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I am a diligent and self-motivated individual who excels in independently accomplishing my daily responsibilities with utmost efficiency. I take great satisfaction in my work and possess the capability to manage multiple projects simultaneously, ensuring their successful completion. With my extensive leadership experience, impressive qualifications, and innovative mindset, I am confident in my ability to demonstrate professionalism and contribute as a valuable asset to your organization.

Creative Direction

Digital Media

Print Design

Web Design

Consulting

Social Media Marketing

Merchandising

Packaging

Branding

Motion Graphics

Logo Design

Outdoor Advertising

I possess a visionary spirit that is characterized by boundless inspiration, unwavering dedication, and meticulous attention to detail in the realm of creativity. By combining artistic approach with strategic precision, I create an environment that fosters innovative ideas, allowing them to thrive. My values are centered around integrity, humility, and a natural ability to nurture creativity. With a diverse background in Print Design, Visual Communications, and

Advertising, I navigate the complexities of the industry with the expertise of a seasoned professional. Whether it involves designing captivating Merchandising displays or bringing immersive POP production designs to life, I approach each project with passion and purpose, ensuring that every aspect is perfected. Being skilled in multitasking, I effortlessly manage a diverse range of projects, each one serving as a testament to my unwavering commitment to excellence.

The Creative Director's Odyssey

2013 - 2015 | CREATIVE DIRECTOR/MANAGER
S2K Graphics/Franke - Chatsworth, CA

Once upon a time in the sun-drenched hills of Chatsworth, California, Patrick embarked on a grand adventure as Creative Director at S2K Graphics/Franke. With a passion for innovation and a flair for design, he set out to weave together creative programs and concepts that not only met the organization's business objectives but also elevated their brand strategy to new heights. Collaborating closely with internal teams, Patrick became a beacon of inspiration, igniting ideas for pitching and proposals that dazzled and delighted. Working hand in hand with the account and marketing teams, he breathed life into concepts that danced across presentations, capturing the attention of management with their brilliance. Leading a team of four talented creatives, Patrick fostered a culture of collaboration and creativity, guiding his team through dynamic and invigorating creative sessions. But Patrick's journey didn't end there—he embarked on the monumental task of automating and custom-developing a fully automated digital workflow, a feat that revolutionized operations and empowered the entire team with newfound efficiency and agility.

The Art Director's Canvas

2004 - 2012 | ART DIRECTOR/MANAGER
S2K Graphics/Franke - Chatsworth, CA

In the heart of Chatsworth, amidst the hustle and bustle of creativity, Patrick took on the role of Art Director at S2K Graphics/Franke. With a team of four designers under his wing, including a pre-media specialist, he delved into the realm of national and local P.O.P. campaigns for none other than McDonald's®—a playground where imagination knew no bounds. Managing a whirlwind of projects with deadlines as tight as a drum, Patrick navigated the intricate maze of workflow and digital assets with finesse, ensuring every detail was meticulously crafted and production-ready. From crafting prototypes and fabrications for innovative elements to conjuring marketing campaigns and offer sheets, Patrick left an indelible mark on the landscape of advertising. Collaborating with renowned agencies such as DDB, Davis Elen, and LeoBurnett, his creative genius shone through, transforming visions into tangible realities that captured the essence of brands and captivated audiences worldwide.

The Marketing Designer's Chronicle

1999 - 2003 | SR. MARKETING DESIGNER/Art Director
VERTIS INC. - Van Nuys, CA

In the bustling city of Van Nuys, nestled amidst the vibrant streets of California, Patrick embarked on a transformative chapter as Senior Marketing Designer/Art Director at VERTIS INC. Armed with a palette of creativity and a keen eye for design, he embarked on a journey of crafting advertisements that graced the pages of major newspapers, including the illustrious LA Times. Collaborating closely with the internal marketing department, Patrick became the guardian of brand consistency, ensuring every design breathed life into the organization's ethos. But his canvas extended beyond print media—he ventured into the digital realm, crafting promo websites and catalogues that mesmerized both internal stakeholders and external audiences alike. Leading a team of ten artists, he orchestrated a symphony of creativity, fostering a true creative powerhouse. And amidst the whirlwind of projects, Patrick lent his artistic touch to Direct Mail campaigns for esteemed clients such as Earthling, Microsoft, and education.com, leaving an indelible mark on the landscape of marketing and design.

The Artistic Saga

1998 - 1999 | ART DIRECTOR/DESIGNER
Color Ad INC. - Los Angeles, CA

In the heart of Los Angeles, amidst the glitz and glamour of the advertising world, Patrick donned the mantle of Art Director/Designer at Color Ad INC. With a canvas as vast as the horizon, he brought to life vibrant 4C ads, brochures, flyers, and postcards for esteemed clients such as HomeLife (SEARS), Wicke's Furniture, and Robinson's May. National campaigns for household names like Sealy and Simmons danced across his palette, each design a testament to his creative prowess. From the initial high-res drum scans to the final matchprint, Patrick handled each project with finesse and precision, navigating the intricate maze of production with ease. His artistry extended beyond the confines of paper—he delved into the realm of trapping, post-scripting, and film output, sculpting each project into a masterpiece of design. In the bustling city of Los Angeles, Patrick's creativity knew no bounds, leaving an indelible mark on the canvas of advertising.



In addition to my professional experience, my educational journey has been a cornerstone of my creative foundation. I began my quest for knowledge at the State University of Architecture & Design in Yerevan, Armenia, where I earned my AA Degree in Architecture & Design. Immersed in the rich cultural tapestry of Armenia, I honed my skills in spatial design, structural principles, and the artistry of architectural expression.

Upon relocating to California, I continued my academic pursuits at PCC College in Pasadena, where I delved into General Education courses, broadening my understanding of various disciplines and cultivating a well-rounded perspective. Eager to further refine my craft, I seized the opportunity to enroll in night classes at the prestigious Art Center College of Design, also in Pasadena. Here, under the guidance of seasoned professionals and alongside a community of fellow creatives, I immersed myself in the intricacies of design theory, visual communication, and the dynamic interplay between form and function.

My educational journey has been a transformative odyssey, shaping not only my technical proficiency but also my creative ethos and approach to problem-solving. Each institution has contributed to my growth as a designer, instilling in me a deep appreciation for the intersection of art, culture, and innovation.

STATE UNIVERSITY of ARCHITECTURE & DESIGN - Yerevan, Armenia

GCC COLLEGE - Glendale, CA

PCC College Pasadena, CA

Art Center College of Design - Pasadena, CA

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