

Kiana Zendehtdel

Senior creative designer
+ Creative lead

A multidisciplinary designer with a passion for turning complex ideas into clear, engaging and visually distinctive design solutions.

LONDON / REMOTE
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EXPERIENCE

MAR 2023 –
PRESENT

ICE BLUE SKY LTD

SENIOR CREATIVE DESIGNER / CREATIVE LEAD

- Lead creative development across integrated B2B campaigns, brand and digital projects, from initial brief and creative conceptualisation through to final delivery.
- Translate complex strategic and technical propositions into clear creative concepts, visual narratives and campaign systems.
- Develop and present creative routes, communicating the thinking behind concepts and evolving work through internal and client feedback.
- Manage and mentor two creatives, providing creative direction, feedback and quality oversight.
- Collaborate with strategists, copywriters, account teams and clients throughout the creative process.
- Remain hands-on across art direction and design while overseeing consistency across wider campaign outputs.
- Integrate generative AI into concept development, visual exploration and production workflows.

APR 2022 –
MAR 2023

HEXIS

CONTRACTED GRAPHIC BRANDING DESIGNER

- Developed creative concepts and visual content across branding, social, digital and marketing projects.
- Created illustrations, storyboards, infographics and motion graphics from creative briefs, alongside video editing and post-production.
- Supported internal branding and brand development for start-up clients, including creative direction for brand websites.
- Conceptualised and produced social and digital content, responding to evolving design trends and changing project priorities.
- Worked closely with account managers and clients while developing and pitching creative ideas internally and to investors.

JUNE 2020 –
MAR 2023

KIVIE LTD

FREELANCE GRAPHIC DESIGNER

- Developed brand identities and visual concepts, translating client feedback and brand requirements into considered creative solutions.
- Created logo concepts, logo animations and wider identity assets, alongside brand style guides for rebranding projects.
- Designed advertising campaigns, social content and motion graphics for digital marketing activity.
- Produced print and physical brand collateral including packaging, billboards, business cards and textile design.
- Managed creative through to production, working with third-party suppliers and developing branded collateral for events and product launches.

EXPERIENCE CONTINUED

2016 – 2017

N.PEAL

JUNIOR CREATIVE & SALES ASSISTANT

- Supported visual merchandising and maintained brand presentation standards within a luxury retail environment.
- Created and supported sales presentations and product demonstrations for customer-facing activity.
- Assisted with web order fulfilment and online customer service, working across both physical and digital retail touchpoints.
- Delivered high-end customer service while supporting sales and wider day-to-day brand activity.
- Contributed to an 80% increase in customer subscriptions during my first three months, spanning shop-floor and web sales.

EDUCATION

2017 – 2020

UAL · London College of Communication Graphic Branding & Identity

STUDENT

Focused on brand identity, visual communication and concept-led design, developing creative thinking from research and initial ideas through to considered visual outcomes across digital and physical applications.

LANGUAGES

English – Native

French – Fluent

SKILLS

Creative Conceptualisation
Art Direction
Visual Storytelling
Brand & Campaign Design
Digital Design
Team Leadership
Cross-Functional Collaboration

TOOLS

Adobe Creative Suite
Figma
Midjourney
ChatGPT
Claude
Firefly
Gemini

Monday.com
Slack
Google Workspace
Powerpoint
Canva



SELECTED WORK ↗

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