

# Ali Azem Taş

Art Director | Motion Designer  
Istanbul, Türkiye

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## PROFESSIONAL SUMMARY

Art director with a motion design background and seven years in Istanbul agencies. Since 2024, I have art directed for local and global brands across 7+ markets, such as Kaspersky and Therabody. The regional visual system I built for Kaspersky was adopted by its global team. I work across brand identity, campaign systems, typography and motion design, and when a workflow slows me down I design a fix. CompResizer, my After Effects extension, now sold on aescrpts, Adobe Exchange, Gumroad and Contra. Open to international relocation and remote work.

## SKILLS

**Art Direction** Art Direction | Creative Direction | Visual Concepts | Campaign Concepts | Campaign Systems | Campaign Development | Brand Identity | Typography  
Brand Guidelines | Brand Localization | Design Systems | Layout and Composition | Storyboarding | Print Production

**Digital & Motion** Motion Design | Motion Graphics | Visual Storytelling | Video Editing | Post-Production | Color Grading | Social Media Content | Paid Media

**Ways of Working** Team Leadership | Mentoring | Client Presentation | Creative Briefs | Multi-Market Adaptation | Project Management

**Creative Technology** Creative Tooling | AI-Assisted Prototyping | UI Design | Creative Automation

## PROFESSIONAL EXPERIENCE

### Boden360 | Istanbul, Türkiye

Art Director

04/2024 – Present

- Rebuilt Kaspersky's regional localization system after previous agency work underdelivered. The visual language I developed was adopted by the global team and extended across MENA markets, with work approved without revision rounds.
- Own creative output for 10+ global and local brands, from first concept to final delivery across social and paid media.
- Adapt global campaigns into motion-led, multi format content for 7+ markets, keeping each brand system intact while making the work feel local.
- Lead and mentor the design team on day to day creative output.

Graphic Designer

02/2022 – 04/2024

- Designed campaign visuals and video content for local and international brands, working directly with strategy and account teams.
- Translated global brand systems into Turkish market campaigns. Promoted to Art Director within two years.

Key Brands | Kaspersky | Therabody | Life Fitness | Menarini

### CompResizer | Independent Project

Creator

2026 – Present

- An After Effects extension that adapts one composition to new aspect ratios, the repetitive step in multi format work.
- I defined the features, designed the UX, UI and brand identity, wrote the documentation and ran the launch. AI tools wrote the code under my direction.
- Sold on aescrpts, Adobe Exchange, Gumroad and Contra.

### Unilever Food Solutions | Istanbul, Türkiye

Post-Production Lead (Freelance)

03/2025 – 05/2025

- Created the Future Menus 2025 campaign film and took it from first cut to final delivery. The complete first cut was ready within 48 hours at the client's request.
- Handled editing, motion graphics, color grading and sound restoration single handedly across a 250+ layer After Effects project.

Project | Future Menus 2025 (Geleceğin Menüleri 2025)

### Rebel Advertising Agency | Istanbul, Türkiye

Creative Graphic Designer

05/2021 – 02/2022

- Turned briefs into campaign concepts and visuals for local and international clients across multiple sectors.

Key Brand | Spax

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## Koperatiff Advertising Agency | Istanbul, Türkiye

Graphic Designer and Social Media Specialist

08/2019 – 05/2021

- Created print, social and web content within a full-service agency workflow.

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

TECHNICAL SKILLS AND TOOLS Adobe Creative Cloud Photoshop | Illustrator | InDesign | After Effects | Premiere Pro | Firefly

Design & Web Figma | WordPress

Video & Color DaVinci Resolve

3D Blender | 3DS Max | Substance Designer | Substance Painter

Generative AI Midjourney | Nano Banana | Veo | Runway | Gemini | Claude | ChatGPT

## EDUCATION

### Bachelor of Arts | History

Canakkale Onsekiz Mart University | Canakkale, Türkiye

09/2011 – 02/2017

## CERTIFICATIONS

Graphic Design Specialization | California Institute of the Arts

People Management Essentials | Google

Social Media Marketing | Meta (In Progress)

## AWARDS AND MEMBERSHIPS

The One Club for Creativity | Professional Membership

Foundation for the Support of Women's Work(KEDV) | Equality Ambassador

Ciudad de Soria International Short Film Competition | Shortlist | 2024

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