



VIOLET KHODAGOLIAN

ART DIRECTOR /
SR. FRONT-END
DEVELOPER

**HELPING YOU
CREATE A
MINDFUL
BRAND IN
THE DIGITAL
WORLD.**

SELECTED CLIENTS

JC Decaux/ OUTFRONT
Nobu Restaurants
Hollywood Egyptian Theatre
Beverly Hills Florist
Asbarez News

CONTACT

+1 818 516 5757
violetkhodagolian@gmail.com
www.designinla.com



EXPERIENCE

SR. WEB & DESIGN SPECIALIST

2019

Los Angeles Federal Credit Union | Apr 2012 - Present

Managing design and development of long and short-term projects including; advertising, website, micro-sites, digital marketing, experiential, signage, events, social media, email campaigns and outdoor large-scale ads. Responsible for:

- Art direction on digital, print, TV and social campaigns
- Development of customer retention strategies through omni-channel approach
- Assessing and identifying opportunities for process improvement and reduce execution complexity
- Partnering with copywriter on campaign concepts
- Establishment of user-centered design across all media
- Managing multiple projects simultaneously with continually evolving priorities
- Web governance and ADA compliance
- Ongoing SEO/SEM management
- Management of vendor relationships and budgets
- Identifying and setting strategic project goals
- KPI reporting, data analytics and action plans
- Defining user experience by creating personas, journey maps, categorizing content, and provide wireframes and mock-ups

Most significant achievements: Improving ROI on digital marketing, reducing website maintenance costs and time, 250% increase in organic traffic, redesign and development of responsive website.

ART DIRECTOR

2012

Studio PCH | April 2010 - Jan 2012 (On and Off Site)

Award winning architectural firm internationally recognized for designing NOBU restaurants worldwide. Provided art direction on concept, design and development based on strategic planning and creative direction to cater to sophisticated clientele. I also oversaw the creative team, development of website, training of new hires, organizing of complex source materials into integrated, coherent campaigns, and establishing brand guidelines ensuring consistency across all media.

FRONT-END DEVELOPER

2010

Toughbuilt | Jan 2009- Feb 2010 (On and Off Site)

Managed and developed new CMS e-commerce website focused on mobile-first, user experience and expendability. My role as a front-end developer entailed evaluating and improving the user experience, oversee content creation for SEO, maintaining the website, writing reusable codes, and ensuring the technical feasibility of User Interface.

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**SHE/HER:
SELF-STARTER
FOCUSED UNDER
PRESSURE
FLEXIBLE
EFFICIENT KIND
COMMUNICATIVE
PUNCTUAL
PASSIONATE
HIGHLY
ORGANIZED
MULTI-TASKER
CURIOUS
MINDFUL**

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EXPERIENCE (CONT.)

- 2009** **ART DIRECTOR/ SR. GRAPHIC DESIGNER**
The ProMarket | May 2006- Aug 2009
Responsible for all aspects of designing the 128-page monthly home and garden magazine including, project management, production, editorial content, supervision of freelance writers and staff designers in a high-volume fast paced environment.
- 2006** **GRAPHIC DESIGNER**
EMWI Design Group | Jul 2003- Jan 2006
A boutique style architecture, furniture and design firm featured in 30+ design publications. With focus on branding and design my main duties were to design; ads, press-kits, exhibition graphics, web design, promotional materials, product sheets, and large-scale signage. I also managed clients relations, attended product launch events, and coordinated product release parties.
- 2003** **FREELANCE ART DIRECTOR/ SR. FRONT-END DEVELOPER**
DesigninLA.com | Ongoing
I've had the privilege of managing a multitude of projects and leading creative teams for all size companies, from international multi-million dollar to start ups. My role has varied tremendously in the capacity of each project and client. Regardless of the industry, my focus is always to identify each clients unique needs and to find a creative solution for it. This in turn has led me to successfully do what I love for many years. Please visit designinla.com for recent work and testimonials.



EDUCATION

BACHELOR OF FINE ARTS, MAJOR IN GRAPHIC DESIGN
University of Fullerton | 2000- 2003

ASSOCIATE DEGREE, MAJOR IN PHOTOGRAPHY
Pasadena City College | 1997-1999



TOOLKIT

Adobe Dreamweaver
Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Sketch
Bootstrap 4.0
Wordpress
E-commerce
Google Analytics
Microsoft Office
CRM

LANGUAGES

HTML
CSS
JS
Jquery
PHP
Swedish
Armenian