

David Shakiban

Visual Design Lead | Brand Systems & AI-Driven Production

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510.690.4696

SKILLS

Branding & Identity
UX/UI Design
Art Direction
Graphic Design
Content Creation
Copywriting & Email
AI Prompting
Wireframing & Prototyping
User Research & Testing
Information Architecture
Web Development
Project Management
Marketing Strategy

TOOLS

Figma
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD
ChatGPT/Gemini
Midjourney
Runway/Kling
Balsamiq/InVision
Wordpress/HTML/CSS
MS Office/Google
Asana/Zoho
Slack/InfusionSoft

EDUCATION

UX Design
Career Foundry
2020 to 2021

Syracuse University
1988 to 1992
Major in Film Art

PROFESSIONAL SUMMARY

Multidisciplinary designer with 15+ years of experience in branding, UX/UI, and graphic production. Actively integrates AI tools (Midjourney, ChatGPT, Runway, Gemini) into creative workflows to accelerate ideation, sharpen messaging, and generate scroll-stopping visuals at scale.

CORE STRENGTHS

Creative problem-solving • Strategic design systems • AI-enhanced workflows
• Rapid iteration & adaptability • Collaborative execution • Multi-platform production.

EXPERIENCE

Senior Graphic Designer

Layla Martin Inc. / MOOD | Aug 2024 – Present

- Led brand design for MOOD, producing web, email, and social assets that elevated launch visuals.
- Developed repeatable design systems to streamline high-volume production.
- Partnered with marketing and creative leadership to ensure on-brand execution.
- Integrated AI tools to accelerate concepting and asset creation.

Visual Designer

Alaniz Marketing | Aug 2023 – Dec 2023

- Produced digital and print materials: presentations, trade-show assets, and packaging.
- Delivered ready-to-ship production files for multiple client verticals.
- Partnered with developers to ensure flawless brand consistency across digital platforms.

Lead Designer

GSD Management LLC | Nov 2022 – Jul 2023

- Directed end-to-end campaign design across print, digital, and email.
- Designed magazine ads, swag, and packaging using AI-assisted workflows.
- Managed vendor coordination to deliver print and digital assets on time and under budget.

Senior Visual Designer

Compass Marketing | Nov 2021 – Sep 2022

- Produced creative for real-estate and healthcare clients; ads, brochures, signage, and email.
- Maintained and updated client websites; ensured brand consistency across deliverables.
- Streamlined internal design templates, improving turnaround time for new campaigns.

Senior Manager, Graphic Design Production

The Shift Network | Jan 2021 – Jul 2021

- Led production for the Shift 2.0 brand launch.
- Designed UI for corporate sites, summits, and online courses.
- Managed high-volume marketing asset pipeline across departments.

Freelance Designer & WordPress Developer

Colorgrooves Creative | 2008 – Current

- Created full brand systems, websites, and campaigns for 150+ clients
- Led all phases of design from concept to launch across multiple sectors
- Adopted AI tools in 2023 to scale quality, output, and creative range