



## Violet Khodagolian

ART DIRECTOR & WEB DESIGNER

BFA Graphic Design

AA Photography

### Helping you create a mindful brand in the digital world.

Everyone has a story. I am here to help you tell your story. Through an omni channel approach, from concept to creation, my intent is to unfold each layer of your vision and to use those insights to establish an on-line presence. To create a brand which speaks not just of your product or services, but also speaks in your voice.

With a BFA in Graphic Design and over 15 years of experience in the design field, what drives me is my passion and desire for betterment. Working with international as well as national Brands in Sweden and in the US, I have an unique understanding of multifaceted and multicultural audiences. My travels, love for nature and daily yoga practice inspire me and help me grow both personally and professionally. That is my story. Let me help you tell your story one pixel at a time.

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## WORK EXPERIENCE

2012 - current SR. WEB SPECIALIST/COORDINATOR, DIGITAL MARKETING - Los Angeles Federal Credit Union, Glendale CA

Working directly with the VP of Marketing, Business Development team, Senior Designer, Marketing Coordinator and third party vendors. I seek out opportunities to improve the companies' online presence, as well as the user interaction by spearheading numerous projects including;

**Responsive Website:** To enhance user experience, UI and keep up with current industry standards, I designed and developed an entirely new responsive website(bootstrap) with approval from CEO and Board of Directors.

- Maintenance and development of websites, including UI, site structure, content and optimization
- Create mindful UX designs including input controls, navigational controls, informational components and containers
- Collaborate with departments throughout the company to fulfill their creative collateral requirements
- Research and implement web governance, APIs and secure forms
- Install and configure server software to meet security criteria
- Ensure website meets web accessibility standards for ADA compliance
- Follow latest product and consumer-related trends and behavior on the web, mobile and social networks
- Design and develop campaigns for various advertising channels such as Facebook, AdWords, Youtube etc

**SEM/SEO Management:** Provide standardized KPIs reporting and action plans on a weekly basis using Google Analytics.

- Increased organic traffic by 15.3% in less than one year (10.5% to currently 25.8%) by establishing a SEO strategy
- Keyword Development - Keyword research and implementation, encompassing search volume, relative competitiveness and ranking difficulty
- Content Creation & Promotion – Work closely with creative teams to develop an integrated digital marketing strategy.
- Link Building – Constructed a comprehensive strategy for internal linking, external linking and anchoring
- Social Integration – Analyze social media channels to determine which are most effective
- Ongoing SEO maintenance - Including linking campaign management, ongoing optimization of new pages, monthly XML sitemap creation and monthly reporting of overall keyword rankings, traffic trends, linking profiles and more.

**Email Campaign Management:** Built a customer retention strategy with newly designed and developed responsive email marketing

- Collaborate with content writer and designer on concept development and project execution
- Lead ongoing A/B optimization testing to improve lead conversion
- Assess and identify opportunities for process improvement and reducing execution complexity

2011 - 2012 ART DIRECTOR - Studio PCH, Malibu CA

I was responsible for branding, conceptualizing, and executing innovative and compelling marketing materials to promote the architectural firm and cater to the company's sophisticated clientele. Studio PCH, is known for designing the NOBU restaurants in Malibu as well as globally.

- Design and develop Content Management Systems (CMS) powered website
- Establish UI and UX Design by defining goals, site navigation, categorizing content and funneling traffic
- Collaborate with internal teams to design, develop and implement digital projects
- Create new and original designs from scratch for brands based on client specification, needs and brand image
- Supervise projects to ensure that all materials ordered arrive upon agreed time and are in good shape to obtain maximum results
- Create and maintain files for all creative assets and resources, such as software, art materials, and special fonts needed for record keeping and referencing.
- Facilitate product campaigns and marketing via emails, microsites and other landing pages to boost client-to-customer interactions
- Supervise and mentor design staff on project execution, and submit performance reports on assigned projects
- Train design staff on CMS admin platforms to perform simple web edits and content management

2009 - 2011 WEB DESIGNER | FRONT END DEVELOPER CMS - Pandun Inc., Burbank CA

My job duties included building and maintaining the company product website toughbuilt.com. Toughbuilt is a product line developed by Pandun Inc. Pandun Inc. which is sold in Major US retail stores such as Sears, Meijers, Lowe's etc.

- Work with back-end developers to build website
- Consulting on photo shoots for products
- Develop new user-facing features
- Build reusable code and libraries for future use
- Ensure the technical feasibility of UI/UX designs
- Optimize application for maximum speed and scalability
- Assure that all user input is validated before submitting to back-end
- Collaborate with other team members and stakeholders

## REFERENCES

*please inquire for contact details*

- Outfront Media/ JC Decaux
- Egyptian Theatre Hollywood
- Asbarez.com
- Equinox Architecture
- Beverly Hills Florist
- Studio PCH
- Workplays Architecture

## WHAT CLIENTS SAY



We first began working with Violet back in 2015. We were impressed with her ability to grasp and produce for us a proposal that was intelligible, yet elaborate in graphic representation and met our vision for this project with tight deadlines. Working with Violet was a pleasure. Throughout the entire process it was apparent that she was a passionate artist who loved her craft as she provided us with the flexibility to create numerous modifications that introduced special details to our proposal. Since then we have worked with Violet on several other projects. Violet is truly a passionate graphic artist, a responsive-honest professional, and would highly recommend her to anyone looking for design/graphic services.

- Francois Nion, Creative Director  
Outfront/JC Decaux



Violet came highly recommended and more than surpassed the rave review she'd been given. She provides great advice on the most cost-effective solutions, is incredibly creative and responds ultra-quick on changes and revisions. Can't say enough good things about working with her.

- Dennis Bartok, Director/Producer  
Egyptian Theatre Hollywood



We are a non-profit organization based in Uppsala, Sweden. Violet was hired to give us a "branding make over" about 7 years ago. What started as a one time deal has now blossomed into a continuous work relationship. She is passionate about design and is very hands on. With her you can always expect everything to be delivered with high level of perfection and on time!

- Talin Davidian, Co-Founder  
TRIS (Tjers Rätt I Samhället)



## RECENT EXPERIENCE (CONTINUED)

### 2006 - 2009 ART DIRECTOR | SENIOR GRAPHIC DESIGNER - THE PROMARKET INC.

After 2 years as a senior designer, I was promoted to Art Director and became responsible for the monthly 128-page home and garden magazine, The ProGuide. International agency sole reseller for Israeli TV on the west coast. I was initially hired to design client ads and layout articles.

- Hold weekly meeting and supervise freelance writers, staff designers and videographers.
- In charge of branding id and marketing strategies
- Manage freelance writers and editorial calendar
- Supervise production to meet tight deadlines for print
- Make sure deadlines were met rigorously
- Evaluate and manage production resources to enhance high productivity and allocations
- Liaise with other members of the graphic design team to maximize creativity and excel in performance and delivery

### 2003 - 2006 GRAPHIC DESIGNER - EM WI INC.

With focus on branding, logo design and promotional materials I was responsible for projects from development to finish stage. Building client relationships and further develop marketing strategies.

- Conceptualize and design exhibition graphics, press-kits and print ads for ICFF (International Contemporary Furnishing Fair)
- Represent the company and showcase new products on yearly ArtWalk in West Hollywood
- Coordinate company events such as products launches, PR parties etc at the PDC (Pacific Design Center)
- Meeting clients or account managers to discuss the business objectives and requirements of the job
- Estimating the time required to complete the work and providing quotes for clients
- Developing design briefs that suit the client's purpose
- Thinking creatively to produce new ideas and concepts
- Develop interactive design
- Using innovation to redefine a design brief within the constraints of cost and time
- Presenting finalized ideas and concepts to clients or account managers
- Working with a range of media and keeping up to date with emerging technologies
- Demonstrating illustrative skills with rough sketches and working on layouts ready for print

### 2003 - ongoing ART DIRECTOR | WEB DESIGNER & DEVELOPER | DIGITAL MARKETING | SEM/SEO - Designinla.com

In the role of both as an on and off-site consultant, I have been in charge of various large-scale projects as well as managed creative teams. My role has varied tremendously in the capacity of each project and media. Regardless of the industry, my main focus is always to identify each client's unique need and find a creative solution for it. My area of expertise is in the following areas:

- Experience working with international multi-million dollar ad agencies such as Outfront/JC Decaux.
- Develop cost-effective and creative solutions.
- **Art Director:** Branding, Graphic Design, Website Design, Online ads, Email campaigns, POS, RFP and Print material.
- **Web Design & Development:** Front End Development, UI DESIGN, UX, CMS platforms, Bootstrap and Ecommerce.
- **Digital Marketing:** Define Marketing Strategy, Identify KPIs, Budget Proposals and Social Media Campaigns.
- **SEO & SEM Management:** Google Analytics PPC, Calculate ROI, CPA, CPC etc., Content & Keywords implementation.
- **Project Management:** Provide end-to-end project management and operations of various digital projects, including site launches, online tools, web applications, social media and advertising campaigns.



She did my first website 10 years ago and has been my creative go-to person ever since. She has been involved in all my branding needs, including online advertising, email marketing and both our e-commerce and event websites. She has also been working with us on a consultant basis as our SEM/SEO Manager. Besides her creative powers, she is very knowledgeable in her field and is resourceful in finding new ways. With an incredible commitment to each project as well as her perfectionism, she is simply the best fit for our company needs. I can't say enough good things about her!



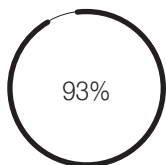
- David Z Ghoukassian, CEO/Founder  
**David Z Events**



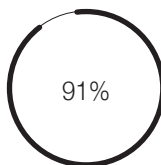
Violet simply listens to you, asks a few questions, pauses, then says "I got it." This is how it starts. You want to work with someone who anticipates your needs and your "non materialized" vision, because before you know it, you realize the work is half way done.



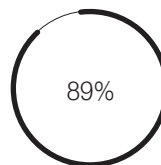
- Severine Tatangelo - CEO/Owner  
**Studio PCH**



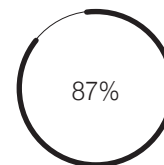
BRANDING/ GRAPHIC DESIGN



WEB DESIGN & DEV.



DIGITAL MARKETING



SEO & SEM

### PERSONALITY TRAITS

Analytical	
Communication	
Creativity	
Critical Thinking	
Leadership	
Project Management	
Self Starter	
Team Player	
Productivity	

### TOOLKIT

Photoshop	
Dreamweaver	
InDesign	
Illustrator	
Acrobat	
CRM	
CMS / Wordpress	
E commerce	
Google Analytics	

### LANGUAGES

HTML	
CSS3	
PHP	
js/jquery	
English	
Swedish	
Armenian	
Farsi	