

David Shakiban

Senior Visual & Product Designer

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PROFESSIONAL SUMMARY

Senior Visual & Product Designer specializing in brand, digital, and product design. Builds scalable visual systems, executes across platforms, and collaborates effectively with cross-functional teams. Balances creative vision with business objectives, leading projects from concept through launch. Detail-oriented and fluent in AI-assisted workflows that accelerate production.

CORE STRENGTHS

Visual & Brand Design • Product & Packaging Design • Design Systems • UX/UI Design • AI-Assisted Creative Workflows
• Art Direction • Cross-Platform Campaigns • Collaboration & Production Leadership • Creative Strategy & Execution

EXPERIENCE

Colorgrooves Creative | Senior Visual & Product Designer | 2008 – Present

- Built and sustained independent design studio serving 200+ clients across wellness, lifestyle, and arts sectors
- Led brand and digital projects from \$5k–\$20k including rebrands for organizations like Radnet and the Oakland Ballet
- Managed creative teams of 3-5 designers, developers, and content creators delivering campaigns across multiple channels
- Elevated emerging brands through professional visual systems that supported business growth and market positioning

MOOD Innovations, LLC | Senior Visual & Product Designer | Jun 2025 – Dec 2025

- Designed packaging for 4 products using die-lines, 3D software, and AI for retail expansion into Erewhon, Sprouts, and Target
- Built scalable design system with templates and asset libraries, enabling consistent execution across social, email, and web
- Created social carousels, promotional ebooks, and redesigned email newsletter increasing average engagement rates by 35%

Layla Martin | Senior Designer | Aug 2024 – Jun 2025

- Elevated brand aesthetic across all touchpoints, bringing increased elegance that reflected her evolution as a thought leader
- Created 200+ assets including Instagram carousels, web pages, ebooks, and presentations, plus built scalable design system
- Leveraged AI tools to generate custom imagery for social, web, and marketing materials, reducing production time by 50%
- Designed promotional assets for high-ticket retreat and evergreen programs, supporting successful launches and campaigns

GSD Management LLC | Lead Designer | Nov 2022 – Jul 2023

- Led creative direction for Mary Modern dispensary and The Sherwood Lounge, developing distinct yet complementary brands
- Designed packaging, signage, magazine ads, swag, and marketing collateral supporting grand opening that drew 200+ attendees
- Managed vendor relationships for printing, signage, and merchandise sourcing, delivering materials on time and within budget
- Applied early AI workflows for ideation and image generation, accelerating creative exploration and production timelines

Compass Marketing | Senior Visual Designer | Nov 2021 – Sep 2022

- Produced 50+ print and digital assets monthly for real estate and healthcare clients including brochures, ads, and email
- Maintained and updated 5-7 client websites, ensuring brand consistency and timely delivery across all touchpoints
- Executed high-volume production workflows in InDesign and Illustrator, managing multiple projects with tight deadlines

The Shift Network | Senior Manager, Graphic Design Production | Jan 2021 – Jul 2021

- Led production for Shift 2.0 brand launch, designing UI for 30+ course pages, summit landing pages, and digital properties
- Produced 60+ marketing assets weekly including social graphics, banners, landing pages, and visual IDs supporting all departments
- Streamlined production workflows by creating organized Photoshop templates with artboards, improving team efficiency by 15%

TOOLS: Figma • Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dimension) • Midjourney
• ChatGPT/Gemini • Runway/Kling • WordPress/HTML/CSS • Asana/Slack

EDUCATION: UX Design Certificate | CareerFoundry | 2020-2021
Film Arts | Syracuse University