

## SHAHEN ZAROOKIAN Design / Art Director

Soon after moving to Boston from abroad in 1979, Shahan Zarookian quickly assimilated a European design style into the American design culture and immediately started producing innovative design solutions that separated him from his peers. His Euro American signature design style has proved to be the key ingredient to a long and successful career.

In 1983, Zarookian joined forces with Barry Silverstein, the direct marketing Guru of the time, and together they created highly successful direct marketing programs for Digital, AT&T and Polaroid among others. This copy-writer/designer team won many NEDMA and national awards for their Direct Marketing programs.

Then in 1993 he founded Z Design Group, and joined a newly formed marketing and design collaborative where he spearheaded design solutions for clients such as Citizens Bank, Fidelity, New Balance, and EMC Corporation.

Starting in 1998, he joined the Bose Corporation and for ten years he worked there as an Associate Creative Director.

While at Bose, he successfully produced a “new look” marketing materials platform for Bose Professional Systems Division. He also designed collateral materials for the Bose Automotive Systems Division for both the US and International markets.

Zarookian received several awards from the Bose Corporation, including the prestigious President’s Award. The Bose Industrial Design Department also honored him for his participation in developing new product line packaging ideas. Shahan was also responsible for creating a dramatic new look for the Bose Home Entertainment Division’s new retail packaging.

In January of 2009, he reopened his design studio in Belmont, Massachusetts and is currently operating as a full service design firm and still providing innovative design solutions that again showcase his hallmark Euro American design style.

Zarookian is also continuing to partner with Marketing Extensions in providing clients with “integrative” Marketing and Design solutions for their Branding initiatives. This highly successful collaboration of complimentary communicative talents has provided its mutual clients with on-target, in-budget marketing support solutions for over the past 25 years.

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## ARVIN ZAROOKIAN

Art Director

As the youngest member of the Z Design creative team, Arvin Zarookian heads up its Los Angeles office.

He attended Mass Art in Boston, MA majoring in Communication Design. Working for design studios in Boston, Los Angeles and Europe, Arvin has acquired over fifteen years of Design and Art Direction experience.

Zarookian brings with him a refreshing new design signature along with an innovative conceptual perspective that often sparks the Z Design creative team.

Arvin is also a Jazz musician playing Contrabass. He has written, produced and/or participated in several successful albums.

In 1993 while in college, he worked for Z Design as a graphic designer and created timeless logos, packaging and marketing materials for clients such as Vision House in Harvard Square, Healthcare Resource Solutions, Inc. and others.

As a part of his global experience, Arvin traveled and worked as a graphic designer and played as a jazz musician in Europe and Yerevan, Armenia from 2006 to 2008.

While in Armenia he had produced several international design projects for cell phone companies, travel agencies, the and Yerevan International Airport. His large format art posters for the International Film Festival enhanced and beautified many of the public buildings throughout the city of Yerevan.

In 2008, after returning from his creative overseas journey, he joined Z Design in Boston, MA.

In 2009, Zarookian moved to Los Angeles and started the Z Design LA office. While in LA, he has been creating successful branding designs, corporate identity and marketing materials for clients such as Tickets of Boston, Ten X Club Fitness Salon and Spa, Harrison Sports, and Taliani Designers frames from Italy.

By supporting and working closely with the creative team in Belmont, Arvin and ZDesign have been able to produce more national and international design solutions for its extended client base around the country and overseas.

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