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# 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.

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# Amin Werdeni

Art Director



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aminwerdeni.com



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## 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

## 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*



## Professional Experience:

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### ***ASTUDIO / Creative Agency***

Senior Graphic Designer - *July 2024 - Present - Dubai, UAE*

- Directed the creation of efficient design systems and team workflows by implementing advanced file structuring and smart templates, significantly improving collaboration and project management across teams.
- Led in-house marketing initiatives, optimizing workflows and processes to enhance team efficiency, while driving the creative development of campaigns that aligned with business objectives.
- Facilitated creative strategy and conceptualization by integrating generative AI into design processes, producing innovative digital content and improving the team's overall creative output.
- Developed comprehensive branding, visual identities, and user interfaces (UI/UX) for new accounts, creating cohesive design languages that enhanced user experiences and reinforced brand recognition.

### ***Modd/Group Advertising Agency***

Art Director / *Sep 2023 - July 2024 / Istanbul*

- 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:

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### ***Turkey Campus Educational Consulting***

Art Director / Jan 2023 - Sept 2023 / Istanbul

- 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.

### ***SETTA - E-commerce and retail***

Art Director / Jan 2022 - Dec 2022 / Istanbul

- 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.

### ***Next Investment Real Estate Agency***

Videographer & Designer / Jan 2021 - Dec 2021 / Istanbul

- 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

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### ***Tubelingo Digital Media***

Senior Graphic Designer / Oct 2020 - Jun 2021 / *Istanbul*

- 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.

### ***3A Studio***

Freelance Photographer / Feb 2016 - Sep 2020 / *Tunisia*

- 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.

### ***Claro Production Studio***

Co-Founder & Video Editor / Sep 2019 - Aug 2020 / *Tunisia*

- 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:**

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***View Communication Agency***

Graphic Designer / June 2018 - Sep 2019 / *Tunisia*

- 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.

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# Amin Werdeni

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

A multidisciplinary creative and visual designer with over 6 years of experience, I specialize in advertising and digital marketing, blending creativity and technology to craft compelling visual messages, stories, and experiences. I lead the creative process from concept to execution, managing design systems and creating efficient workflows. My expertise spans a wide range of design tools, enabling me to bring innovative ideas to life. With a strong drive for visual storytelling and a commitment to delivering impactful engaging solutions, I focus on making a meaningful impact in every project.

## Professional Experience:

### ASTUDIO - Creative Agency

**Senior Graphic Designer** - July 2024 - Present / Dubai

### Modd/Group - Advertising Agency

**Art Director** / Sep 2023 - July 2024 / Istanbul

### Turkey Campus - Educational Consulting

**Art Director** / Jan 2023 - Sept 2023 / Istanbul

### Monolou - E-commerce & Fashion Retail

**Art Director** / Jan 2022 - Dec 2022 / Istanbul

### Next Investment - Real Estate Agency

**Videographer & Designer** / Jan 2021 - Dec 2021 / Istanbul

### Tubelingo - Digital Media

**Senior Graphic Designer** / Oct 2020 - Jun 2021 / Istanbul

### 3A Studio - Photography Studio

**Freelance Photographer** / Feb 2016 - Sep 2020 / Tunisia

### Claro - Production Studio

**Co-Founder & Video Editor** / Sep 2019 - Aug 2020 / Tunisia

### Vew - Communication Agency

**Graphic Designer** / June 2018 - Sep 2019 / Tunisia



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[aminwerdeni.com](http://aminwerdeni.com)



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