

MOHAMED (MO) SOLTANI

DESIGNER

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ABOUT ME

Driven by 15 years of crafting bold brands and digital experiences across global industries. I fuse graphic design foundations with a sharp UI eye to create work that feels as good as it looks. From immersive ads to full-scale brand worlds, I design with clarity, impact, and spark. Curious, adaptable, and built for teams that want original energy — not ordinary.



EXPERIENCE

Senior Designer — Yahoo Creative Studios, 12/2016 - 03/2025 Yahoo! - Los Angeles, USA

- Designed and launched premium ad experiences that moved markets — across CTV, mobile, web, and beyond.
- Turned briefs into breakthrough: pre-sale mocks, post-sale executions, dynamic brand stories.
- Led high-revenue campaigns from idea to delivery, collaborating across global teams (Slack, Salesforce, Jira).
- Engineered user-first designs, backed by performance data and fearless creative strategy.
- Elevated the creative bar: mentoring, innovating, and future-proofing Yahoo's digital ecosystem.
- Tools: Adobe CC, Figma, HTML/CSS, JavaScript
- Focus: Brand Systems, UI/UX, Ad Innovation, Design Ops, Motion Concepts

Art Director, 11/2010 - 12/2016 Conversant Inc. Formerly Valueclick

- Designed UI/UX systems, brand identities, prototypes, and digital experiences for major campaigns.
- Presented bold concepts and strategic recommendations to clients and internal teams with clarity and impact.
- Partnered directly with clients to shape creative strategy, messaging, and execution across platforms.
- Built modular rich media templates that streamlined ad production and boosted campaign efficiency.
- Work recognized with multiple pieces considered for Webby Awards.

Freelance Creative Designer, 09/2010 - 09/2011 WebVixxen Design

- Crafted bold visual identities and high-impact layouts across print, digital, and brand systems.

EDUCATION

Bachelor of Science, Web and Interactive Media Design, 03/26/2010
The Art Institute of Los Angeles & Philadelphia

SKILLS

UI/UX Design &
Interactive Experiences
Brand Identity & Visual Storytelling
Concept Development & Art Direction
Generative AI-Enhanced Creative
Cross-Functional Collaboration &
Creative Leadership

TOOLS

Adobe Creative Suite
(Photoshop, Illustrator, After Effects)
Figma
Generative AI Tools (ChatGPT, Firefly)
HTML, CSS, JavaScript
(basic proficiency)
Slack, Jira, Salesforce

AWARDS

Builders Award for
Exceptional Performance
Culture Award for Donated Media
to local businesses
Web and Interactive Media
Volunteer Recognition Award
for academic excellence and
humanitarian endeavors in
the community Award.