

Ali Azem Tas

Art Director | Creative Direction | Brand Identity
| Motion Design | Digital Campaigns

Istanbul, Türkiye
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PROFESSIONAL SUMMARY

Art Director experienced in developing brand identities, motion graphics, and digital campaigns for international brands across multiple industries. Skilled in translating creative briefs into clear visual communication and shaping cohesive visual systems for digital platforms. Works closely with strategy, marketing, and production teams to deliver concept-driven, customer-focused creative solutions across multi-channel campaigns.

CORE SKILLS

Creative Direction | Art Direction | Visual Storytelling | Motion Graphics | Video Editing | Digital Campaign Design | Design Systems | Social Media Content | Creative Strategy | Brand Localization | Brand Identity | Cross-Team Collaboration | Visual Concept Development | Campaign Art Direction

EXPERIENCE

Boden360 | Art Director

04/2024 – Present

Lead creative direction and localization for global brand campaigns in the Turkish market, translating international brand guidelines into locally relevant visual narratives.

Guide a multidisciplinary design team in developing digital campaign assets across social and paid media platforms while maintaining a cohesive visual language.

Shape motion-driven storytelling and visual concepts using After Effects and Premiere Pro to create engaging campaign content.

Develop scalable visual frameworks that support cohesive multi-channel campaigns and strengthen brand presence across digital touchpoints.

Key Brands

Kaspersky | Therabody | Lifefitness | Menarini

Boden360 | Graphic Designer

02/2022 – 04/2024

Produced motion graphics, video content, and campaign visuals for international brands across digital platforms.

Adapted global brand guidelines into localized creative assets tailored for the Turkish market.

Collaborated with strategy and account teams to translate campaign briefs into clear and impactful visual communication.

Unilever Food Solutions | Post-Production Lead (Freelance)

03/2025 – 05/2025

Lead post-production for the Future Menus campaign, overseeing editing, motion graphics, color grading, and sound design for a series of campaign films.

Directed the visual tone and pacing of campaign content to align with the brand's storytelling and creative direction.

Organized production assets and post-production workflows to streamline editing and maintain visual consistency across campaign outputs.

Developed a refreshed visual style inspired by retro aesthetics to strengthen the campaign's creative identity.

Project

Future Menus 2025 (Geleceğin Menüleri 2025)

Rebel Advertising Agency | Creative Graphic Designer

05/2021 – 02/2022

Designed digital campaign visuals and brand assets for local and international clients across multiple platforms.

Interpreted creative briefs to develop visual concepts aligned with brand positioning and campaign objectives.

Adapted brand visual language to resonate with regional audiences while maintaining creative consistency.

Key Brand

Spax

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Koperatiff | Graphic Designer & Social Media Specialist

08/2019 – 05/2021

Created visual assets for social media campaigns supporting brand communication and digital marketing initiatives.

Maintained brand identity consistency across multiple communication channels through the application of brand guidelines.

Delivered visual content aligned with campaign messaging and platform-specific requirements.

Key Brands

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

EDUCATION

Çanakkale Onsekiz Mart University | Bachelor of Arts, History

09/2011 – 02/2017

Academic background supporting research-driven storytelling and concept development

PROFESSIONAL DEVELOPMENT

Graphic Design Specialization | California Institute of the Arts

People Management Essentials | Google

Social Media Marketing | Meta *In Progress*

TECHNICAL SKILLS

Design Tools

Figma | Adobe Photoshop | Illustrator | InDesign | Adobe XD | WordPress

Motion & Video

After Effects | Premiere Pro | DaVinci Resolve

3D Production

Blender | 3DS Max | Substance Designer | Substance 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 Mention | 2020