

KHALED (KAL) ASHOUR

PRODUCT DESIGN · PACKAGE DESIGN · BRAND & GRAPHIC DESIGN

Corona, CA · 714-342-7339 · kalashour@yahoo.com · Portfolio: kalashour.wixsite.com/ideaz · Open to remote & contract

PROFESSIONAL SUMMARY

Multidisciplinary designer with 25+ years of experience taking products from concept to shelf across consumer packaged goods, beauty and personal care, entertainment, and telecom. Combines package and product design with brand identity, 3D visualization, and motion graphics — delivering complete systems rather than isolated assets. Operates as an independent design partner to brands nationwide, with a track record of managing client relationships and creative direction end to end. Fluent in current production tooling, from Figma and Blender through AI-assisted conceiving. Award recognized by DISH Network and Hollywood Style USA.

CORE COMPETENCIES

Product & Package Design Concept development, dielines and structural packaging, retail display and exhibit design, 3D product modeling and rendering, spec sheets and production-ready files

Brand & Identity Brand systems and guidelines, logo and wordmark design, typography, packaging briefs, moodboards, social and campaign templates

Digital & Motion Web and landing page design, UI/UX, digital ad design, motion graphics, video editing and compositing

Software Figma; Adobe Photoshop, Illustrator, InDesign, Dimension, After Effects, Premiere; Blender; Cinema 4D; Modo 3D; Final Cut Pro; WordPress; generative AI tools for conceiving, imaging, and copy workflows

Professional Client management, creative direction, brief interpretation, print production oversight, working across time zones with distributed teams

EXPERIENCE

Partner & Design Director | IDEAZ for Art & Technology | Corona / Anaheim, CA 1998 – Present

- Co-owns and operates a design practice delivering product design, package design, brand identity, print collateral, 3D modeling, web design, and motion graphics for clients across consumer goods, beauty, entertainment, and B2B sectors.
- Manages the full engagement lifecycle — scoping, proposals, creative direction, production files, and delivery — including phased retainer and revenue-share agreements.
- Selected recent work:
 - OORA Labs (botanical luxury fragrance) — built the complete brand identity system: moodboard, brand guidelines, packaging briefs, landing page, and a social media template studio targeting a Gen Z audience.
 - Formula 348 Botanicals — designed print-ready field sales collateral for a botanical wellness products line.
 - ColorBright10 (professional hair color and care) — produced a wholesale order form, sell sheet, and full product catalog covering 19 SKUs with case configurations, shade systems, and product photography.
 - B2B SaaS platform (Türkiye) — delivered a UX, technical, localization, and conversion audit as a formatted report.
 - Developed and launched a line of independent digital products, handling product design, cover art, sales pages, and launch campaigns end to end.

Founder | 7 SEAS Global Group LLC | Corona, CA 2026 – Present

- Founded and operates an import/export and wholesale trading company, overseeing sourcing, supplier relationships, product presentation, and brand-facing materials.

SELECTED CLIENT ENGAGEMENTS (contracted through IDEAZ)

- **Sling TV** — *Graphic Designer* (2019 – 2021). Designed seasonal ad campaigns, digital advertising, web pages, and display and exhibit materials.
- **Mad Engine** — *Graphic Designer* (2020). Developed concepts into finished product graphics, motion ads, print marketing, and trade show displays.
- **Moehair USA, Inc.** — *Package & Graphic Designer* (2015 – 2018). Led package and product design plus supporting graphic and motion work for a professional hair care line.

- **Hollywood Style USA** — *Package Designer* (2009 – 2011). Turned concepts into shelf-ready cosmetics packaging using Modo 3D modeling and scene creation; also delivered web design and development. Recipient of the company's Design Concept Award.
- **Zinoh Inc.** — *Product Designer / Art Director* (2007 – 2008). Translated conceptual briefs into manufacturable products; designed identity branding and exhibit and display materials.
- **DISH Network** — *Creative Designer* (2004 – 2010). Designed national magazine advertising, print collateral, web pages, animated web banners, and trade show exhibits. Received the company's Award of Excellence.

Designer / Art Director | International Cartoons | Santa Ana, CA 1994 – 1999

- Character design, 2D and 3D animation, and compositing for multilingual animated productions, collaborating with Disney animators on character development.
- Built 3D scenes and special effects; contributed to story development and scriptwriting; developed and led training programs for incoming compositors (Animation Trainer Certificate).

EDUCATION

Bachelor of Fine Arts — California State University, Fullerton 2001

Continuing coursework — Norco College, Riverside Community College District Current

AWARDS & RECOGNITION

- Award of Excellence — DISH Network
- Design Concept Award — Hollywood Style USA
- Animation Trainer Certificate — International Cartoons Center

Portfolio and references available on request.