

JASMINE OMIDFAR

BRAND STRATEGIST

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Los Angeles, CA

EDUCATION

**Master of Design (MDes) in Brand
Design and Brand Strategy**
ArtCenter College of Design
Pasadena, CA
Anticipated Graduation: Aug 2025

Bachelor of Arts in Communication
University of Southern California
Los Angeles, CA
Graduated: May 2015

OTHER WORK 2016–2018

Agency Production Assistant
BMF Media, ENTER, Tuff Studios

Marketing AND VR Assistant
Randal Kleiser Productions

VIP Relations Internship
Giorgio Armani Beverly Hills

Editorial Intern Fashion Blog
Anja Tufina Milan, Italy

CERTIFICATIONS

Reiki II, 2025
Real Estate License, 2024
UCLA Extension UX and Visual
Communication Arts, 2024
MIT Pricing Formulations, 2020
Google SEO Fundamentals, 2018
New York Film Academy VR, 2017

SUMMARY

Intuitive strategist and big-picture systems thinker. A blend of artistic and business acumen, with expertise in brand storytelling, conceptualizing campaigns, and user experience design. Specializing in translating emerging cultural trends into immersive, insight-driven brands and experiences that resonate across platforms, audiences, and institutions.

PROFESSIONAL EXPERIENCE

Founder and Creative Director
Bloom Joon | 2025 - Present

Lead a hybrid creative studio and brand incubator specializing in culturally fluent storytelling, strategic brand development, and product conceptualization across digital, spatial, and experiential touchpoints.

Brand Communications Director
World Class Illumination | 2020 - 2025

Led rebrand of website, brand guidelines, collateral, and trade show expo booth for a international lighting manufacturer. Directed strategy meetings, developed marketing content, and conducted sales outreach, traveling to lighting trade shows, LEDucation, Lightfair, IESLA, and ICFF.

Product Development
Frame Denim | 2022 - 2023

Tracked deliveries and organized ready-to-wear men's and women's prototypes, sales samples, and e-commerce photo samples. In eight weeks, we developed over 400 samples for the Winter/Spring season, designed by Creative Director, Chemena Kamali (now Creative Director of Chloe).

Content Writing
Mini Dreamers | 2018 - 2022

Conceptualized and wrote over 400 search engine optimized blogs, collaborating with the founder, assistants, graphic designers, and an SEO consultant. Developed a brand style guide for cohesion across digital touchpoints.

Creative Project Manager
UCLA Trademarks & Licensing | 2019 - 2020

Managed overall aspects of #UCLAxPULLANDBEAR international fashion partnership, including casting student models, location scouting, pop-up launch party, social media campaign, and launching a student ambassador program.

SKILLS

Strategy and Research

- Competitive analysis
- Cultural insights
- Customer Journey
- Persona development
- Trend forecasting
- Brand positioning
- Brand Architecture
- Campaign development
- Go-to-market planning

Creative Leadership

- Collaboration
- Concept to execution
- Creative briefs
- Content creation
- Copywriting
- Video editing
- Review and feedback
- Presentation design
- Pitching and presenting

Tools and Platforms

- Adobe suite
- Microsoft suite
- Google suite
- Social media platforms (TikTok, Instagram)
- Editorial calendars
- Project planning (Miro)
- AI LLMs (ChatGPT)
- Figma

