

# Ali Azem Tas

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

Istanbul, Turkiye  
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## PROFESSIONAL SUMMARY

Art Director with experience in brand identity, brand localization, motion design, and digital campaign development across 10+ industries for global brands. Skilled in translating creative briefs into effective visual communication and building cohesive visual systems for digital platforms. Brings a versatile production background spanning print to digital campaigns, motion graphics to brand identity, and delivers customer focused creative solutions.

## 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 | Printing | Decision Making | User Interface (UI)

## EXPERIENCE

### Boden360 | Art Director

04/2024 – Present

**Simultaneously lead creative direction for 10+ local and global brands**, developing campaign strategies for the Turkish market.

**Produced localization content for Kaspersky** that attracted the attention of the global team and was adopted for use in international markets.

**Create motion driven campaign content** to strengthen brand engagement across digital platforms.

**Guide a multidisciplinary design team** in maintaining a cohesive visual language across social and paid media platforms.

#### Key Brands

Kaspersky | Therabody | Lifefitness | Menarini

### Boden360 | Graphic Designer

02/2022 – 04/2024

**Produced video content and campaign visuals** for local and international brands, earning promotion to Art Director.

**Adapted global brand guidelines** to the Turkish market, developing expertise in localization processes.

**Collaborated directly with strategy and account teams** to translate campaign briefs into effective visual outputs.

### Unilever Food Solutions | Post-Production Lead (Freelance)

03/2025 – 05/2025

**Managed the 3 month post-production process** for the Future Menus 2025 campaign completed the first delivery within 48 hours, ensuring a rapid project launch.

Oversaw editing, motion graphics, color grading, and sound restoration single-handedly through a 250+ layer After Effects project.

**Developed an original visual style** inspired by retro aesthetics to differentiate the campaign's creative identity.

#### Project

Future Menus 2025 (Geleceğin Menüleri 2025)

### Rebel Advertising Agency | Creative Graphic Designer

05/2021 – 02/2022

**Developed digital campaign visuals and concepts** aligned with brand positioning for local and international clients.

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

#### Key Brand

Spax

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## Koperatiff | Graphic Designer & Social Media Specialist

08/2019 – 05/2021

**Gained versatile production skills** by learning every aspect of agency operations on the ground, from print to social media, web design to client management.

**Played an active role in visual content production and brand consistency processes** for major brands such as Coca-Cola and Abdi Ibrahim.

### Key Brands

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

## EDUCATION

Çanakkale Onsekiz Mart University | Bachelor of Arts, History

09/2011 – 02/2017

## 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