

ALIYAH MARR



**THINK
CREATE**

For most of my career I have owned and operated my own freelance design agency; as a result, my resume reflects more projects than employers. In 2007, I took a ten-year hiatus to pursue my own work: I published several books on creativity, self-development, and a couple books on publishing and social media.

Creative Consultant

As a business owner, I have had to wear many hats, assume responsibility for my clients' projects, master the art of communication (written and oral), manage my time for maximum production and efficiency, be extremely organized, and solve problems on a daily basis. Below is a short-list of other achievements and the skills involved.

Author of 11 books on creative empowerment, self-development

Written communication, promotion, publishing, web design

Art Director, U.S. Army, Hummer Interactive Manual

Leadership, teamwork, organization, communication, problem-solving, adaptability

Senior Art Director, Digitas and Aaron Marcus and Associates

Design, problem-solving, leadership, Fortune 500 clients

E-Learning Content Creator for designers at Media Bistro

Design, written communication, oral communication, script-writing, voice-over

Teacher: Pratt Institute | School of Visual Arts | Parsons School of Design

Design, development, teaching, oral and written communication

Speaker/Seminar Leader

Oral communication, inspirational speaker, corporate/software training

Graduate École nationale supérieure des Beaux-Arts (MFA equivalent)

EXPERIENCE

OWNER, Parallel Mindzz, various clients, 2011-current. Creative Consultant. Creative direction, ideation, and brand management. Advice and services for small businesses and entrepreneurs. Creative direction, ideation, and brand management, product development, business development, copywriting, graphic design, web design, communications, content creation, content management.

DESIGN TEAM LEADER, subcontractor, US Army, Hummer Interactive Manual Project, 2011-2012. Created the interactive interface and managed a team of designers to convert the Hummer repair manual into e-learning interactive modules to teach mechanics how to repair Hummer vehicles. Finished product consisted of hundreds of modules in two languages: English and Farsi. Video, voice-over, text, graphics.

DESIGN TEACHER, Instructional Videos for Media Bistro, 2008-2011. Authored and produced 114 instructional videos for designers on how to design for the web. Concept, script, voiceover, video production. Innovative and humorous teaching style.

ALIYAH MARR

EXPERIENCE (cont'd)

SEMINAR LEADER | CORPORATE TRAINER, various clients, 1995-present. Topics: Blogging, Web Design, Creative Development, Visual Design, Interactive Design, Multimedia. Clients: Encinitas Library, Sterling Ledet, Chat Club, NYC Economic Development Corporation, The Lakegroup, Norelco, Xando Corp, Quest Motion Pictures.

SOFTWARE TRAINER, various clients, 1993-current. Computers, photographic editing, video editing, motion graphics, programming, visual design, web design. Adobe Creative Cloud (Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Flash), Wordpress.

SENIOR DESIGN ANALYST, Aaron Marcus Associates, 2000-2001. User Interface, User Experience Design and analysis.

SENIOR ART DIRECTOR, Digitas and other agencies, 1997-1998. Art direction, graphic design, web design, multimedia, branding. American Express, Chivas, Morgan Stanley.

FREELANCE ART DIRECTOR, various clients, such as IBM, Whitney Museum 2006 Biennial. 1996-2006. Sample client: Studio Productions, Inc. 1995-present. Helped launch and brand this startup. In the first year, I created an innovative ad campaign that won the company two major clients in Japan and Singapore. Copywriting, graphic design, web design, branding, advertising, various marketing collateral materials, website, videos, product design. This successful company is my oldest client.

FREELANCE GRAPHIC DESIGNER, various clients including two feature films: The Public Eye and Little Man Tate, 1995-1999. Graphic design, advertising, web, kiosks, games, e-learning, book design, exhibit design, UI, UX, logos, signage, book covers, props.

TEACHING EXPERIENCE

- 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

SKILLS

Art direction • book design • branding • business development • business strategy • communication analysis • communication strategy • content creation • content management • content strategy • copywriting • corporate training • creative direction • creative writing • graphic design • ideation • new business creation • packaging • product design • product development • publishing • social media • software training • UX user experience design • visual design • web design • website analysis

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
- LINKED IN: linkedin.com/in/aliyahmarr
- LINKED IN GROUP FOUNDER: Caffeinated Creatives
- TWITTER: @ParallelMind
- PORTFOLIO: parallelmindzz.com/design-portfolio-aliyah-marr