

CURRICULUM VITAE

NASEEM NIARAKI
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EDUCATION

- 10/05-06/07 MA COMMUNICATION DESIGN**
Central Saint Martins College of Art & Design, *London, UK*
Graphic Design focus on editorial design and printed matter
- 09/97-07/01 BA GRAPHIC DESIGN**
Syracuse University, *Syracuse, New York*
Graphic Design education on all areas of print design

EXPERIENCE

- 07/07-PRESENT FREELANCE DESIGN, LONDON, UK**
Freelancing for design studios and private clients. Projects include identities and retail branding
- 10/03-10/05 M·A·C COSMETICS, NEW YORK, NY — SENIOR DESIGNER**
Managed complex design projects from initial conceptualization to production, including advertising, catalogues, brochures, direct mail, invitations, and art direction of photography
Responsible for M·A·C's marketing and publication collateral for New York, London, Paris, and Milan Fashion Weeks
Led redesign of the corporate identity and communications for M·A·C PRO, a program for professional make-up artists. Art directed the launch of M·A·C PRO's website, www.macpro.com
- 10/01-10/03 KATE SPADE / JACK SPADE, NEW YORK, NY — DESIGNER**
Created a range of promotional and marketing collateral such as catalogues, direct mail, invitations, textile designs, packaging, and new products
Developed a sixteen-week ad campaign for Kate Spade in the Sunday edition of *The New York Times*
Designed Jack Spade and Kate Spade product lookbooks. Responsibilities included set design and art direction of photography
Produced a range of stationary products for Kate Spade Paper line
- 06/00-08/00 KIRSHENBAUM BOND + PARTNERS, NEW YORK, NY — DESIGN INTERN**
Collaborated with in-house design team in ideation and implementation of creative strategy
Produced marketing collateral, conference materials and print promotion pieces for Credit Suisse

RECOGNITION AND EXHIBITIONS

- 06/07 GRADUATION EXHIBITION**
Mall Galleries, *London, UK*
Central Saint Martins College of Art & Design group exhibition
- 02/07 HALF**
Westbourne Studios, *London, UK*
Central Saint Martins College of Art & Design work-in-progress group exhibition
- 01/05 THE GUARDIAN**
Promotional book design for M·A·C Cosmetics featured in *The Guardian*
- 09/03 CONSUMER PSYCHOLOGY TODAY**
Advertising campaign for *The New York Times* was featured in a university consumer psychology textbook

SKILLS

Quark Xpress, Indesign CS2, Photoshop CS2, Illustrator CS2, Microsoft Office

INTERESTS

Architecture, film, interior design, mid-century graphics, photo styling, textiles, fashion history, vintage markets for printed ephemera, travelling