

Ali Azem Tas

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

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PROFESSIONAL SUMMARY

Art Director with 6+ years of experience in brand identity, brand localization, motion design, and digital campaign development for global brands. Skilled in translating creative briefs into cohesive visual systems and motion driven storytelling across digital platforms. Brings a versatile production background spanning print to digital and motion graphics to brand identity, with a craft led approach to customer focused creative solutions.

CORE SKILLS

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

EXPERIENCE

Boden360 | Art Director

04/2024 – Present

Lead creative direction across 10+ local and global brands, shaping visual concepts and campaign strategies for the Turkish market.

Created localization content for Kaspersky that was adopted by the global team for international markets.

Design and animate motion driven content defining pacing, typography, and visual rhythm that carry each brand's identity across platforms.

Guide a multidisciplinary design team to maintain a cohesive visual language across social and paid media.

Key Brands

Kaspersky | Therabody | Life Fitness | 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, building deep expertise in localization.

Worked directly with strategy and account teams to translate 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, delivering the first cut within 48 hours to enable a rapid launch.

Single handedly oversaw editing, motion graphics, color grading, and sound restoration across 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

Designed digital campaign visuals for local and international clients across multiple sectors.

Interpreted creative briefs into concepts aligned with brand positioning and campaign goals.

Key Brand

Spax

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Koperatiff | Graphic Designer & Social Media Specialist

08/2019 – 05/2021

Built versatile production skills across the full agency workflow print, social media, web design, and client management.

Drove visual content production for major brands including 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

AI & Generative Tools

Adobe Firefly | Google Nano Banana | Google Veo | Dall.E | Runway | Midjourney | Gemini | Claude

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