

Farshad Afsharimehr

Nationality: Belgian

Mobile : +352-691-140 116

Address: 15 Rue Gustave Metzler, L-4627 Differdange, Luxembourg

Email: fafsharimehr@me.com

Profile

Creative solution-driven, strategic thinker and big picture oriented with 19 years of international professional experience in USA, Europe and Middle East, leading and working with multicultural teams. Expert level knowledge of digital channels, branding, design, usability, accessibility, online marketing, content strategy, and project management. Creative and proficient in various design applications with a great personality and sense of humour.

Professional Experience

2014-Present

Founder of Ficus Studio - Consultant Digital Strategy and User Centred Design

Providing consultative digital strategy, user experience, usability and design services.

Currently developing an innovative mobile solution in pharmaceutical field, supporting physicians in making better decisions everyday.

2009-2014

Head of Web – Communications

Sidra Medical and Research Center (Member of Qatar Foundation) in Doha, Qatar

In charge of the planning, designing, developing and managing of all digital communication channels of the newly state-of-the-art, ultra modern fully digital hospital under construction in Doha, Qatar.

Management of the day-to-day activities and operation of all online marketing and communication mediums including interim websites, portals, social media and mobile apps. Management of the creative and technical teams. Supporting HR department with digital strategy and tools for large international hiring campaigns.

Achievements:

- Gathered and analysed requirements and business needs and developed the content strategy, workflows, supporting policies and the scope of work. Planned the design and development of the operational websites and portals of the hospital (6000+ employees) and the research center.
- Implemented the social media strategy generating more than 20,000 followers on linked in, 2500 on Twitter, within two first years after the launch.
- Designed and developed all interim websites and portals as well as analysis of all online day-to-day activities reports in order to maintain the international target audience engaged.
- Developed and managed recruitment portal and all social media supporting large recruitment campaigns (2500 professionals hired in two years).
- Overlooked the design and development of Sidra mobile apps for internal communications leading to better employee engagement and satisfaction.
- Managed and adjusted Sidra Brand Guidelines.
- Designed and produced all digital media and print collateral for all departments, with special support for HR with their international marketing and recruitment activities.

2001-2008

Art Director

CEPAC Inc., West Palm Beach, Florida, USA

Responsibilities for this —startup and later on—mid-sized advertising agency included interfacing with clients in order to conduct needs assessment and to create effective online and offline strategies and tools supporting marketing and communications goals. Researched and identified personas and target audiences, created and managed brand guidelines, tools and concepts for marketing online and offline vehicles including TV, websites, social media channels, brochures, direct mail pieces, newsletters, brand guidelines.

Managed and directed designers, developers, movie editors, photographers and copy writers. Assisted movie directors by creating visual concepts for the TV and web commercials, informational and videos. Produced mockups and prototypes. Managed SEO team to achieve ambitious objectives.

Achievements:

- Changed the landscape of marketing and advertising for major law firms in United States by creating a new trend in that area.
- Growth of the company in profit (US\$1 million) and in size from 2 in 2001 to 25 employees in 2008
- Received acknowledgement from the Florida and New York Lawyer Associations in 2007 and 2008 for great achievements.

2000-2001

Senior Graphic Designer

RCI Human Resources, West Palm Beach, Florida, USA

Responsible for designing cutting-edge advertisements for various print and digital vehicles to maximize the clients' market exposure and visibility. Trained the design team to work more efficiently and accurately using Adobe softwares.

1994-2000

Senior Graphic Designer

Mediascoop/Connexion, Brussels, Belgium

Worked with a global client base including Novell, Ansell, Humongous, and other major corporations. Oversaw the concepts of advertising vehicles for all aspects of internal and external marketing. Managed graphic designers, copy writers and translators. Created all graphics for the localization of different interactive games such as Freddie Fish, and Putt-Putt and Pajama Sam (Dutch and French). Designed and programmed mid-sized and large multilingual websites based on the most advanced technologies. Created Adobe Flash and HTML driven kiosks. Created and developed print and online version of Novell Magazine for Benelux with the online data capturing capabilities. Created and developed printed and digital version of all Ansell products in 11 languages by creating an automated process to capture the content online.

Achievements:

- Growth of the company in profit and in size from 2 in 1994 to 16 employees in 2000.
- Localisation of the major digital games with the highest quality of content and graphics.
- Innovative online solutions.

1993-1994

Graphic Designer

Tractebel Engineering, Brussels, Belgium

Responsible for designing and creating complete project presentations such as Ankara Airport and France nuclear plant. Working directly with engineers and translating their technical needs to graphical presentations.

Skills

Adobe Creative Suit (Mac), basic HTML5 and CSS, CMS: Joomla 1.5, 2.5, WordPress, SharePoint 2010 and Microsoft Dynamics CRM.

Leadership, problem solving, ability to work independently and/or collaborate with others, flexible and adaptable to change, account management, art direction, project management, photography, vendor/client management.

Education

- Académie Royale des Beaux-Arts de Liege, Belgium, 1992
Achieved honored degree in Fine Arts, minor in Photography
- ENAIP, the educational branch of ACLI (Christian Association of Italian Workers), Liege, Belgium, 1994,
Graphic Design Applications
- Académie Royale des Beaux-Arts, Liege, Belgium 1996
Interior Design
- Lycée de Waha in Liege (Belgium), 1998
Analyze and Programming in Pascal, C, Cobol

Art Exhibitions

- 2008 - Lung Association of West Palm Beach, Florida, USA
- 1995 - Galery Rencontre, Liege, Belgium
- 1994 - Cultural Center of Verviers, Belgium
- 1993 - Cultural Center of Calamine, Belgium
- 1992 - Cultural Center of Calamine, Belgium
- 1992 - Academie Royale Des Beaux Arts Annual Exhibition in Bruxelles, Belgium
- 1991 - Academie Royale Des Beaux Arts Annual Exhibition in Liege, Belgium
- 1990 - Galery Rancotre in Verviers, Belgium

Language Proficiencies

Fluent in English, French and Farsi. Beginner German

Community Contributions

KJT (Kanner Jugend Telefon), Luxembourg

Digital consultancy, design and development of marketing material in support of the launch of the new program, Online Help for Parents and Youth.

Cats in Doha

Design and development of marketing materials in support of animal rights in Qatar.

ArtStart, West Palm Beach, Florida

Board member. Design and development of marketing material, painting training to children from low income families.

Lung Association of West Palm Beach, Florida

Live painting and painting donation in support of research for the cure of lung diseases.

Interests

Painting, design, literature, photography, independent movies.