
resume

A relationship built on collaboration and trust. Trust allows for exploration and inventiveness. Collaboration ensures the acuity of the final product.

Yasmine Rafii is a visual thinking graphic designer/illustrator with a gift for creating high impact, visually memorable business communication. Her successful design practice is based on an understanding of the relation of design to communication and the need for a strategic approach in developing graphic and message content.

With over 20 years of experience in business, including management positions in companies involved in international trade, 15 years of print design, and 8 years of web design, Ms. Rafii has developed skills in areas of product and business naming, identity and brand development, and copy writing and illustration. She has high-level conceptual skills and can initiate, direct and produce projects from start to finish.

As a project manager and creative lead, Ms. Rafii works in close collaboration with her clients to help define objectives and develop a strategy. As a designer, she works with most major design software to produce both print and web materials. The finished results are visual solutions that establish values, communicate the message, and tell the story in a way that gets noticed.

In addition to business and product marketing, Ms. Rafii is a fine artist and illustrator. She currently has 200 different background illustrations available for single download through Corbis. She started her own line of greeting cards, successfully publishing and marketing Y Art cards for 10 years.

degrees

- BFA Painting, California College of Arts and Crafts, 1979
- MA Psychology/Art Therapy, Antioch University, 1983

skills

- name research and alternatives
- advertising concepts and art direction
- logo/logotype research and design
- corporate id system development
- marketing collateral- brochures, presentations
- catalogs
- exhibit graphics
- multimedia presentations
- on-line identity and web UI design
- illustration - traditional and digital
- copy writing



recent projects

Contagious Compassion (2009) | contagiouscompassion.org

Currently working on a website for a non profit startup with a mission to provide education and mentoring to young students interested in getting involved philanthropy.

MOMSParmacy (2008-2009)

Currently working on an advertsing campaign for a national pharmacy specializing in HIV/AIDS treatment. This includes posters, magazine/newspaper ads, and sales collateral.

Alameda County CASA Association (2008) | casaofalamedacounty.org

Designed a new website for a regional office of the CASA network. This included UI, content development, information architecture, and web development.

Gravity Payments (2008) | gravitypayments.com

Designed a new website for the largst payment processing company in Washington state.

Segue Move Management (2008) | seguemovemanagement.com

Designed a website and web-based calendaring application for this local provider of senior moving services.

Stokes Ladders (2008) | stokesladders.com

Designed and developed the business identity, new marketing collateral, a trade advertising campaign, the product catalogue, product packaging, and web UI.

Ti.Ki (2008) | ti.ki

Designed UI for new a new social networking site that provides event organizing and management tools.

LogicTree Corporation (2000-2008) | logictree.com

This is a long term client with on-going projects. Over the years I have designed the business identity, multiple iterations of company collateral, trade show booths and website for this international developer of automated IVR solutions for public transit.

National CASA Association (2004-2008) | nationalcasa.org

This is a long term client and over the years I have worked on campaign collateral, newsletters, and web campaigns. Most recently I designed the print materials and web interface for the Forgotten Children's campaign, a national event that was co-sponsored by the Dr. Phil Foundation.

Brix Wine Cafe (2007) | brixwinecafe.com

Designed the business identiy, menu, restaurant signage, poster illustrations, and the website for a new Kirkland wine bar.

United Reprographics (2007) | unitedreprographics.com

Designed and developed new print collateral, business identity, ad campaign, building and fleet graphics, and website for a local digital and large format print provider.

Institute for Public Health Genetics, U. Washington (2005-2007) | depts.washington.edu/phgen

Designed and produced an informational booklet to be used in student recruitment. Conducted interviews of current students and wrote the summaries featured in the booklet. Also designed web UI.