



SALAR GHAHARY

Creative, User Experience and Technology Leader
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EXPERIENCE SUMMARY

A creative, experience design, and technology director with over 25 years of experience designing, developing and executing integrated marketing solutions for some of the world's largest and most recognized brands.

I am a designer, developer, usability expert, manager, businessman, and entrepreneur with a passion to inspire, lead and challenge the normal. I am hybrid professional with strategic and tactical experience in creative direction and execution, usability best practices, technology development and consulting services.

PORTFOLIO

<http://www.cevant.com/sghahary>

RECENT WORK EXPERIENCE

CircleUp

Principle Designer

Remote (October 2021 – February 2023)

Design and user experience lead on a data-driven consumer product platform, developed from scratch.

- Introduce the user experience practice in a start-up model
- Develop ux best practices for software applications within a heavily staffed engineering culture
- Create rapid prototypes and design directions within an agile environment
- Introduce the visual design language to reduce redundancies with development life cycles
- Mentor design and research internal resources in a growing organization

ADP

Director, User Experience - Core UX

Roseland, NJ (March 2016 – October 2021)

Responsible for the creation of the SWAT Service Delivery group within our centralized Core UX organization.

- Execute Governance of ADP Visual Design Language for the enterprise
- Creation of the SWAT Service Delivery organization to accelerate product roadmaps
- Provide design leadership across business units for a unified approach to usability and practice
- Evangelize design systems for continued evolution of ADP product suites
- Hire, manage and mentor UX designers, researchers and content developers
- Define the global UX program strategic goals, objectives, and related measures aimed at maximizing usability, value, and delighted users across the ADP suite

BioReference Laboratories

Director, User Experience

Elmwood Park, NJ (June 2015 – March 2016)

Responsible for the redesign and architecture of BioReference web properties, applications and platforms. Establish a core UX team to deliver the next-generation of tools and services for the BioReference portfolio.

- Define and drive the User Experience capabilities within the Information Technology Group.
- Liaison between business, marketing and IT stakeholders to update applications and create new assets within their product library
- Hands on experience with design deliverables such as digital strategy, user research/insights, personas and journey maps, low-fi fidelity story boards, wireframes, creative direction, rapid prototyping and end-user validations

ADDITIONAL WORK EXPERIENCE

Experian Marketing Services

Global Director – User Experience
New York, NY (April 2012 – January 2015)

Boomerang Pharmaceutical Communications

Director, Creative and Technology
Parsippany, NJ (April 2011 – April 2012)

Barclay's Capital

Vice-President, User Experience and Design
New York, NY (March 2010 – April 2011)

Logical Design Solutions

Associative Creative Director / Senior Consultant
Morristown, NJ (February 2000 – March 2010)

ADDITIONAL SKILLS

Specialties: Digital design (web, mobile, social) and strategy, print production, animation, rapid prototyping, video capture and editing, user research, Figma, Axure, Sketch

Development: Bootstrap, HTML 4/5, Javascript, CSS, SharePoint, Swift, xCode, HubSpot

Management: UX Director, Experience Design Director, Creative Director, Art Director, and Product Manager

EDUCATION

The College of New Jersey

Ewing, NJ
Bachelor of Fine Arts
Graphic Design, major
Computer Graphics, concentration
GPA 3.60