



Hello
Bonjour
Merhaba
مرحبا

Amin Werdeni

An expert in Graphic Design,
Visual communication and Content Production.

Multidisciplinary creative designer specializing in advertising and digital marketing visuals. Expert in building strong brand identities that drive audience engagement through impactful storytelling. Skilled in graphic design, video editing, and visual storytelling, with over 6 years of experience, I've collaborated with various brands and contributed to projects across diverse sectors.

E-Mail
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Behance
Dribble



Amin Werdeni

Art Director



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PORTFOLIO
Scan or Click

Areas of expertise:

Conceptual Thinking	Graphics Design	Wireframe & Prototyping
Creative problem solving	Typography	User interface Design
Design principles	Print design	Responsive Design
Branding and Identity Design	Visual communication	Camera operation
Layout and Composition	Art direction	Lighting
Image Editing and Retouching	Web & Digital Design	Video editing

Technical proficiencies:

Adobe Photoshop	Adobe Premier Pro	Generative Ai
Adobe Illustrator	Final Cut Pro	DSLR & Mirrorless Cameras
Adobe Indesign	Figma	Gimbals & Stabilizers
Adobe After Effects	Wordpress	Drone Operation
Adobe Lightroom	Wix	Microsoft Office

Professional Experience:

Sep 2023
Present

Modd/Group Advertising Agency
Art Director

- Played pivotal role in driving success across diverse industries including medical tourism, real estate, retail, and commercial sectors by creating visually captivating content tailored for various platforms.
- Perfected digital and social media assets, fulfilling creative design requirements to enhance brand identity and marketing collateral.
- Collaborated with marketing team to ideate, conceptualize, and deliver engaging online and offline content for digital campaigns, ensuring resonance with target audience. Proactively upheld consistent brand image standards and guidelines across all channels while spearheading innovative social media initiatives.



Professional Experience:

Jan 2023
Sept 2023

Turkey Campus Educational Consulting Art Director

- Oversaw visual identity for Turkey campus as Art Director, revamping website, social media, managing printed materials, and creating promotional videos.
- Produced educational videos, ensuring adherence to brand guidelines for consistency.
- Supervised agency podcasts, offering clear guidance and fostering effective communication.

Jan 2022
Dec 2022

SETTA - E-commerce and retail Art Director

- Led comprehensive rebranding of three prominent sub-brands: manilabeat.com, peonycollective.com, and butikgez.com.
- Orchestrated development process from concept to execution, ensuring cohesive visual communication reflecting brand values.
- Created essential assets like labels, product inserts, prints, and modern user interface designs resonating with target customers, ensuring design consistency across all touchpoints.

Jan 2021
Dec 2021

Next Investment Real Estate Agency Videographer & Designer

- Elevated agency's digital and social media footprint by creating visually striking designs aligned with brand aesthetic standards.
- Developed compelling online advertisements for platforms like Facebook and Google, and produced captivating presentations for diverse projects.
- Filmed and edited videos and photos for real estate marketing, maintaining consistent visual identity across the agency's website.



Professional Experience

Oct 2020
Jun 2021

Tubelingo Digital Media
Senior Graphic Designer

- Established brand identities for digital projects, including shows, series, and online magazines for social media platforms.
- Developed graphic elements for cohesive digital presence, enhancing production processes.
- Led a talented team of designers and editors, ensuring high standards and efficient workflows.

Feb 2016
Sep 2020

3A Studio
Freelance Photographer

- Captured high-quality images for fashion events, model portraits, studio product photography, and event coverage, utilizing diverse cameras and equipment.
- Managed demanding timelines, engaged effectively with clients, and directed staging and artistic elements during photo sessions.
- Guided models and subjects to ensure exceptional photo quality and visual appeal.

Sep 2019
Aug 2020

Claro Production Studio
Co-Founder & Video Editor

- Developed innovative concepts and provided creative guidance for promotional, corporate, business videos, and event media coverage.
- Filmed and edited videos for fashion shows, music videos, and intimate events using Adobe Premiere Pro and Final Cut Pro.
- Co-founded and managed Claro Production, producing polished video content and collaborating with team members to meet client expectations.



Professional Experience:

Jun 2018
Sep 2019

Vew Communication Agency
Graphic Designer

- Created effective advertising campaigns and marketing materials, including print and digital ads, social media graphics, banners, posters, and brochures, to enhance brand identity and online visibility for various brands.
- Contributed to impactful visual campaigns for print and digital events, ensuring alignment with project requirements, creative concepts, brand guidelines, and industry trends.
- Collaborated with cross-functional teams to produce outstanding designs using Adobe Creative Suite, applying expertise in typography, color theory, and layout principles to create exceptional advertising materials.

Academic Education:

2018

Graphic Design, BA
Higher institue of fine Arts Tunisia

Certifications:

2017

Fundamentales of graphic design, License.
California Institute of the arts.

Volunteer Experience:

2016

AIESEC
Marketing Department

Languages:

English : *Advanced*
French : *Intermediate High*
Arabic : *Native*
Turkish : *Novice*