



ZAI TAYEBALY

Contagiously vibrant designer with a concrete background in brand development, 360 campaigns and editorial—armed with a shopper marketing edge and a thirst for UI / UX. Offering 10+ years of experience, seeking Creative or Art Director roles in cutting-edge agencies.

Noteable Brands

Absolut	Michelob Ultra
Bloomingdale's	Miller High Life
Coors Light	Reckitt
CVS	Shea Moisture
Diageo	Stella Artois
Dove	Target
Hendrick's	Unilever
Holt Renfrew	Walgreens
Patagonia	Walmart
Pernod Ricard	William Grant

Experience

Art Director // Barrows

May 2017 - Present

Shopper Marketing Agency // New York, NY + Toronto, CA

Collaborated with creative directors, managers and strategists, whilst managing 3D designers & graphic designers, to develop 360 campaigns and shopper journeys across range of global retailers within the alcohol, beauty, personal care, food, health and wellness industry successfully meeting company ROI goals every year.

- Ability to ideate, manage and execute through storytelling, deck design and presentations led to becoming head designer in under a year on business' largest client, Unilever, that generates ~50% of revenue. This resulted in the highest increase of ROI by 15% from 2020 - 2021 and an additional 20% this year (2022) compared to rest of company's portfolios.
- Appointed to present best-in-class ways-of-working for efficiently executing lucrative Category Reinvention projects to rest of New York business, including process, team collaboration, upwards management, strategic thinking and deck formatting / narration.
- Art directed and pitched programs to Molson Canadian's vast portfolio of beer brands which successfully led to Barrows becoming their Agency of Record.
- Proactively reimaged the onboarding experience by developing a company handbook resulting in new hires' efficient integration within the organization, its culture and ways of working.
- Passionately brought energy and enthusiasm to the business leading and arranging various staff celebrations, happy hours and seasonal parties. Also appointed lead on creating a comfortable workspace which ultimately encouraged colleagues to work on site.

Senior Graphic Designer // ME to WE

Oct 2013 - Apr 2017

Social Enterprise // Toronto, CA

Led team of designers and directed shoots with photographers to develop editorial lookbooks, product packaging, catalogues, e-commerce and social media content for seasonal programs, celebrity endorsements and retailer events—while being responsible for all production files—which consistently brought new business.

- Applied knowledge of creative industry trends with market research and pitched bespoke design moodboards and concepts for product packaging, digital & print media that lead to new partnerships like Bloomingdale's, Holt Renfrew, Fossil, Starbucks, Roots Canada, Brita and 7-11.
- Sole designer on marketing team, creating all digital and print collateral for YouTube star Lilly Singh's #GIRLLOVE Campaign surpassing sales targets with ~\$30k in revenue in two weeks.
- Presented visual stories and packaging to CEO many resulting in the development of new product collections based off alternative design concepts that were created as extra initiatives.

Startups

brb

Creative Director // UI / UX Designer
2020 - 2022

Developed branding and UI and supported on the wire-framing and UX for an all-in-one travel platform for users to plan trips, build itineraries and share them on the site's social feature.

Fresh Inc. Mehndi

Co-Founder // Lead Henna Artist
2009 - 2013

Leveraged design techniques and leadership skills to establish the first-ever team-based mobile henna company in North America catering to wedding events, parties and corporate functions.

Education

Bachelor's Degree of Design

Ontario College of Art & Design
University
2009 - 2013