

# Shinaza Taghian

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[LinkedIn: Shinaza Taghian](#) | [Shinaza's Website Portfolio](#)

## Profile

Experienced designer with a background in leading visual identity, branding, social media content creation and typography for high-profile clients in the FMCG, entertainment, and hospitality sectors. Proven track record of driving engagement through cohesive digital and print campaigns, including managing end-to-end production and delivering impactful social media content viewed by millions. Skilled in collaborating with cross-functional teams to achieve client goals and elevate brand experiences.

## Education

### Master of Arts in Graphic Design, Distinction

September 2024

Anglia Ruskin University | Cambridge, United Kingdom

- Awarded the International Merit Scholarship in 2023

### Bachelor of Arts in Graphic Design

January 2020

The American University in Cairo | Cairo, Egypt

## Relevant Experience

### Watersprite Film Festival | Cambridge, United Kingdom

October 2023 – May 2024

**Head of Creative Design.** Directed the festival's visual identity, leading a team to create cohesive branding across digital and print materials, and enhancing audience engagement through visually compelling social media content.

- Directed the creative vision for Watersprite Film Festival 2024, developing a cohesive and compelling visual identity across all festival materials, including the official programme, posters, flyers, merchandise, and digital assets.
- Partnered with the Head of Communications to enhance social media engagement and website aesthetics, creating visually captivating content that promoted festival events and boosted online visibility.
- Steered a creative team in designing branding materials that aligned with Watersprite's values of inclusion, diversity, and accessibility, ensuring the festival's visual presentation was welcoming and professional.
- Coordinated the production process for printed and digital materials, working with external print vendors and digital media partners to achieve high-quality outputs within project timelines and budget constraints.

### Momentum Worldwide | Cairo, Egypt

December 2020 – May 2023

**Graphic Designer.** Led concept-to-execution projects for major brands like Pizza Hut, Peugeot, L'Oréal, and Cilantro collaborating with creative teams to produce cohesive print and digital campaigns that adhered to brand standards and met high-quality production requirements.

- Led high-impact campaigns for major clients, Cilantro, Pizza Hut, Momentum Egypt, Peugeot, Credit Agricole, Hassan Allam Properties, L'Oréal, and LC Waikiki, managing projects from concept to execution and presenting creative strategies that aligned with client marketing goals.
- Designed and launched Cilantro's mobile app UI/UX, enabling customers to order for pickup and delivery; collaborated with developers to ensure an intuitive user experience, leading to a successful app release.
- Filmed and directed social media video content for Pizza Hut, producing engaging videos and TikToks that aligned with brand messaging and achieved approximately a total of 10 million views, significantly boosting audience engagement across digital platforms.
- Collaborated across teams with copywriters, art directors, and account managers to ensure cohesive visual communication, refining designs based on client feedback to optimize brand messaging.
- Ensured design consistency across print, digital, and experiential media, adhering to brand guidelines while exploring new creative approaches to enhance user engagement.
- Coordinated with production teams to meet technical specifications and quality standards, ensuring high-quality outputs within project timelines.
- Presented creative strategies and design concepts to clients, ensuring alignment with their brand vision and marketing goals, while delivering visually compelling presentations that contributed to successful pitches.

## Additional Experience

### Kingfisher Studios, Junior Graphic Designer | Cairo, Egypt

October 2020

### J. Walter Thompson, Experience Design Intern | Cairo, Egypt

July 2019

## Additional Information

**Languages:** English (Native); Arabic (Native)

**Technologies:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects), Figma, Microsoft Office Suite