

DAVID ASGARIAN

DESIGNER & CREATIVE DIRECTOR

Creative Director with ~20 years professional experience in diverse industries. Possesses strong leadership, business management, and marketing skills. Created a cohesive brand identity establishing Unicorn Ink as an iconic tattoo shop on the East Coast. Experience collaborating with global teams to create engaging design concepts. Known by colleagues for being an authentic transformational leader that inspires, mentors, and empowers creative teams. Leverages industry expertise to build resonant, nostalgic, and fresh business ideas.



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SKILLS

Strong written, verbal and presentation skills, strategic and critical thinking, big idea generation and video/digital production skills. Highly experienced in team management and lead positions. Advanced knowledge of Adobe family suite (including Adobe Illustrator, Photoshop, Premiere Pro), HTML, CSS, UI/UX Creative Design (iOS development demos and prototypes), A.I. generative image creation software, Figma, Web Design, Microsoft Office and Google Suite and other various software.

EXPERIENCE



Founder & Artist/Designer

UNICORN INK

Lincoln, RI
Dec 2012 - Present

- Partner with the co-owner to manage budgets, operations, facilities and physical assets for a company that has grown from ~\$200K revenue to ~\$1M revenue while achieving sizeable cost-savings
- Lead brand strategy and equity while spearheading a multi-year creative strategy
- Manage marketing inquiries, social media, brand identity, ratings and growth prospects
- Maintain awareness of market landscapes, expansion opportunities & industry developments
- Design and create online marketing and merchandising materials
- Strategically planned logistics for office relocation, including project management, design support, mover management, IT/facilities requirements & furniture sourcing 4,800 sq.ft floor
- Lead HR efforts including hiring, on/off boarding, retaining top talent & managing employee relations, artist performance and alignment on strategic priorities, workflow efficiency & continuous improvement
- Spearhead technology advancement through implementing tools that improve customer experience
- Ensure the shop adheres to safety protocols to minimize health risks



Founder & Creative Director

HEPTAGON GAMING

Providence, RI
Nov 2021 - Present

- Spearhead the development of an immersive action-adventure multiplayer RPG that utilizes blockchain infrastructure to build global accessibility
- Develop and refine core creative vision while evaluating trends and assessing new data
- Manage the development of digital assets within established budgets and timeframes while ensuring cohesion across the core game features, lore, game play and environments
- Establish and drive a creative culture by hiring top talent to maximize the company's potential and ensure high-quality execution of all deliverables
- Oversee marketing, including trailers/video content, partnerships, promotions, social media management, and roadmap development

Freelance Design

SELF EMPLOYED

Jan 2002 - Present

- Design and build impactful, immersive and compelling websites that convey a visual story for clients
- Create engaging media materials that attract and retain the attention of customers
- Develop marketing and high-impact media materials in a wide variety of media from direct marketing/digital to print and broadcast for top clients in diverse industries
- Collaborate with global art studios to execute creative ideas
- Various ACD roles on various projects, working on integrated campaigns for national and local brands