

PIAMA HABIBULLAH

CREATIVE DIRECTOR + STRATEGIST



I live where design meets people, story and culture.

OVERVIEW

Creative leader with 15+ years committed to engaging minds and shifting culture through interdisciplinary design, programming and producing. Expert in translating brand values into bold visual identities, compelling narratives and impactful experiences leveraging research and iterative development. Energetic and empathic design thinker guided by care, joy and courage to push boundaries. Ready to envision what's next and lead with purpose and heart.

STRENGTHS

human-centered research and insight analysis • equitable design thinking frameworks • empathy, experience and journey mapping • brand strategy and visual identity systems • digital media (web, social, photo, video) • product design • messaging and storytelling • artistic programming and event production • project and resource management • cross-functional + remote collaboration • inspiring, inclusive leadership • coaching and co-mentorship

EDUCATION

Carnegie Mellon University School of Design

BFA with honors in Industrial Design
Minors in Photo + Film

New York University ITP @ Tisch School of the Arts

Masters in New Media + Performance

University of Pennsylvania

Executive Certificate in Arts & Culture Strategy

ENSCI-Les Ateliers, Paris

Certificate in Design, Media and Ethnographic Research

PERSONAL PROJECTS

Creative Calling

Co-founder + producer of coaching program for creative leaders

brown girl red coat

Creator of autobiographical children's book exploring identity and generosity

Duda Foods

Maker of small batch mustard and spice company

EXPERIENCE

Head of Brand Design

Arbor Platform, Inc. • Remote • NOV 2022 - JUL 2023

As video storytelling startup Arbor's first in-house design leader, established branding, marketing and communications department and created foundational brand strategy, visual identity, video design and new e-commerce website. Designed UX/UI for MVP media/tech platform leveraging user research and rapid iteration.

Assistant Director, Creative Strategy JUL 2020 - NOV 2022

Creative Director JAN 2016 - JUL 2020

University of Maryland, College of Arts & Humanities

Lead multidisciplinary creative team directing high volume of design, photo and video supporting 25+ partners producing 500+ events/festivals annually. Developed visual, narrative and experiential strategies and concepts driving audience engagement and student recruitment. Managed brand architecture and integrated marketing campaigns bringing in 150k+ arts patrons per season.

Creative Director + Producer

Social Convention • London, UK • JAN 2020 - JUL 2022

Lead brand and marketing design projects showcasing original performing/visual arts and establishing radical, visionary artistic foothold. Co-produced virtual events and digital platform for cutting edge, transmedia culture makers.

Creative Director + Senior Designer

Studio Piama • Brooklyn, NY • MAY 2008 - DEC 2015

Directed independent design studio producing integrated campaigns, photos and video content and physical installations for diverse range of global organizations. Notable clients: Museum of Modern Art (MoMA), National Geographic, Nissan Future Lab, Wildlife Conservation Society, UN World Conference, American Hospital, Bangladesh.

Lead Graphic Designer

TYTHEdesign, Inc. • Brooklyn, NY • MAR 2013 - SEP 2014

Led brand identity, graphic and web design projects for multiple social impact clients; developed and facilitated design thinking and creative strategy workshops; co-produced semi-annual ethical product pop-up shop.

Senior Designer + Cultural Producer

EMCArts, Inc. | ArtsFwd.org • NY, NY • JAN 2011 - MAR 2013

Produced and branded pioneering arts innovation platform ArtsFwd.org, creating original graphic, audio and video content; grew an active online community of arts leaders and drove up social engagement from scratch leveraging personal cultural connections.

Media Designer + Communications Manager

3LD Art + Technology Center • NY, NY • OCT 2008 - JAN 2011

Designed groundbreaking media for experimental, high-tech theater and large-scale video installations. Marketing design featured in NYT, New Yorker, Time Out. Notable projects: 360° video exhibit at Met Museum Gala; full surround 3D holographic environments for immersive theater.