

# PIAMA HABIBULLAH

I live where design meets people, story and culture.

**Creative leader with 15+ years in multidisciplinary design and production for purpose-driven brands. Expert in leveraging research and translating core values into bold visual identity systems, compelling narratives, integrated campaigns and experiences imbued with emotional resonance. Tapped into diverse artistic scenes and creative communities. Energetic team partner driven by care, joy, growth and courage to create and push boundaries.**

**piama.co**

# PIAMA HABIBULLAH

CREATIVE DIRECTOR, SENIOR  
DESIGNER + STRATEGIST

PIAMA.CO



## 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

## STRENGTHS

brand strategy and visual identity systems  
integrated marketing + content creation  
art direction for photo, video, illustration, animation  
messaging, naming and storytelling  
ethnographic research and insight analysis  
equitable design frameworks and design sprint facilitation  
project and resource management  
artistic programming and event production  
cross-functional collaboration and client relationships  
creative coaching and co-mentorship

## PERSONAL PROJECTS

### Creative Calling

Co-founder of coaching program for creative leaders

### brown girl red coat

Creator of autobiographical children's book

### Duda Foods

Maker of small batch mustard and spice company

### @effe.mera

Photographer for social businesses and happenings

## EXPERIENCE

### Creative Director + Senior Designer

Studio Piama • Brooklyn, NY + Los Angeles, CA • 2008 - PRESENT

Independent practice delivering inventive design systems and brand narratives across web, print, and multimedia for a diverse clientele: Museum of Modern Art (MoMA), National Geographic, Nissan Future Lab, Wildlife Conservation Society, UN World Conference, American Hospital, Bangladesh, Esalen Institute.

### Head of Brand Design

Arbor Platform, Inc. • Remote • 2022 - 2023

Led the creation of foundational visual identity and comprehensive branding and marketing strategies, resulting in increase in brand awareness and revenue for early-stage startup. Managed cross-functional teams to develop new e-commerce website, compelling narratives and impactful photo and video content for social platforms. Conducted human-centered research to inform design decisions, ensuring user-centric outcomes.

### Assistant Director, Creative Strategy 2020 - 2022

Creative Director JAN 2016 - JUL 2020

University of Maryland, College of Arts & Humanities

Lead multidisciplinary creative team directing high volume of branding and campaign projects 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 150k+ arts patrons per year to performing arts center.

### Creative Director + Producer

Social Convention • London, UK • 2020 - 2022

Directed and created integrated marketing campaigns, ensuring brand consistency across all channels. Co-produced immersive live and virtual events, collaborating with artists and technologists to deliver cutting-edge experiences. Developed and executed strategic creative concepts that aligned with radical brand values and drove audience engagement.

### Lead Graphic Designer

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

Created impactful visual content for presentations, proposals, and marketing campaigns for multiple social impact clients. Implemented design solutions that met client objectives and elevated brand story. 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 • 2011 - 2013

Produced and designed online platform and communication assets that shared groundbreaking insights for cultural institutions across the country. Developed and executed branding and public engagement strategies for clients. Produced cultural events that showcased innovative artistic work, activating connection amongst artistic leaders.

### Media Designer + Communications Manager

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

Designed and managed multimedia content for print, digital and experiential, enhancing the center's presence in NYC cultural scene and increasing audience participation. Coordinated with artists and technologists to produce innovative media projects, pushing the boundaries of art and technology. Featured in NYT, New Yorker, Time Out. Notable projects: 360° video exhibit at Met Museum Gala; full surround 3D holographic environments for immersive theater.