



experience

VISUAL DESIGN LEAD 2020 – PRESENT

Eon – CO.

Responsible for creating visual solutions across multiple touch points to drive Eon's strategic priorities and product launches. Lead and produce creative work that translates complex ideas into compelling promotional materials. Build design standards, curate usage tools, and enforce brand integrity for a visually holistic and meaningful consumer experience.

CREATIVE DIRECTOR 2019

Point Seven Group – CO.

Led the creative team, oversaw the creative process, developed creative guidelines and standard operating procedures while directing in-house and external client work. Created and implemented tailored multichannel marketing plans with an emphasis on brand essence and development.

ASSOCIATE CREATIVE DIRECTOR 2017 – 2019

Look Listen – CO.

Responsible for the conceptual development, creative direction and delivery of visual design across multiple platforms. Translated marketing initiatives into clear creative strategies while bringing together user needs, business goals and technical realities. Worked closely with multidisciplinary teams on creative solutions to ensure visual language, stylistic direction and brand identity standards were met.

SENIOR ART DIRECTOR 2008 – 2017

The Integer Group – CO.

Developed strategic creative work for specific brand initiatives—overall concept and design development of multimedia campaigns including digital, social, retail display, video, consumer packaging and e-commerce executions. Provided direction to junior and freelance creative staff. Directed photo shoots for both product and lifestyle imagery.

REGIONAL ART DIRECTOR 2006 – 2008

GRAPHIC ARTIST 2005 – 2006

Whole Foods Market – CO.

Creative concept development for marketing initiatives, art direction, strategic planning, product merchandising, graphic design, training and retail store execution for the Rocky Mountain Region—serving 31 stores. Liaised with global, regional and store leadership teams. Supported and directed in-store graphic artist teams. Directed photo shoots for seasonal campaigns. Executed global brand standards and oversaw all regional branding design.

VISUAL DISPLAY DESIGNER 2004 – 2005

Anthropologie – MN.

Developed and maintained visual aspects of the store environment including the design and implementation of displays, store signage and promotional materials.

GRAPHIC DESIGNER 2004

Graphis Inc. – NY.

Assisted creative director with the design and production of Graphis Design Annual 2005, an international journal of visual communication.

GRAPHIC DESIGNER 2000 – 2002

Prospera Design / Weber Shandwick Worldwide – MN.

Concept development, graphic design, project management, public relations and business development for various corporate and non-profit clients.

hello

I am Bahar, a creative professional specializing in visual design and brand development with both agency and in-house experience. As a designer, strategist, leader, and team player, I revel in creating meaningful, engaging, and beautiful brand experiences. I'm influenced by my Montessori and advanced education, diverse work experience, extensive travel, and multicultural background. I find creative inspiration from the natural world, culinary arts, and global culture.

education

Master of Fine Arts

Minneapolis College of Art & Design

Graphic Design

Bachelor of Fine Arts

Ringling School of Art & Design

Graphic Design and Interactive Communication

honors

Most Valuable Player

Whole Foods Market,
Rocky Mountain Region

Outstanding Team Member

Whole Foods Market, Belmar

Best Concept/Idea

Best of Ringling Exhibition

Trustees Scholarship

Minneapolis College of Art & Design

Presidents Honor List

Ringling School of Art & Design