

MIGUEL NAJARIAN

CREATIVE DIRECTOR · SALES, BRAND & EVENT STRATEGY
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Versatile creative professional and top-performing sales leader with experience spanning luxury retail, brand strategy, and large-scale event production. Skilled at translating brand vision into compelling client experiences — from creative direction and event planning to digital presence and ambassador partnerships. Brings a strong design and sculptural background together with sharp business acumen to drive both brand growth and sales results.

EDUCATION

Pasadena City College

Art Studio Major

CORE SKILLS

- Creative Direction & Brand Strategy
- Sales & Client Relations
- Event Planning & Production
- Ambassador Program Development
- Website & Design Consulting
- Social Media Strategy
- Sculpture & Spatial Design
- Team Leadership & Project Management

SOFTWARE

- Adobe Creative Suite (Photoshop, Illustrator)
- Shapr3D (3D Modeling), AutoCAD
- Microsoft Excel, Word, PowerPoint

LANGUAGES

- English
- Arabic
- Armenian
- French

Creative Director & Sales Consultant

U Los Angeles (ULA) — Fine Jewelry | April 2026 – Present

- Recognized as the brand's top-performing salesperson, consistently exceeding sales targets through personalized, high-touch client service.
- Lead creative direction for the brand, shaping visual identity across campaigns, in-store presentation, and marketing collateral.
- Plan and execute brand events and client experiences that deepen customer relationships and elevate brand visibility.
- Launch and manage ambassador programs, building strategic partnerships that expand brand awareness and reach.
- Provide website and design consulting to strengthen the brand's digital presence and user experience.
- Direct social media strategy and content, growing engagement and audience across platforms.

Freelance Sculptor & Spatial Designer

Independent Practice | April 2025 – April 2026

- Created and exhibited original sculptural works across gallery and public art exhibitions.
- Designed spatial and urban design concepts, merging artistic vision with functional environmental design.
- Partnered with private clients and curators to conceptualize and install site-specific art pieces.
- Served as Teaching Assistant for a sculpture course over two semesters, leading a class of 15–20 students and developing course programming and curricula, while also teaching a woodworking class.
- Sustained an independent creative practice spanning sculpture, spatial design, and urban design consulting.

Creative Production Assistant / Event Logistics & Design Assistant

Boiler Room Creative | July 2023 – April 2025

- Designed and coordinated logistics for major festivals, including Powertrip, Coachella, and Stagecoach.
- Planned parking layouts, fence allocations, and stage designs to optimize flow and safety.
- Collaborated with the art department to create blueprints for immersive tents and interactive spaces.
- Designed and built more than five photo installations and sculptures as festival campground focal points.
- Created large-scale centerpieces and immersive installations that elevated the attendee experience.
- Contributed to stage design and layout, ensuring engaging and efficient performance setups.

Creative Director / Marketing Coordinator

Rentazon | April 2021 – April 2024

- Led the creative process from concept development through execution, aligning with client needs and project goals.
- Partnered with account executives to translate client requirements into tailored creative solutions, including content writing and design.
- Managed and mentored the creative team, providing feedback and training to ensure high-quality, on-time delivery.

Salesman & Showroom Designer

Najarian Furniture | June 2016 – September 2019

- Sold over 1,000 kitchen units, delivering tailored product recommendations and maintaining strong client relationships in a fast-paced environment.
- Assisted with showroom layout and display design, enhancing product presentation and the customer shopping experience.