



SAYF KHIDIR

Creative Direction | Graphic Design | Motion Graphics

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EXPERIENCE

2020–2022 **Associate Creative Director**
MOBE

Led cross-functional efforts across creative services, digital, marketing operations, strategy and innovation teams to strengthen the brand across areas including user experience and visual design, illustration, animation and copywriting. Worked closely with internal team to establish the look and feel of the digital app experience keeping with UX best practices.

2018–2020 **Art Director**
Clear Capital

Managed content creation for marketing campaigns via email newsletters, web / print collateral, tradeshow booth design, publications, video content, and brand experience channels. Supported hiring efforts through the creation of unique landing pages, email campaigns, and hiring fair print collateral.

2016–2018 **Associate Art Director**
Gap Inc.

Managed an internal team of designers responsible for bi-monthly homepage refreshes, 3–5 unique emails weekly. Worked on seasonal explores and holiday campaigns in conjunction with international markets and partners to ensure brand is held to the highest standards.

EDUCATION

2012 **BA in Visual Communications**
San Francisco State University

REFERENCES

Amy Pressnall

Director, Creative Services at MOBE
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Ben Ragains

Community Product Manager at MOBE
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Rick Waldron

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Tony Dekleine

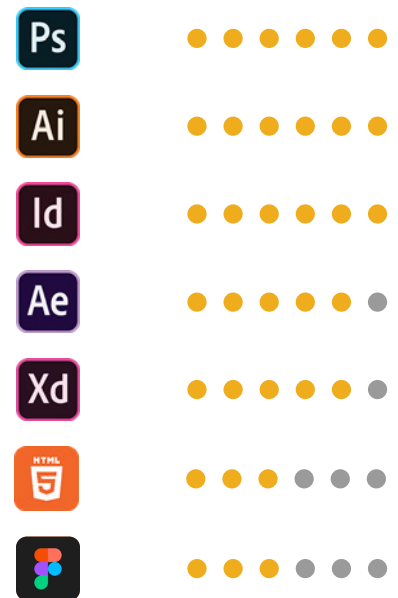
Creative Director
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ABOUT ME

Designer + creative director based out of Reno, Nevada with 15+ years professional experience. Trusted by industry-leading companies, including MOBE, Caddis Eyewear, Gap Inc, Levi Strauss, Rainforest Action Network, Airbnb, Vans, Otterbox, Fender, IBM, The North Face, San Francisco Film Festival, Sundance Film Festival, and Napa Valley Film Festival.

Work aside, I'm a motion graphics artist, outdoor enthusiast, a pet lover, and an aspiring woodworker.

PROFICIENCIES



PROFESSIONAL

