategies with creative executions across multiple media platforms.

SKILLS

- ▶ Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- ▶ Keynote, Pages, and Numbers
- ▶ Sketch
- ▶ Slack
- ▶ Microsoft Office (Excel, Word, PowerPoint)
- ▶ HTML5, Digital Asset Management
- ▶ Team Leadership & Collaboration
- ▶ Strategic Brand Development
- ▶ Project Management & Budgeting

EDUCATION & TRAINING

ROCHESTER INSTITUTE OF TECHNOLOGY (RIT), NY. BS, PACKAGE DESIGN

FASHION INSTITUTE OF TECHNOLOGY (FIT), NY. COMPUTER GRAPHICS

UNITED DIGITAL ARTISTS, NY. NEW MEDIA CERTIFICATE

PRATT, NY. DREAMWEAVER, FLASH & JAVA SCRIPT