



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](http://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.

