Paul Zabihi Curriculum Vitae



36 Ellington Street London N7 8PL

Tel: +44 (0) 20 3561 4479 Mob: +44 (0) 7564 499 185 Email: Zabihi.p@gmail.com

Professional Profiles:

Linkedin: LINKEDIN P.ZABIHI

Film & TV Pro: FTV PRO ZABIHI PROFILE

Website: www.zabihi.design.com

Profession: Senior Designer/Manager

Nationality: British Language: Fluent English

Mission Statement:

I am currently looking for my next exciting career move to join a dynamic company team in a permanent role with new challenges, and exciting opportunities. I have over 20 years professional design experience as a multidisciplinary Mid-weight/Senior Designer/Lead Project Manager in the following disciplines:

- o Graphic Design, & Branding
- o Architectural, Structural & Interior Design & FF&E
- o Pitch Design & Presentation & Marketing Communications
- o 2D & 3D modelling & Visualisation
- o Film & Television Production, Design & Art Direction

I have worked nationally & internationally on varied projects honing my technical and conceptual design skills and gaining excellence in client facing roles and B2B interaction. All my projects to date I have achieved close industry relationships, in-depth collaboration with colleagues and delivery of strong, effective design solutions.

During college I worked freelance as a commissioning artist and as intern on the "Brit Art" scene on projects with Claes Oldenburg & Coosje Van Bruggen, Antony Gormley, Gary Hume, Gillian Wearing and the Chapman brothers.

Key Skills:

- 2D & 3D Design, (CAD, SKP, Podium)
- Graphic Design, (CS6 Photoshop, Illustrator, InDesign, Premier, After Effects)
- Pitch Design & Presentation
- Interior Design & FF&E (Concept, Planning, Specification, Procurement & Installation Management)
- Project & Team Management, CRM, Budgeting, Scheduling, Contracts, (MS Office, Excel)

Employment Record:

2015 - Present: Creative Designer - Freelance

Successfully designed and launched a selection of graphic and digital solutions for food & health business start-ups; websites, print digital collaterals and SM profiles with proven positive growth in marketing analytics.

Working with Angus Dundee Distillers I designed and oversaw production of collateral for product packaging, experiential installations for events and trade show stands, PR POS and POP across international trade fairs; BBC good Food Show, Epicurean, IAADFS (Cannes, Orlando). I achieved significant cost savings on production and installation costs, identified future scope and delivered fresh concepts for future rollouts

I designed a new private residential mooring for the river Thames in West London. Involving my own innovative design for anchored floating pontoons, offering cost reduced sustainable living including practical and aesthetic urban gardening. This program of works is now awaiting planning permissions.

2013 – 2015: Lead Project Design Consultant/Senior Interior Designer, James Cubitt & Partners, UK Commercial, Residential & Masterplanning:

As lead designer I successfully designed and managed a slate of commercial, residential & Hospitality project interiors. I developed new client accounts and extended scope of existing project briefs for the betterment of both agency and client. I surpassed KPI targets and mentored design team colleagues as well as managing CPD's & Interior Design library and preferred supply chain contacts.

2011 - 2013: Senior Interior Designer, MOD, Singapore

Residential & Hospitality

I accomplished the on time/within budget delivery of a new inner city boutique hotel. After suspensions between client and contractors I was ushered in, effectively completing the project. Works involved; recruitment and control of new contractual partners, scheduling, change management, installing third party F&B businesses within the hotel and administration of structural, engineering and H&S. Environmental and heritage, permissions and security compliance with regulatory bodies were achieved. Based on my previous experience the full interior design and FF&E package were also in my remit.

2010 - 2011: Senior Media Director, Logopaint, Singapore, Asia Pacific,

Design Management & Client Corporate Relations

I effectively produced accurate design and development of client logos to a 3D platform as well as creating lucrative relationships with new clients, enlarging the agency's portfolio by 11% within the first year. I was negotiating design management with corporate and media divisions of clients and provided hands on – face to face management of the product installation in stadiums, sports grounds and alternative locations in and around SE Asia.

2009 - 2010: Manager & Senior Designer, Opium Bar, UK

Design & Build, Creative Designer & Operations Management

Taking some time out I joined with a friend and designed & built a very popular and well received cocktail bar in the centre of Bath. After launch and for the first year I stayed to manage the business nurturing CRM and building business and community relations. This project has proved to be both rewarding and profitable. As well as the Design & Build I created full brand collaterals; logo & branding, website, SMP's, menus, advertising, and corporate stationary hence reducing overheads. In addition to daily business I implemented incentive programs for staff, promotions and events and created a lucrative pop-up version of the bar (bar in a bag) that could be installed for private events. I also initiated a Bath & Bristol industry cocktail training workshop held at the bar regularly this contributed to staff training & moral, increased exposure in our B2B relations and facilitated regular P&R and SMP collateral.

2004 - 2007: Junior - Senior Designer, KZ Designs, London, Asia Pacific

Residential & Hospitality Interiors (From Junior Designer, promoted through stages to Senior Designer)

I have created significant and valued structural and interior design projects for private clients that add to both environmental and community wealth in Europe, Bali, Singapore, Hong Kong and Malaysia. I joined this small agency as a Junior Designer working on conceptual and technical solutions alongside agency partners and contractors. Growing in strength and experience from project to project I brought new business partners to the table also creating fruitful and profitable relationships and extended the agency's client base with new commissions. As a core task I also updated the agency's media outreach, creating SMP's, website, advertising and print collaterals, saving the agency time and money and using in-house resources managed strategically.

1999 - 2009: Film Production Designer/Art Director, Freelance

I have had the privilege to successfully design forty seven productions resolutely bringing to screen the vision of both director and crew. These productions were a mixture of Short & Feature Films, Promos and commercials.

I achieved delivery of production on time and with added value engineering due to my zeal, resourcefulness, experience and a strong network of suppliers and industry contacts,

Companies worked for:

Spice Factory, Working Title, Jim Henson, Shaw Brothers, Nat Geo, BBC, Granada, NBC, Starhub, Lloyds Banking Group, COI, KPMG amonast others.

		н										
- 1	n	٠	\bigcirc	r	r	b	e	h	ы	p	C	0
	ш	ш	C	ш	ш	ı.	J	ш	ш	м	J	۰

2000 Gallery Assistant, Bar Manager, Whitechapel Gallery & 291 Gallery, UK - Film Projects

(Freelance, Picture on the Wall)

Assistant curation of exhibits, artwork handling, administration, procurement, staff management.

1999 Runner/AV Assistant/intern, TV Set, UK

Delivery and collection of stock, media and assets to post production facilities and studios around London.

1998 Summer Junior Creative Artworker/Intern, TBWA, UK

Drafting artwork, mood boards, studio tech, print management, runner & delivery.

1997 Summer **Prop Maker/Studio Assistant/Intern**, Jim Henson's Creature Shop, UK

Drafting artwork, mood boards, studio tech, print management, runner & delivery,

1996 Summer **Prop Maker, Studios Assistant, 3 Mills Studios, UK**

Building props and set construction, scenic painting and standby studio grip. "spark" and camera

assistant.

1995: Creative Artworker/Event Planner, Nomad Radio, Adrenaline Village, UK

Interior and exterior mural work, experiential advertising and promos, Interior Fit-out

1994 - 1995: Artworker/Intern, Claes Oldenbera Studio

Daily management of art/design studio, building scale models from plan, promotional materials and print

management.

Education:

2000 MA, Master's Degree Sculpture, Royal College of Art, UK

1997 BA (Hons), Graphic Design & Illustration, London Institute, Saint Martin's College of Art, UK

1995 BA (Hons), Public Art & Installation, London Institute, Chelsea College of Art, UK

1993 BTEC, Fine Art & Graphic Design & Business Studies, Cleveland College of Art & Design, UK

I continue to take technical and online courses in business, technical and software packages to keep updated in my key areas and gain advancement in my projected career path.

Skills Continued:

- o Basic languages Farsi, French
- o Film Production Design & Set Decoration
- o Prop Making
- o Large scale paper craft, construction & 3D print engineering
- o Sculpture, painting, carpentry & metalwork

Other Qualifications:

- o Diiploma, Production Design & Art Direction, NFTS
- o Diploma, Technical Stage Design & Direction, LFS
- o Grade 6, Video & Digital Editing, Parsons New School of Design, NY, US
- o Short Courses, Casting Production & Fine Art Portraiture, UCL, Slade College of Art, UK
- o TEFL accredited
- o H&S, Level 2 Safety in Workplace Accredited Cert
- o HEFAT, Accredited Cert
- o International Negotiations & Coproduction's
- o 9 point producer Training

Awards:

- o Best Art Direction Miami Intl. Film Fest
- o Golden Bear (Best Film Short) 2007, Berlin Int.
- o Prix UIP, Best Film Short 2007, Berlin Intl.
- o European Academy Award Nomination 2006
- o Best Short, Warp Vs CR, Halloween Film Fest, 2005
- o Platinum for Creative excellence, Worldfest, Houston
- o Silver Award, Asia Pacific Ad Awards, SAF, 2004
- o TCM Technical Award (Best Short), 2000

Pursuits & Vocational Interests:

- o Adventure trekking, mountain biking
- o Sailing
- Craft & Engineering
- o Advanced 'Guide dog' boarder 2 year Qual.

PAUL ZABIHI O CURRICULUM VITAE O Tel: 0203 561 4479 O Cell: 07725 751 168