

Tannaz Amin

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Profile

Visual Designer

I am a detail-oriented visual designer dedicated to crafting impactful identities through immersive visuals. My passion is reshaping brand identities by seamlessly blending creativity and strategy, offering unique design experiences that tell captivating brand stories. I have designed visual narratives for clients like Samsung, Unilever, Nestle, L'Oréal, Cheetos, and more, focusing on comprehensive campaigns and FMCG packaging design over ten years. Simultaneously, as a freelance designer, I established my home studio and consistently delivered distinctive designs for cafés, restaurants, and digital spaces-aligning with timelines and budgets.

Work Experience

2023 – Present

Brand Designer, Material Research Institute, University Park, PA

The Pennsylvania State University

- Executed UI design projects to elevate brand aesthetics and user experience on digital platforms.
- Revamped website UI to enhance brand representation and implemented SEO strategies for improved online visibility.
- Translated project briefs into web, magazine, and presentation designs for both digital and print media.

2022 – 2023

Graphic Designer, Department of Architectural Engineering, University Park, PA

The Pennsylvania State University

- Proposed and presented creative solutions to improve design projects.
- Created various print materials and delivered projects on time.

2021 – 2023

Gallery Coordinator, Zoller Gallery, University Park, PA

The Pennsylvania State University

- Managed and supervised exhibitions, events, and public relations programs.
- Collaborated with artists to significantly enhance public engagement.

2019 - 2021

Brand Manager, Tehran, Iran

Rougine Pharmed, a Pharmaceutical Manufacturing

- Established the visual identity for ads, packaging, and presentations.
- Organized products, services, and product lines to meet customer needs and preferences.
- Orchestrated projects to follow the brand message.
- Collaborated with internal teams for seamless content placement aligned with marketing plans.
- Supported colleagues and partners in assessing and responding to unique spaces and design requirements.
- Developed effective print design strategies, resulting in increased brand visibility and engagement.

2014 - 2018

Art Director, Tehran, Iran

Daarvag International, a DDB Worldwide Affiliated Advertising Agency in Iran

- Played a pivotal role in brainstorming sessions to design and execute creative solutions to design 360° Marketing Campaign.
- Designed advertising campaigns for ATL and BTL marketing strategies.
- Managed and supported the graphic design team in bringing concepts, presentations, and prototypes to life.
- Executed creative processes within set time and budget constraints.
- Mentored junior graphic designers, fostering their professional growth in client campaigns and presentations.

Clients: Cheetos, Danette, Henkel, L'Oréal, Maybelline, Nestle, Samsung, Unilever

2011 – 2014

Graphic Designer, Tehran, Iran

Daarvag International, a DDB Worldwide Affiliated Advertising Agency in Iran

- Created visual concepts to inspire, inform, and captivate consumers.
- Delivered engaging print materials aligned with client objectives & campaign goals.

- Initiated projects, transforming ideas into impactful designs for effective message conveyance and campaign success.

Clients: BAT, Cheetos, Danette, Henkel, L'Oréal, Maybelline, Multicafe, Nokia, Nestle, Persil, Renault, Signal, Samsung, Unilever

2012-2023

Freelance Experience

- Established my full-service home studio, elevating brands with visuals for over 20 renowned clients.

Education

2021 – 2023

MFA in Photography

The Pennsylvania State University, University Park, PA

2004 - 2008

BFA in Graphic Design

Alzahra University, Tehran, Iran

Selected Awards & Achievements

Second Place, Visual Arts Exhibition, HUB-Robeson Gallery, State College, USA, 2023

First Prize Winner, Peaches & Cream, Millennium Images Competition, Dream Space Gallery, London, UK, 2014

Second Prize Winner, the Iranian Pulse Photography Festival, Oi Futuro Flamengo in Amazon, Rio, Brazil, 2011

Awarded the Second Prize in the National Student Film Festival, Tehran, Iran, 2010

Awarded the Second Prize in Presentation in the International Bread (Ibex) Photo Festival, Tehran, Iran, 2009

Awarded the UNESCO-UN Business Diploma in the Human Habitation Young Artists Competition, Westminster University, London, UK, 2009

Solo Exhibition

It Was War, MFA Thesis Exhibition Zoller Gallery, Penn State University, State College, USA, 2023

Selected Group Exhibitions

Visual Arts Exhibition, HUB-Robeson Gallery State College, USA, 2023

Falling Horizons, Zoller Gallery, State College, USA, 2023

Imagination, Transformation, and Social Justice, Keller collective Gallery State College, USA, 2022

Viewpoint, Second-year MFA Exhibition Zoller Gallery, State College, USA, 2022

Foray, First-year MFA Exhibition Zoller Gallery, State College, USA, 2022

Skills

Hard Skills: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Figma, Keynote, MS Office, Packaging Design, Photography, Typography

Soft Skills: Collaboration, Communication, Concept Development, Detail Oriented, Leadership, Presentation, Problem-Solving, Project Management, Teamwork, Time Management