



Sima Nasr

I have over 15 years experience working with organizations that value good design to help further their message. I work with clients to visualize data, illustrate processes, and design easily navigable reports. I love to organize content which brought me from the business side over to design soon after college. I am detail oriented, a problem solver, and a deadline lover. I have relationships with print vendors, photographers, copy editors, and illustrators should we need additional talent to bring your project to a successful finish.

Sima Designs | Owner

January 2015–Present

I provide branding, print, and web design services to local and national organizations on a contractual basis. My work includes long-document design, report graphics, annual reports, conference materials, Wordpress websites, infographics, branding, and marketing materials. Current clients include Ashoka, CoreNet Global, Council on Court Excellence, Office of the DC Auditor, National Landing BID, PBS Kids, PBS Learning Media, and Spitfire Strategies.

ASCD | Sr. Graphic Designer

2009–2015

My work at ASCD included book cover and interior layout design, identity creation and brand management, environmental design for conferences, marketing materials, package design, web interface design, direct-mail and email marketing campaigns.

Advisory Board Company | Sr. Graphic Designer

2004–2007

Lead designer for national and international conferences of health care executives. Lead designer for over 25 books (100–350 pages each) distributed to 20,000 hospital executives. Artwork for internal campaigns as well as the 2006 Annual Report.

✉ sima@sima-designs.com

📞 703.868.6625

💻 sima-designs.com

📍 *Arlington, Virginia*

University of Virginia
BS, Commerce 2000–2004

Savannah College of Art & Design
MA Graphic Design 2007–2008