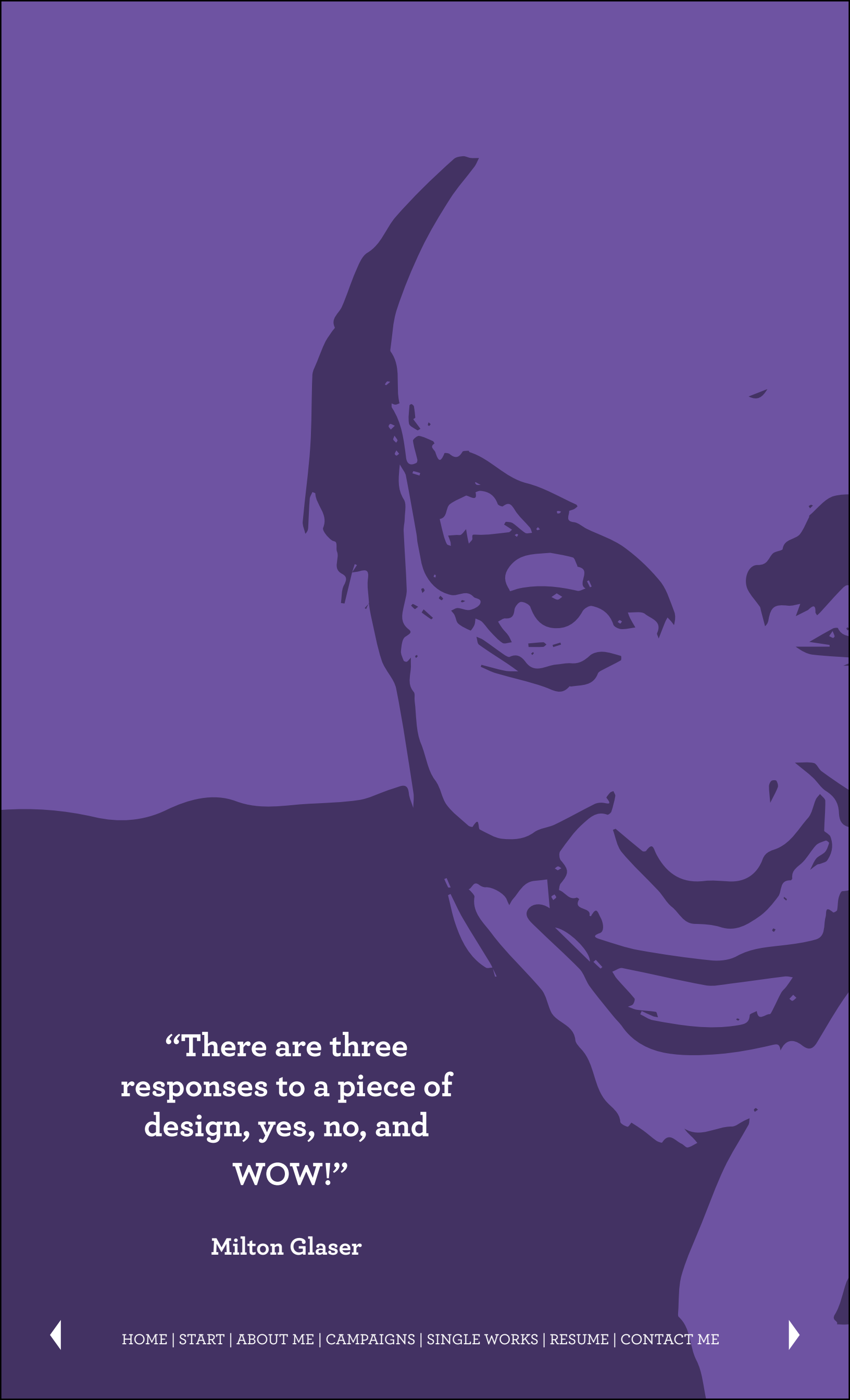




SHAH
RIAR
ZAND
ART
DIRECTOR





**“There are three
responses to a piece of
design, yes, no, and
WOW!”**

Milton Glaser



SHAHRIAR ZAND

Self-motivated ART DIRECTOR, Enthusiastic and dynamic team player; ability to work independently as well.

Detail-oriented with an effective sensitivity for high quality and proficient in multi-tasking who loves to learn new skills.

As a long-time student of art who always engaged with the design and creative projects, I Made my decision even before I join to Creative Advertising program! Although the program gave me deep knowledge and understanding of Marketing, strategy, and research, which opened a new horizon before me I still prefer to use my knowledge on the creative side and create campaigns on a better structure.

CAMPAIGNS

- RITZ CRACKER
- ELECTIONS ONTARIO
- ADVIL
- SWOOP
- I'M CANADA



RITZ CRACKER

CHALLENGE

Ritz Cracker has difficulties to place itself as a healthy and classy snack that everyone can use in the gatherings, events or on the go.

INSIGHT

The target audience likes to show off as a thoughtful and smart individual who can always provide their friends and family with healthy and simple snacks. but they afraid of being judged if they use cheap and low-quality products.

BIG IDEA

Ritz Cracker is the sun of snack universe! in all the places or on the go. It is a healthy choice that can be a great part of every joyful moment.

TAGLINE

The Tiny source of Joy!



THE TINY SOURCE OF JOY!





THE TINY SOURCE OF JOY!





THE TINY SOURCE OF JOY!





CHALLENGE

There is a big lack of interest in voting among the young generation

INSIGHT

This target audience is afraid of not being taken seriously

BIG IDEA

Voting empowers you
Now, You've Got The Power

TAGLINE

We make voting easy

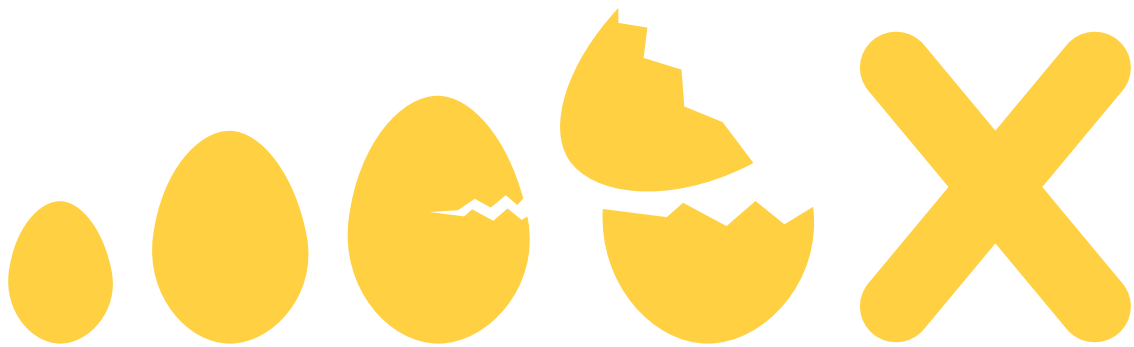
Alecsandra Maciel (Strategist)
Tugba Kolbasi (Strategist)
Vincent (Copwriter)
Shahriar Zand (Art Director)



Now, You've Got The Power

We Make Voting Easy
elections.on.ca

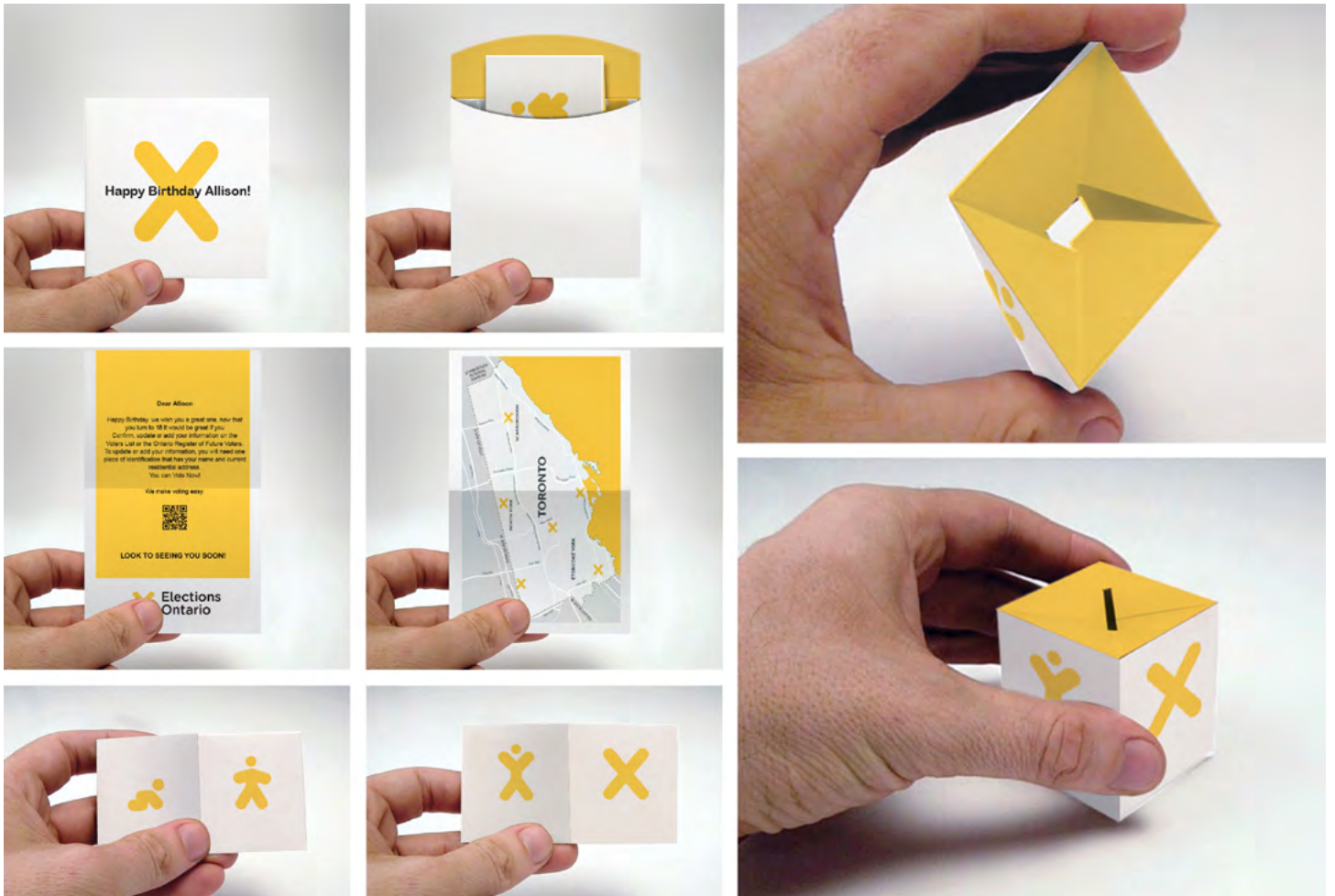




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Direct Mail

This is a piece of Direct mail as an envelope with a popup box resemble the ballot box with all the campaign's graphics and elements on its sides and a branded map of Ontario with all the voting centers highlighted and marked. this Piece will be sent to the target audience randomly based on the data list, in the way that they receive it on their 18th birthday.

ADVIL

CHALLENGE

Advil is the top-selling brand in the \$3.5 billion over-the-counter pain reliever category.¹ But in 2014, sales and household penetration were declining and Advil was losing its leadership equity. Advil was struggling with a lack of identity among consumers who viewed it to be substitutable with its generic, store brand counterpart. To positively differentiate itself, command a price premium (versus store brands), and grow the business, Advil needed to strengthen its emotional connection with consumers with a memorable new campaign.

INSIGHT

The target audience, don't like to use pain relievers because they think it is not healthy, at the same time they afraid to be judged by others that they are fanatic so they prefer to endure the pain but don't take a pill.

BIG IDEA

Pain can break you, and it is better to take an action before it is late

TAGLINE

Don't let pain break you!



Don't let pain break you.

Get fast and effective relief, day or night, so you can Advil and go.



advil.ca



Don't let pain break you.

Get fast and effective relief, day or night, so you can Advil and go.



advil.ca



Don't let pain break you.

Get fast and effective relief, day or night, so you can Advil and go.



advil.ca

SWOOP

CHALLENGE

People don't trust the cheap flights, since there are lots of negative reviews and therefore it is hard to convince them, to flight swoop as a Canadian economic airline

INSIGHT

Target Audience believes their small savings are not effective and cheap flights don't appreciate them.

BIG IDEA

Customers deserve good quality and affordable travel packages suited for their limited budgets.

TAGLINE

Every Dime Matters!

EVERY DIME MATTERS

YOU WORKED HARD, YOU SAVED HARD,
YOU DESERVE THE BEST
AND WE KNOW IT



SWOOP™

YOU CALL IT CHEAP
WE CALL IT AWESOME!



AFFORDABLE EXCELLENCE

SWOOP[™]



I'M CANADA

CHALLENGE

Canadian wildlife populations dropping in 'global biodiversity crisis'

INSIGHT

It seems odd when someone shows so much empathy toward animals when people believe there are more important things in their life to take care of.

BIG IDEA

The Canada Species are Canadian too, Canada without them is not Canada anymore, so they deserve our love and care as any other Citizens

TAGLINE

I'M Canada

i'm CANADA

CANADIAN WILDLIFE PRESERVATION

REPORTS SHOW A MAGNIFICENT DECLINE IN CANADIAN WILD SPECIES,
THEY ARE CANADIAN CITIZENS TOO AND DESERVE YOUR CARE AND LOVE.
TAKE ACTION TO SAVE THEM!

i'mcanada.ca



KINROSS

i'M CANADA

CANADIAN WILDLIFE PRESERVATION

THE FEDERALLY PROTECTED AT-RISK SPECIES IN CANADA CONTINUED TO
DECLINE UP TO 83 PERCENT. CANADIAN SPECIES ARE CANADIAN CITIZENS
AND DESERVE OUR CARE AND LOVE.
DO SOMETHING TO HELP THOSE WHO CAN'T HELP THEMSELVES!

i'mcanada.ca



KINROSS

i'm CANADA

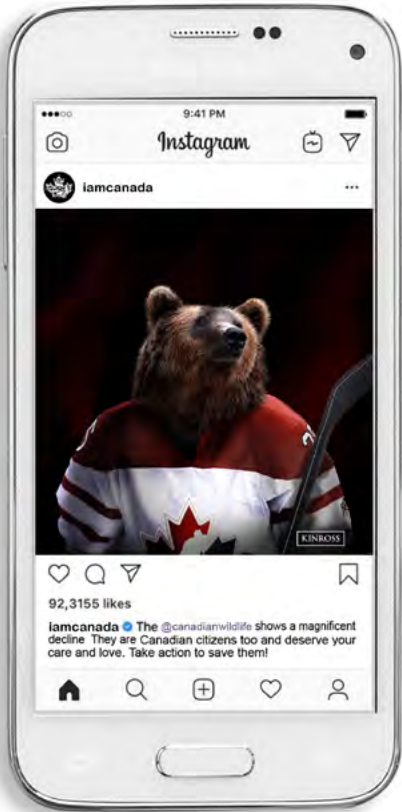
CANADIAN WILDLIFE PRESERVATION

WHAT IF WE CONSIDER THE CANADIAN SPECIES AS A FAMILY MEMBER,
THEY NEED OUR URGENT ACTION TO SURVIVE, THEY ARE CANADIAN
CITIZENS AND DESERVE YOUR CARE AND LOVE.
TAKE ACTION TO SAVE THEM!

i'mcanada.ca



KINROSS



INSTAGRAM #iamcanada

The target audience will engage with the campaign on Instagram through the following:

- I'm Canada Instagram page
- Shared information and hints through #iamcanada
- Instagram posts and Ads
- Shared online videos, posts, and comments
- Using the influencers to share the campaign values

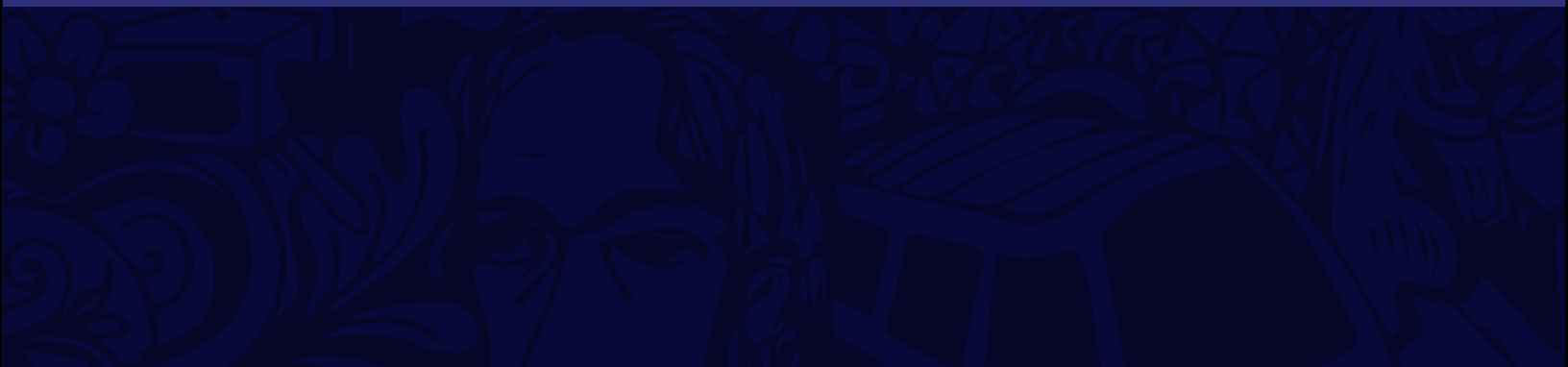
TWITTER #iamcanada

The target audience will engage with the campaign on Twitter through the following:

- Updated news
- Buzz
- Sharing the Ideas
- Informing about the campaign process

SINGLE WORKS

- OYSTER BAY WINE
- MICHELIN
- LITTLE BUDDY COFFEE





The philosophy of Oyster Bay Marlborough is to produce fine, distinctively regional wines that are elegant and assertive with glorious fruit flavours - wines that drink well within a year or two of vintage, yet possess the balance of structure to reward cellaring.

The Oyster Bay label is owned by Delegat's Wine Estate, one of New Zealand's largest family owned and managed wine producers.





Michelin makes some of the most fuel efficient,* longest lasting tires. Plus they offer more security with their incredible stopping power. See how the right tire changes everything at michelinman.com/righttire.



*Based on comparative rolling resistance testing. Copyright 2009 Michelin North America, Inc. All rights reserved. The Michelin Man is a registered trademark owned by Michelin North America, Inc.

YOU
MIGHT HAVE
A BIG BUDDY
OR
A MEDIUM BUDDY
But
NONE OF THEM
CAN HELP YOUR
BRAIN LIKE

OLYMPIA
COFFEE
ROASTERS CO.
Little BUDDY
ORGANIC COFFEE BLEND
THE CHIEF OF OLYMPIA, WASHINGTON

RESUME ▶



DECEMBER 2019

ART DIRECTOR

SHAHRIAR ZAND

QUALIFICATIONS

Highly creative, self-motivated and multi-talented ART DIRECTOR with years of experience, Enthusiastic, dynamic team player with the ability to work independently as well.

TOOLS EXPERTISE

Ps	-----	Adobe Photoshop
Ai	-----	Adobe Illustrator
Id	-----	Adobe Indesign
Pr	-----	Adobe Premiere
Ae	-----	Adobe Aftereffect

ONLINE PRESENCE



CONTACT

shahriar.zand@gmail.com



cell:6478771555



shahriar-zand.online



EDUCATION

DIPLOMA

Creative Advertising
(Seneca College, ON, Markham)

GRADUATION CERTIFICATE

Interactive Media Management
(Sheridan College, ON, Oakville)

MASTER'S DEGREE

Animation and Character Design

BACHELOR'S DEGREE

• Graphic Design



SKILLS & HOBBIES

- Art Direction
- Designing
- Advertising
- Illustration
- Branding
- Strategy
- Corporate Identity
- Sketching
- Digital Design
- Storyboarding
- Books
- Music

LIMITED EDITION

CONTACT ME

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ART
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