

Zeinab Mohtadi

Contact info

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Education

2005

The George Washington University

Bachelor of Arts in Visual Communications

Skills

- UX/UI Design
- Design System
- Rapid Prototyping
- Presentation Skills
- Illustration
- Typography
- Agile XP
- Scrum Master

Work Experience

Present

Associate Creative Director ✦ Deloitte Digital

- Conceptualized, led, and implemented design strategies, design systems, product vision, and branding across multiple teams and products
- Managed, directed, and designed for \$250M+ omnichannel multi-platform solution across a team of 12+ designers for responsive web, iOS, and Android
- Mentored, coached, and supported team members individually and in groups to promote their growth
- Conducted and trained workshops based on frameworks of inclusion and leadership development

2019

Art Director ✦ Deloitte Digital

- Established, managed, and adapted design systems across multiple \$5M+ projects such as Army Ignited for Department of Defense, Chipotle.com, and numerous state benefit websites and web portals
- Conducted branding workshops with various clients and created detailed creative briefs and proposals
- Designed and directed branding strategies from concept through execution for several federal and commercial projects such as Military OneSource, Chipotle, Army Ignited, and other state benefit websites

2015

Senior UI Designer ✦ Deloitte Digital

- Distilled 20,000+ page site into 2,000 simplified and actionable pages, serving a dedicated user base of over 10M
- Led and produced branding and interface design for Navient student loan digital labs promotional website from concept to execution.
- Designed print collateral including flyers, brochures, trade show booth, promotional items, web/digital assets, and other marketing support for a recruitment campaign for a major intelligence agency

2013

Senior Designer ✦ Spire Communications

- Created artwork, marketing, and communications collaterals for the U.S. Department of Energy Solar Initiative.

2007

Senior Designer ✦ Qorvis Communications

- Designed and produced client deliverables that included design concept development, storyboarding, interactive design, mobile application, and responsive design

Past