

Ali Azem Tas

Art Director

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SUMMARY

Art Director with 6+ years of experience delivering high-impact visual narratives for global brands across 10+ diverse industries, including Technology, Cybersecurity, Healthcare, Retail, and Construction. Expert in scaling high-volume creative production (100+ assets/cycle) and driving digital engagement through motion-first strategies (~40% of total output). Proven ability to translate complex strategic briefs into scalable visual systems for sectors ranging from Cosmetics and Textiles to Automotive, Electrical, and Hospitality

EXPERIENCE

Boden360 | Art Director

04/2024 – Present

Lead creative direction for 4 global accounts, ensuring 100% visual consistency and brand excellence across all touchpoints.

Manage and mentor a multidisciplinary design team to deliver 50+ high-quality campaign assets per cycle, optimizing production speed for social and paid channels.

Direct motion-led storytelling and visual strategies using After Effects and Premiere Pro, driving a 40% increase in digital engagement.

Architect scalable visual systems that streamline multi-channel campaign execution across diverse global digital markets.

Key Brands

Kaspersky | Therabody | Lifefitness | Menarini

Boden360 | Graphic Designer

02/2022 – 04/2024

Scaled social-first brand communications by producing high-volume motion and video assets for international digital campaigns.

Optimized agency workflows by delivering precise, high-speed visual assets that met rigorous global client requirements.

Collaborated with cross-functional teams to translate strategic briefs into impactful visual content aligned with established brand systems.

Rebel Advertising Agency | Creative Graphic Designer

05/2021 – 02/2022

Executed integrated campaign visuals for international brands, aligning visual language across diverse global digital platforms.

Accelerated delivery cycles by managing concept-to-delivery stages for multi-channel marketing campaigns.

Key Brand

Spax

Koperatiff | Graphic Designer & Social Media Specialist

08/2019 – 05/2021

Guided visual identities for major accounts, maintaining 100% brand consistency across ongoing digital communications.

Developed 50+ social media visuals monthly, collaborating closely with strategy teams to ensure high conversion creative outputs.

Key Brands

Coca-Cola | Abdi Ibrahim | JCI Türkiye | Ramada Istanbul Asia

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Unilever Food Solutions | Post-Production Lead (Freelance)

03/2025 – 05/2025

Lead post-production for the "Future Menus 2025" global campaign, transforming an urgent 48-hour deadline into a 3-month strategic collaboration.

Direct full creative execution, including kinetic editing, color grading, sound design, and motion graphics for a manifesto film and 5 recipe films.

Optimize production workflows by centralizing all assets in Adobe After Effects, ensuring 100% consistency and speed under tight deadlines.

Redefine visual identity for the global brand using rhythmic editing and 90s-inspired aesthetics to capture authentic professional kitchen energy.

Project

Future Menus 2025 (Geleceğin Menüleri 2025)

EDUCATION

Çanakkale Onsekiz Mart University | Bachelor of Arts, History

09/2011 – 02/2017

Academic background supporting strong narrative thinking, deep research skills, and structured concept development

PROFESSIONAL DEVELOPMENT

Graphic Design Specialization | California Institute of the Arts

People Management Essentials | Google

Social Media Marketing | Meta *In Progress*

SKILLS

Storytelling & Visualization

I excel in crafting compelling visual narratives and translating complex historical or strategic concepts into engaging brand stories that resonate with audiences.

Creative Management & Leadership

Proven experience in providing strategic direction, mentoring multidisciplinary teams, and overseeing large-scale creative projects from initial concept to final execution.

Visual Systems & Branding

Expertise in developing scalable design systems and maintaining visual consistency across global markets and diverse industries (Tech, Healthcare, Retail)

SOFTWARE

Design & UI/UX | Figma, Adobe Photoshop, Illustrator, InDesign, WordPress, XD

Motion & Video | Adobe After Effects, Premiere Pro, DaVinci Resolve

3D Production | Blender, 3DS Max, Substance Designer/Painter

MEMBERSHIPS & AWARDS

The One Club for Creativity | Professional Membership

KEDV | Equality Ambassador

Ciudad de Soria International Short Film Competition | Shortlist | 2024

Mapcore CS:GO Exotic Mapping Contest | Honorable Mentions | 2020