

ALIYAH MARR

760-840-7903 | aliyahmarr@gmail.com | PORTFOLIO—www.parallelmindzz.com/design-portfolio-aliyah-marr



**THINK
CREATE**

As a creative consultant, art director, and visual designer, I leverage my experience in communication and creative marketing to create a more effective presence and stronger brand for my clients.

ACHIEVEMENTS

- Creative Consultant for entrepreneurs and small businesses
- Senior Art Director for Fortune 500 companies
- Visual Designer: web design, interactive design, print design
- Instructional Designer author of over 100 instructional videos for web designers
- Teacher: Pratt Institute, School of Visual Arts, and Parsons School of Design
- Speaker / Corporate Trainer / Seminar Leader
- Author: books and tutorials on graphic design and creative development

EXPERIENCE

CREATIVE CONSULTANT / CREATIVE DIRECTOR, Parallelmindzz.com 2011-current
Advice and design / communication services for small businesses and entrepreneurs.

COMPUTER / ONLINE TUTOR, 1993-current

Apple interface, photographic editing, video production, motion graphics, audio and visual editing, game design, programming, visual design, publishing, web design, Wordpress, MailChimp

TEAM LEADER / ART DIRECTOR, Hummer Interactive Manual, US Army, 2011-2012
Managed team of designers to convert the Hummer repair manual into e-learning interactive modules to teach how to repair Hummer vehicles. Audio / video, voice-over, text, graphics in English and Farsi

INSTRUCTIONAL DESIGNER / AUTHOR, Media Bistro e-Learning, 2008-2011
I conceptualized and produced 19 courses (total of 114 videos). Concept, script, voiceover talent, graphics, and audio / video production

CORPORATE TRAINER / SEMINAR LEADER / SPEAKER, 1995-present
Topics: Blogging, Software Training, Creative Development, Visual Design. Clients: Encinitas Library, Sterling Ledet, Chat Club, NYC Economic Development Corporation, The Lakegroup, Norelco, Xando Corp, Quest Motion Pictures, Multimedia '95

BOOK DESIGNER, 2007-present
Think Upside Down Books, A Word With You Press

FREELANCE ART DIRECTOR: GRAPHIC DESIGN / UI DESIGN, 1995-present
Print, advertising, web, kiosks, games, e-learning, book design, exhibit design

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EXPERIENCE (cont'd) SENIOR DESIGN ANALYST, Aaron Marcus Associates, 2000-2001
UI design and website analysis

SENIOR ART DIRECTOR Fortune 500 Clients, Digitas and other agencies, 1997-2000
Creative marketing, graphic design, interactive design, multimedia, branding, business development. Clients: American Express, IBM, Chivas, Whitney Museum 2006 Biennial

GRAPHIC DESIGNER for two feature films, 1991-1992
Little Man Tate and The Public Eye: design, logos, signage, book covers, props

TEACHING EXPERIENCE Broadcast design, illustration, drawing, video editing, web design, game design, development. Informally voted favorite instructor by students at Pratt Institute.

- Parson's School of Design, Communication Design, adjunct professor, 1997-2004
- Pratt Institute, adjunct professor, 1998-1999
- The School of Visual Arts, NYC: Computer Art, adjunct professor, 1996-2001
- Chatfield College, adjunct professor, 1993-1994

PUBLICATIONS

- Published author of 11 books on creative development and social change
- *Dynamic Graphics Magazine* "Love at First Site" article
- MediaBistro: 100+ online movie tutorials for graphic designers
- FreshAsylum blog: business, design, marketing, media, and culture

SKILLS Creative direction, art direction, graphic design, advertising, copywriting, creative writing, branding, product design, tradeshow exhibit design, book publishing, branding, new business creation, advertising, online media, software training, corporate training, social media, blogging, advertising, visual design, typography, layout, web design, information architecture, photo editing, video production, creative marketing, UI design, Adobe Creative Suite, Photoshop, InDesign, Acrobat, Illustrator, Dreamweaver, Premiere, Flash, Final Cut Pro, Word, Wordpress, Word, MailChimp, e-book production

EDUCATION

- School of Visual Arts, Broadcast Design
- Art Academy of Cincinnati, Illustration, Design
- Indiana University, graduate studies in Printmaking
- L'Ecole des Beaux Arts, Paris, France, Diploma in Fine Art

ONLINE PRESENCE

- WEBSITE: parallelmindzz.com
- DESIGN BLOG: <http://freshasylum.wordpress.com>
- LINKED IN: <http://www.linkedin.com/in/aliyahmarr>
- PORTFOLIO: <http://parallelmindzz.com/design-portfolio-aliyah-marr>
- LINKED IN GROUP FOUNDER: Caffeinated Creatives
- TWITTER: @ParallelMind