

# tamar samir. creative director & design educator.

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## PROFESSIONAL EXPERIENCE

- 2008-present **Freelance Creative Director, New York, NY.**  
Design & direct branding primarily for yoga and wellness brands. Oversee brand strategy, consistency, visual direction. Directed photographers, web designers, and print designers
- 2002-present **Part-time Faculty. Parsons School the New School for Design. New York, NY.**  
Develop and teach design curriculums. BFA & MFA candidates.  
Focus on socially and environmentally conscious team design projects, with an emphasis on the designer's role as thinker, activist, and influencer in society and environment.  
Courses: Integrated Studio I & II, Design & Language Studio, Drawing & Design, Language & Culture of Design, Motion Graphics III, Digital Design Lab Fall, Creative Technology in Curriculum Development I & II.
- 2010-2016 **Co-Founder & Creative Director, Nava NYC: Inner Peace at Work**  
Founded Nava NYC to bring yoga/meditation/custom wellness programs to the workplace.  
Directed all design, marketing and promotion for Nava NYC, primarily for web, Facebook, and Instagram.  
Directed photoshoots and video shoots of instructional meditation videos.
- 2005-2008 **Creative Director, Nickelodeon On-Air & Off-Air. New York, NY.**  
Directed team of in-house designer/animators, freelancers and out of house firms in creating branding strategy and visual direction, on and off-air identity and promotion for multiple business platforms: tv, web, magazine, image, identity systems, events, products, and recreation.
- 2001-2005 **Independent Art Director/Designer. New York, NY.**  
Design & animated motion graphics for film, television and theater including: titles, channel branding, commercials, outdoor print campaigns. Print identity systems, in-store visuals, packaging, event design.  
Clients include: Nickelodeon, LOGO/MTV Networks, Brand New School, Imaginary Forces, Eyeball NYC, Trollback & Company, PSYOP, Leroy + Clarkson, Meccanica, OPEN, The Ebeling Group.  
Projects included: Tribeca Film Festival, Inner Landscapes Dance, Lifetime TV, MTV, Sundance, AMC, Trio, LOGO, MAC Cosmetics, Lifetime Real Women, TNT.
- 1999-2002 **Fashion Designer. Kathryn Dianos. New York, NY.**  
Designed intricate eveningwear and sportswear with hand beaded and embroidered motifs.  
Supervised product development and production in China.
- 1997-2001 **Fashion Design Consultant. Sportswear. New York, NY.**  
Clients include: Liz Claiborne, DKNY, Tahari, Barbara Lakin.  
Research, design, presentation and technical design of seasonal knit and woven fashion collections.

## EDUCATION

- 2002 Master of Fine Arts, Design & Technology. Parsons the New School for Design. New York, NY.  
1997 Bachelor of Arts, Fashion Design. Shenkar School Of Engineering & Design. Tel Aviv, Israel.

## AWARDS & HONORS

Published in: Eye, Design in Motion, Print, Stash, Step. Awards: BDA, AIGA, Creativity Awards.

PROFESSIONAL AFFILIATIONS: AIGA, BDA, ADC.

LANGUAGES: English, French, Hebrew

ADDITIONAL SKILLS: Yoga Educator