

Ali Azem Tas

Art Director

Brand | Campaign | Motion | Digital

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PROFESSIONAL SUMMARY

Art Director with 7+ years of experience in **brand identity, localization, motion design, and digital campaigns** for global and local brands. Experienced in translating creative briefs and global brand systems into cohesive visual experiences across digital platforms, with a hands on approach spanning concept development, design and motion.

EXPERIENCE

Boden360 | Art Director

04/2024 – Present

Lead creative direction across **10+ local and global brands** for the Turkish market.

Rebuilt **Kaspersky's** localization approach after prior agency partnerships had struggled to gain traction, developing a simplified, locally resonant visual language aligned with the brand's global identity; contents was adopted by the global team and prompted follow on requests for MENA market work.

Develop visual concepts, campaign content, and localized brand experiences across digital platforms.

Guide a multidisciplinary design team across social and paid media.

Key Brands

Kaspersky | Therabody | Life Fitness | Menarini

Boden360 | Graphic Designer

02/2022 – 04/2024

Produced campaign visuals and video content for local and international brands.

Adapted global brand guidelines to the Turkish market.

Collaborated with strategy and account teams to translate briefs into visual outputs.

Unilever Food Solutions | Freelance Post-Production Lead

03/2025 – 05/2025

Led the **3 month post-production** process for Future Menus 2025, delivering the first cut within 48 hours.

Managed editing, motion graphics, color grading and sound restoration across a **250+ layer After Effects project**.

Project

Future Menus 2025 (Geleceğin Menüleri 2025)

Rebel Advertising Agency | Creative Graphic Designer

05/2021 – 02/2022

Developed digital campaign visuals for local and international clients.

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

Key Brand

Spax

Koperatiff | Graphic Designer & Social Media Specialist

08/2019 – 05/2021

Produced visual content across **print, social media and web** within a full service agency workflow.

Created content for brands including Coca-Cola, Abdi İbrahim, JCI Türkiye and Ramada Istanbul Asia.

Key Brands

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

INDEPENDENT PRODUCTS

Sole creator across product design, development, licensing, pricing and launch.

CompResizer | After Effects Plugin

2026 – Present

Composition resizing plugin for After Effects, live on **aescripts, Adobe, Gumroad and Contra**.

Animo | After Effects Plugin

Launching September 2026

Text animation panel for After Effects

Pressio | Illustrator & Photoshop Plugin

Launching October 2026

Print preparation plugin for Illustrator & Photoshop

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CORE EXPERTISE

Art Direction

Creative Direction | Campaign Development | Visual Concept Development | Brand Identity | Brand Localization | Design Systems

Digital & Motion

Motion Design | Visual Storytelling | Video Editing | Digital Campaigns | Social Media Content

Creative Technology

Creative Tooling | Adobe Plugin Development | AI-Assisted Development | Rapid Prototyping

TOOLS

Design

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

Motion & Video

After Effects | Premiere Pro | DaVinci Resolve

3D

Blender | 3DS Max | Substance Designer | Substance Painter

Generative AI

Firefly | Nano Banana | Veo | Runway | Midjourney | Gemini | Claude

EDUCATION

Çanakkale Onsekiz Mart University | Bachelor of Arts, History 09/2011 – 02/2017

LANGUAGES

Turkish | Native English | Intermediate

PROFESSIONAL DEVELOPMENT

Graphic Design Specialization | California Institute of the Arts

People Management Essentials | Google

Social Media Marketing | Meta (In Progress)

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