

SIGNER
COMMUN
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ARTIST
CREATIVE
ART DIREC
TOR CINE
MATO GRA
PHER 3D
ARTIST
EDITOR
MOTION DE
SIGNER
COMMUN
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ARTIST
CREATIVE

ehsan.creative.order@gmail.com
ehsanportfolio.com



ehsan

40

Blue Chip Clients & Brands

Including Nike, Coca-Cola, Chick-fil-A, Lululemon, Reebok, Shell and Red Bull



10

Years of Experience

In computer science, media innovation, communication arts and 3D design

30

Published Materials

featured in The Huffington Post, Rolling Stone, Adweek, Advocate and Vogue



My name is **ehsan** and I create creative stuff. I have worked on many advertising and entertainment campaigns in the past decade. I got my master's degree in Communication Arts, Advertising and Bachelor's in Creative Multimedia, Media Innovation. I've been honored with permanent residency of the United States, due to demonstrating extraordinary abilities in art and design.

I not only Art Direct but also concept, plan, estimate, research, pitch, design and produce, leading small teams of creatives (5 members) all the way up to large teams of production (Over 70 crew). I shoot and edit live-action broadcast spots, feature films, 3D animatons and motion graphics for broadcast, digital, web and social.

40

Awards & Distinctions

Including PRSA, Addy, Cannes, Visionaria, and Shorty Industry

Creative Directed by Lynn Pulsifer, Engauge

CALPHALON **YOUR SET.** MICRO WEBSITE ART DIRECTOR & DESIGNER

Calphalon launched an industry first and stirred up the whole cookware category with Your Set by Calphalon, the first customizable cookware set for the different ways people love to cook. Because the product broke new ground, the experience had to as well; starting with a website that celebrates the passion of cooking through shoppable videos, authentic photography, innovative menus, inspiring music and more. We took a digital-first approach, using rich social marketing, influencer outreach, digital advertising, social TV integration and Twitter chats. The launch successfully shifted Calphalon from a cookware manufacturer to a lifestyle brand that truly connects with their customers.



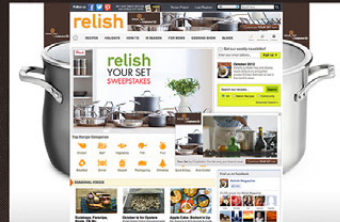
THE LAUNCH PLAN

True digital integration

A digital first approach, leveraging proven tactics and testing new platforms and partnerships, all the find the inspired foodie in her natural element.



Tasting Table email



Relish home page takeover

Rich media with shoppable video

Epicurious full page tablet ad

Viggle app

Display banner

epicurious



THE CONVERSATION

Social Buzz

From food bloggers and twitter chats, to Pinterest contests and the Ellen DeGeneres Show, we got people talking.



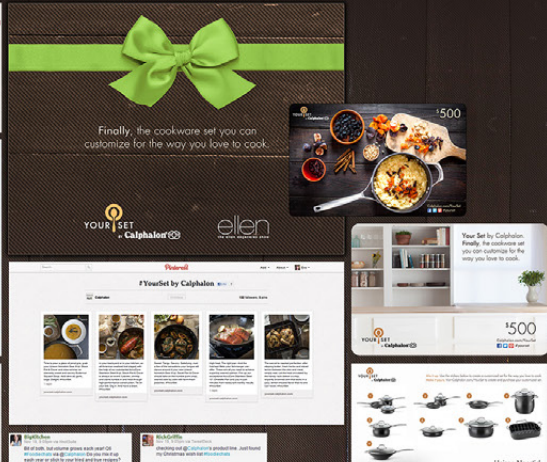
Blog posts by key influencers

#FoodieChats on Twitter & Instagram

Gift cards for Ellen audience & influencers

#YourSet Pinterest board

Influencer direct mail

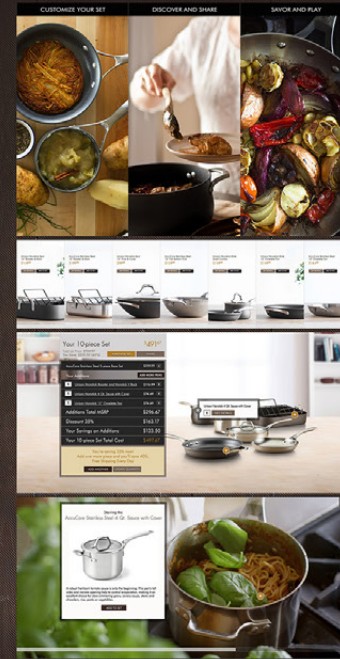


THE DESTINATION

A rich experience

The first and only destination that allows you to customize a cookware set for the way you love to cook.

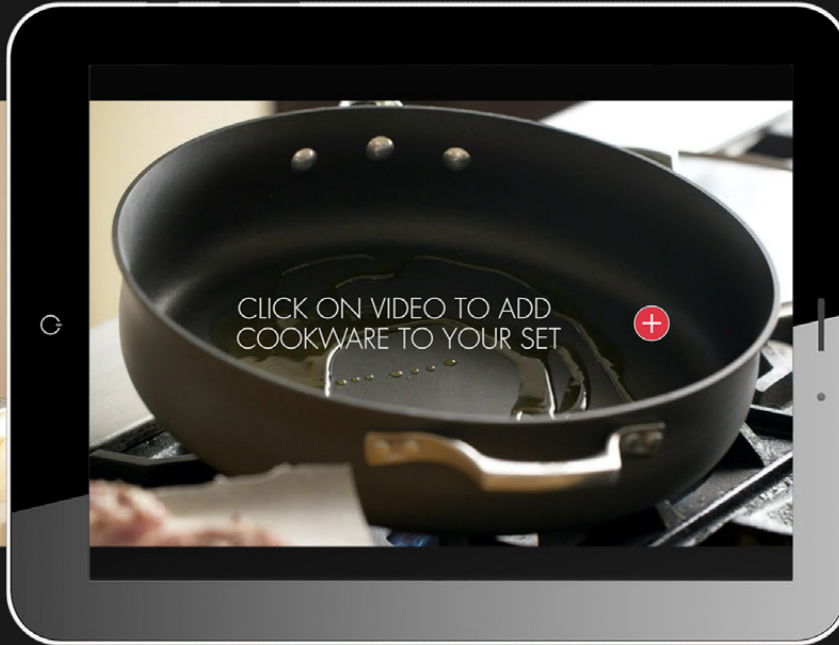
Calphalon.com/YourSet



EXPLORE,
SHARE,
LISTEN,
LEARN
& BUY

AT THE SAME TIME.

- Create Your Set
- Share Your Set
- Play music & video
- Product information
- Product configurator
- Shoppable videos

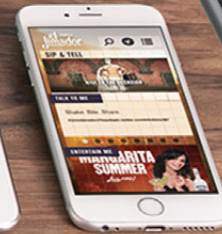


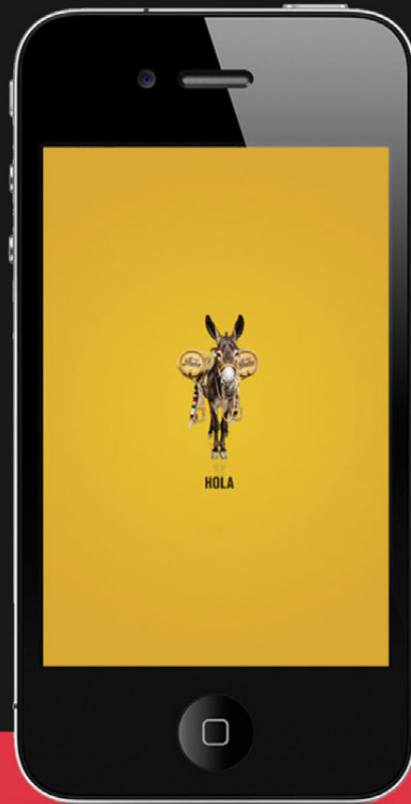
Creative Directed by Lynn Pulsifer, Engauge

BROWN-FORMAN EL JIMADOR WEBSITE/APP ART DIRECTOR & DESIGNER

Revamped website for el Jimador brand of tequilas. A site that reflects the culture, attitude and values of its core consumer and serves as a hub for the brand's digital experience. This project included mobile optimization and integration of multiple social platforms.



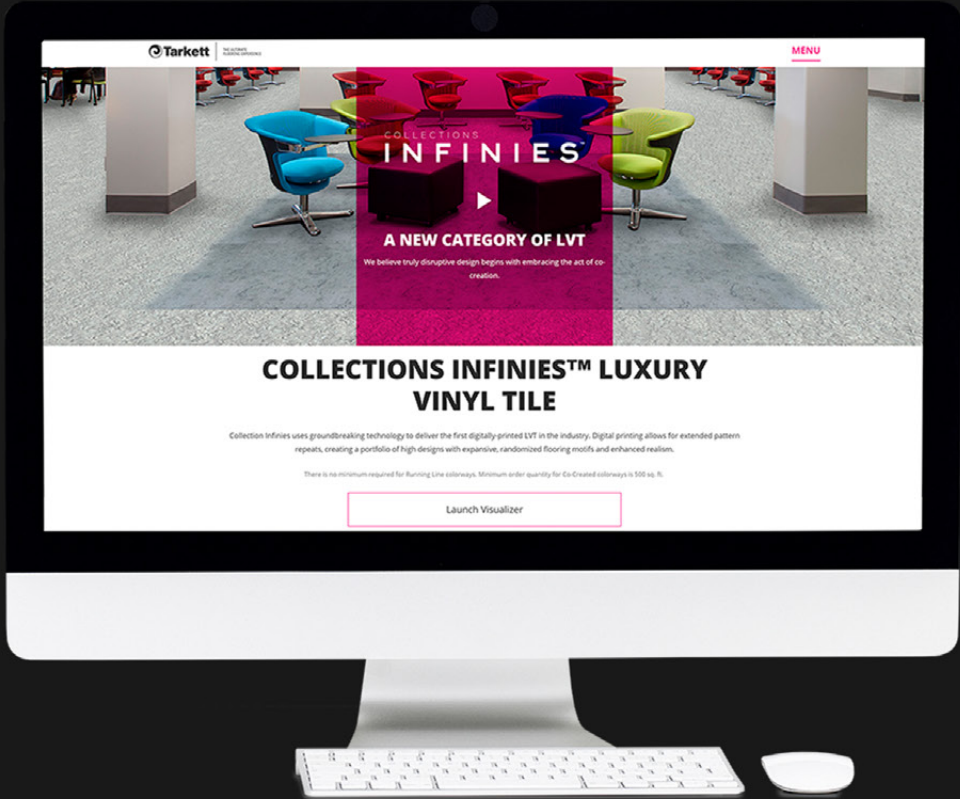


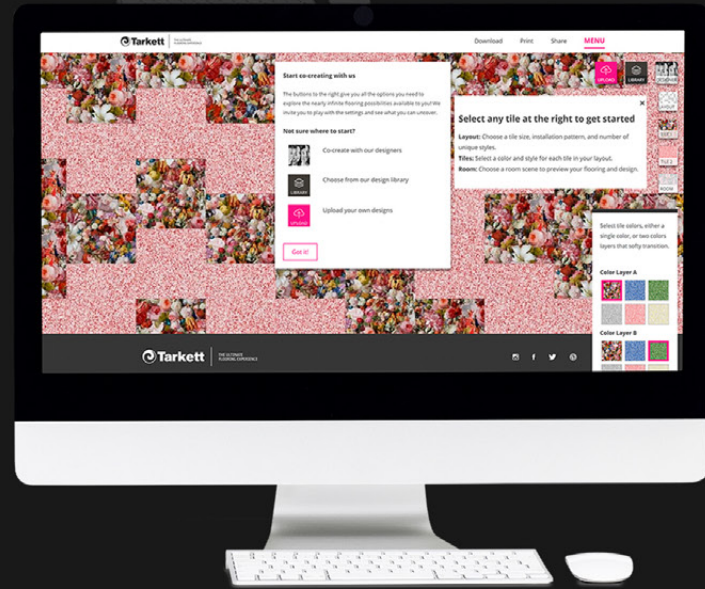
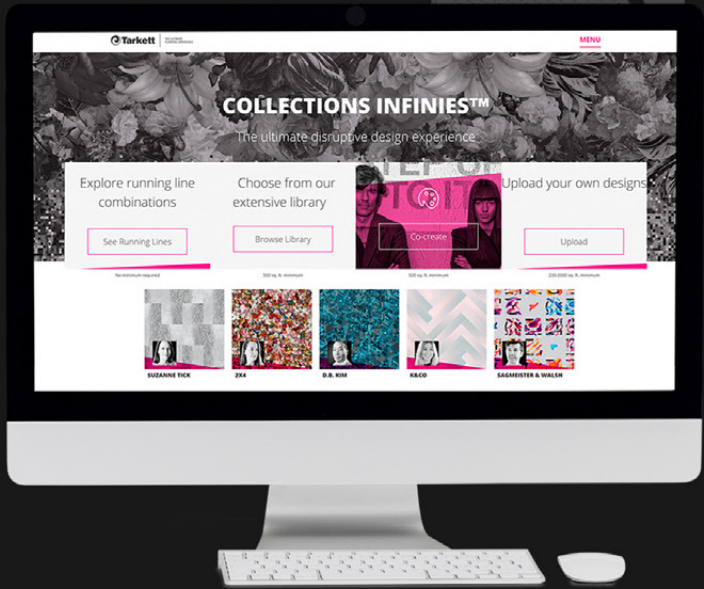
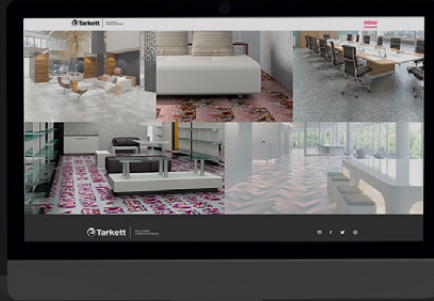
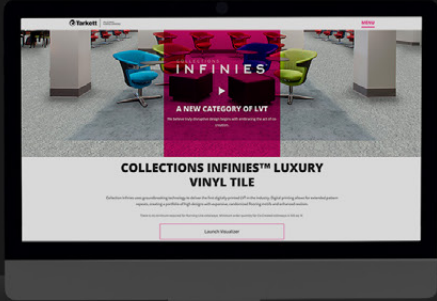


Creative Directed by Matt Blackburn, Brunner

TARKETT COLLECTIONS INFINIES™ CAMPAIGN 3D ARTIST & ART DIRECTOR

Tarkett was planning to launch their newest commercial flooring product which allows the audience to Co-Create. It's called Collections Infinies™. We helped creating a campaign allowing people to experience the core message, Co-Creation, through 2-way interactions. Inviting well-known designers around the world with various disciplines including Suzanne Tick, 2x4, D.B. Kim, K&Co as well as Sagmeister & Walsh to collaborate on the initial designs.







REGULAR MODE



VIRTUAL REALITY MODE





Tarkett MENU

COLLECTIONS INFINIES

The ultimate disruptive design experience

Co-create your LVT

Meet the renowned designers behind the new category of LVT.



- | | | | | |
|--|---|--|---|--|
| SUZANNE TICK | ZX4 | D.B. KIM | STEFAN SAGMEISTER | K&CO |
| A well-known trailblazer, noted for her passionate approach to design within evolving markets. | A brand strategist for cultural and commercial clients who value the power of design. | A conceptual and constructive practitioner, a commensurate creativity, a sophisticated traveler and closer of the world. | A celebrated graphic designer with a vision for how subjects of daily life can be transformed through design to more accurately describe our existence. | A cutting-edge designer, she's translated her love for NYC's vibrant nightlife into her calling, hospitality design. |
| Start designing with Suzanne Tick. | Start designing with Zx4. | Start designing with D.B. Kim. | Start designing with Stefan Sagmeister. | Start designing with K&Co. |

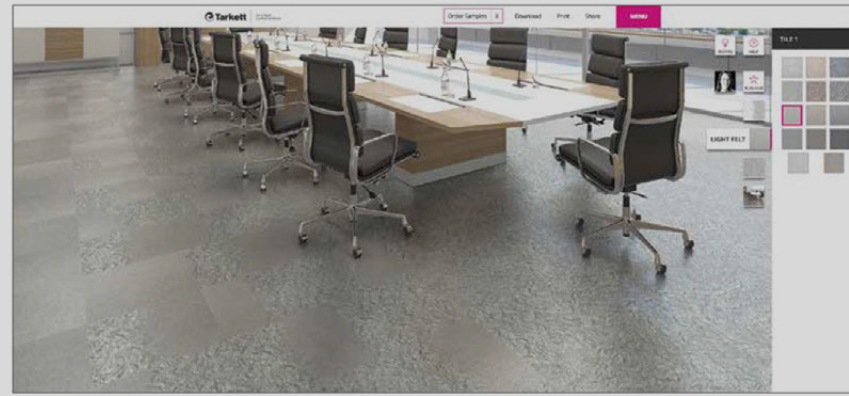
COLLECTIONS INFINIES

A NEW CATEGORY OF LVT

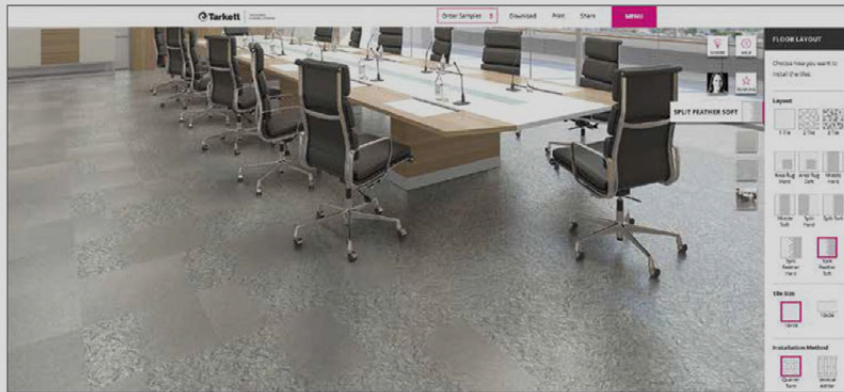
We believe truly disruptive design begins with embracing the art of co-creation.



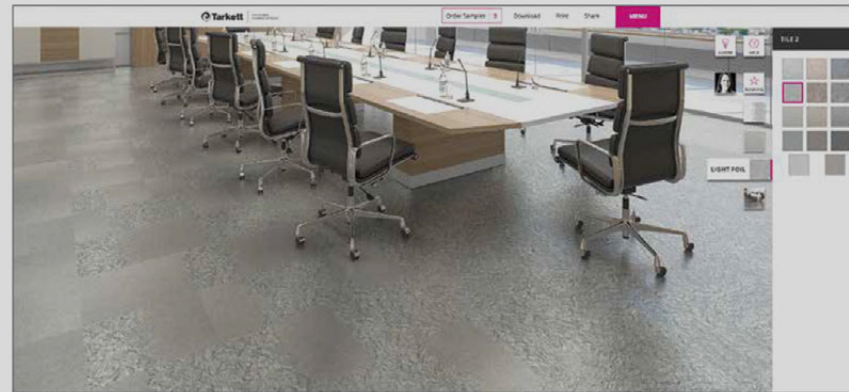
Select your favorite designer to start Co-Creating.



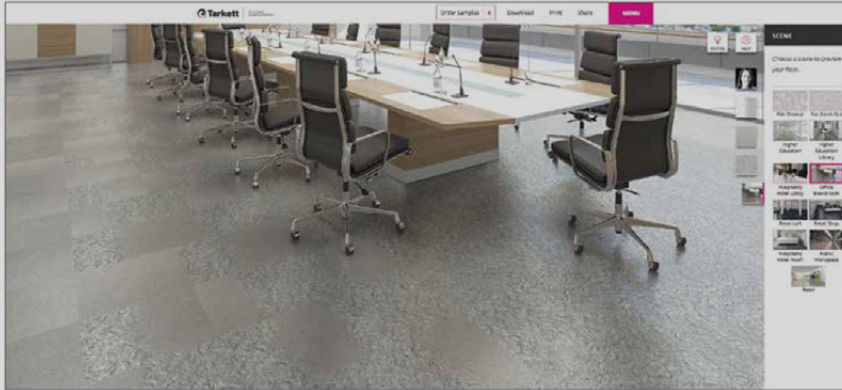
Color the tile to your liking by choosing the color layers - Layer A.



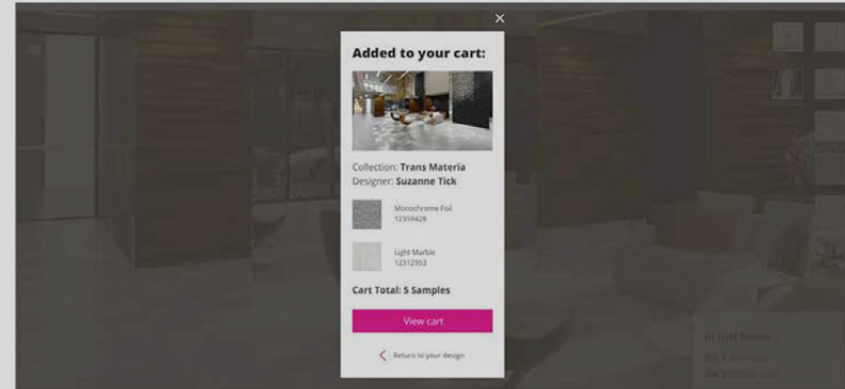
Explore the nearly infinite installation methods available.



Color options for Layer B.



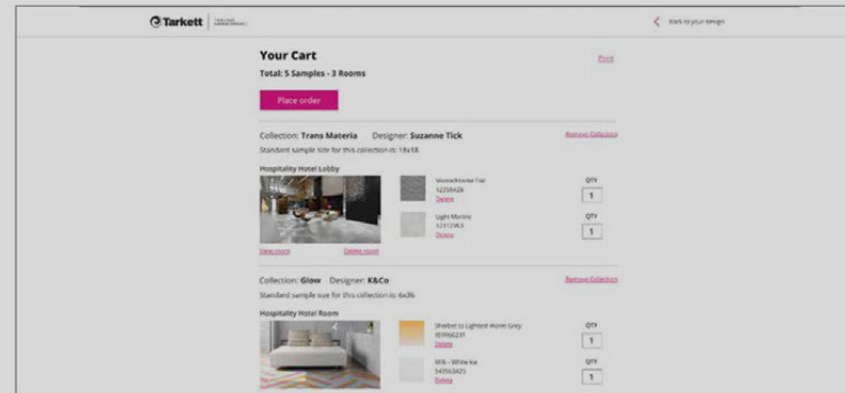
Visualize your Co-Created style in any room.



Add styles to your shopping cart for easy sample ordering.



View in multiple room scene options.



Sign in and complete your order.

