

Behzad “Bez” Tabatabai

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PROFESSIONAL SUMMARY

Creative problem-solver with 15+ years of experience turning ideas into visuals that connect and drive results.

I concept, design, and produce across brand, campaign, and product — blending storytelling with strategic thinking to create meaningful work. Whether leading teams or working hands-on, I bring a sharp eye, fast execution, and a strong sense of what resonates. I’m equally comfortable developing big ideas or building them out — designing, writing, and coding as needed. I thrive where creativity meets action.

KEY SKILLS & EXPERTISE

- **Creative Direction** – Leading campaigns for web, mobile, video, branding, and copy with a sharp creative vision
- **Concepting & Storytelling** – Turning insights into compelling narratives that drive engagement and results
- **Hands-On Design** – Crafting responsive, user-centered designs with a focus on clarity, accessibility, and impact
- **Art Direction & Production** – Overseeing execution from photoshoots to press checks, motion graphics and technical development
- **Team Leadership** – Mentoring creative talent and fostering high-performance, collaborative teams
- **Client & Stakeholder Alignment** – Facilitating workshops and presenting ideas with clarity and confidence
- **Creative Tools** – Adobe CC, Quark Xpress, Figma, Sketch, Premiere, After Effects (basic), Microsoft Suite
- **CMS & Platforms** – WordPress, Joomla, Shopify, Drupal, AEM, Wix, SquareSpace
- **Technical Fluency** – Comfortable with front-end development, HTML, CSS, Javascript, and rapid prototyping
- **Agile & Workflow Tools** – Experienced in Wrike, Monday, Jira, Asana, ClickUp, Airtable, and Zapier

PROFESSIONAL EXPERIENCE

Creative Director, Production Manager, Consultant: *Pixsoul, Inc. | 2000 – Present*

(Consulted independently between corporate leadership roles shown below).

Independent consultancy serving healthcare, nonprofit, cultural, publishing, and consumer clients. Lead end-to-end creative for over 400 projects — from brand identity to campaign launches, blending sharp visual direction with strategic thinking and hands-on execution. Work spans web, print, social, video, and interactive experiences.

- Directed brand, web, and campaign design for diverse clients — including complete platform redesigns and content-rich microsites
- Concepted and produced logos, websites, event collateral, social media content, and short-form video
- Facilitated discovery workshops and strategic audits to align creative direction with business goals
- Designed accessible, mobile-first interfaces and component-based design systems (WCAG-compliant)
- Managed creative teams and freelance collaborators; mentored designers and writers to strengthen output and collaboration, managed print and production vendors
- Built trust through creative agility — delivering on tight timelines without sacrificing quality or vision
- Developed the **Deliberate Production™** framework — a triage-based system to accelerate creative workflows and reduce errors
- Designed UI/UX, iconography, and brand guidelines for 6 mobile and web apps

Creative Lead & Digital Experience Designer: *GrowYourBase & Slingshot DAO | 2020 – 2024*

Web3 and gaming startups focused on rapid growth and global community engagement. Led brand evolution and digital creative across multiple properties, balancing bold experimentation with strategic UX design. Drove concept-through-execution for immersive campaigns, product UI, and viral content.

- Led design & dev of web experiences, campaign assets, and interactive UI for blockchain-based products
- Shaped brand systems and creative strategy to support fast-paced growth and community-driven innovation

- Produced modular content libraries, viral videos, and multi-language campaigns tailored for global audiences
- Built two custom DAMs to manage high-volume creative assets, streamline approvals, and improve consistency
- Partnered with developers, product teams, and brand stakeholders to ensure creative quality and compliance
- Trained teams on brand voice, visual systems, and design best practices to efficiently scale creative

e-Business Director: *Boss Audio International* | 2016 – 2018

Consumer electronics brand focused on global e-commerce and retail growth. Directed creative and content strategy across e-commerce, retail, packaging, and marketing. Led major digital transformation and helped establish online visual identity for new product lines.

- Led full redesign of DTC website—owning UX, UI, and digital asset execution from wireframes to launch
- Managed a hybrid team of in-house and freelance creatives to ensure brand consistency across digital, print, and packaging
- Defined brand identity and visual strategy for a new product line through hands-on concepting and collaboration
- Centralized asset systems to reduce rework and improve creative speed and accuracy
- Partnered with Marketing, Product, and Logistics to align launches with seasonal campaigns and retail timelines
- Created brand standards, templates, and training guides to onboard new team members and scale execution

General Manager: *Ikon Audio International* | 2007 – 2013

Acting Creative Director & Product Marketing Lead for Consumer electronics company serving global car audio markets. Owned end-to-end creative across product, packaging, and brand. Concepted and produced everything from industrial design to advertising assets—building a bold, cohesive identity across touchpoints.

- Designed amplifier heatsinks, packaging, user manuals, posters, digital ads, logos, and branded apparel
- Wrote product copy, ad headlines, press releases, and spec content to support B2C and B2B campaigns
- Directed in-house team and external vendors to produce high-quality, on-brand assets at scale
- Developed streamlined creative workflows and approval systems that cut revision cycles and boosted speed
- Oversaw manufacturing timelines and coordinated with international vendors to meet production milestones

NOTABLE PAST ROLES & INDUSTRY IMPACT

Namak Magazine

Founding Editor and Creative Director of a nationally distributed cultural magazine praised for its design and editorial voice. Led visual identity, content direction, and layout; managed a multi-city creative team and oversaw production and distribution.

Design Quorum

Creative Director at boutique agency and its sister company specializing in high-end branding, print, and product design. Led strategy and execution for clients like Rockwell and Nissan North America. For GiftMotif, designed luxury corporate gifts in collaboration with renowned local artists and craftspeople.

AdOut (Advertising Outsourcing)

Director of ad production for a high-volume studio delivering 2,600+ newspaper ads weekly at a 99.98% accuracy rate. Built and scaled six creative teams (150+ staff), and developed a workflow model later adopted by newspapers and agencies nationwide.

EDUCATION

BA | English-American Studies | Minor Political Science – University of California Los Angeles

Awarded UCLA President's Medal of Honor - 3 recipients out of 30K undergrads

LANGUAGES

English, Persian (Farsi), Conversational Spanish