

Mohamed (Mo) Soltani

ART DIRECTOR + SENIOR DESIGNER



I'm an Art Director and Designer crafting visual stories that blend strategy, emotion, and design. From brand systems to digital experiences, I turn ideas into work that connects, performs, and inspires.

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SKILLS

Adobe Creative Suite	Generative AI Tools	Figma	Art Direction
Visual Identity	UI/UX Design	Graphic Design	Digital Advertising
Web & Mobile Design	Interactive Design	Presentation Design	Print Design
Design Systems	Motion Concepts	Prototyping	Concept Development
Campaign Strategy	Creative Leadership	Analytical Thinking	Project Management
Strategic Thinking	eCommerce	Social Media Marketing	

EXPERIENCE

- Yahoo!, Los Angeles, USA
SENIOR DESIGNER – YAHOO CREATIVE STUDIOS 2016 – 2025
 - Delivered innovative ad experiences across Yahoo’s global ecosystem, transforming creative ideas into immersive digital storytelling that elevated brand identity and engagement.
 - Directed end-to-end design across premium display, video, sponsorships, and interactive formats, boosting campaign performance by 3x and establishing new visual standards for global markets.
 - Managed multiple clients and projects simultaneously, prioritizing deadlines and maintaining exceptional creative standards that led to repeat collaborations and referrals.
 - Crafted tailored creative solutions for clients across industries such as tech, lifestyle, finance, and entertainment, developing cohesive brand identities and integrated campaigns.
 - Directed full creative production from concept through execution, including design systems, campaign visuals, photo and video shoots, and brand activations.
 - Developed scalable templates, workflows, and creative best practices to optimize consistency and improve turnaround times across teams.
 - Guided junior designers through feedback and mentorship, improving design output and increasing team productivity by 25%.
 - Brainstormed, pitched, and presented comprehensive creative solutions spanning branding, web design, digital assets, and presentation decks.
 - Translated complex business challenges into clear, emotional, and visually compelling design systems that resonated with diverse audiences.
- Epsilon, Los Angeles, USA
ART DIRECTOR 2010 – 2016
 - Designed cohesive brand systems, UI/UX, prototypes, and marketing visuals that strengthened brand storytelling and doubled stakeholder engagement.
 - Led client-facing creative strategy discussions that improved satisfaction scores by 50%.
 - Developed modular templates and production frameworks that scaled efficiency across campaigns.
 - Produced design work recognized by industry peers and considered for major creative awards.
- WebVixxen Design
FREELANCE CREATIVE DESIGNER 2010 – 2011
 - Built visual identities and bold digital layouts for emerging brands across print and digital platforms.
- Tactile Design Group
WEB DESIGNER 2009 – 2010
 - Designed and coded websites using open-source CMS systems, blending functionality with clean, user-centered design.

EDUCATION

- The Art Institute of Los Angeles and Philadelphia
BACHELOR OF SCIENCE (BS), WEB AND INTERACTIVE MEDIA DESIGN 2007 – 2010

AWARDS

- Yahoo! Builders Award for Exceptional Performance
- Yahoo! Culture Award for Donated Media to local businesses
- Best Portfolio in Web Design & Interactive Media Design Award
- Best of Quarter Award for Integrated Information Design