

# Tannaz Amin

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[https://issuu.com/tannazamin/docs/tannaz\\_amin-portfolio-2023](https://issuu.com/tannazamin/docs/tannaz_amin-portfolio-2023)  
<https://www.tannazamin.com/>

## Profile

### Graphic Designer

I am a detail-oriented graphic 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. Simultaneously, as a freelance designer, I consistently delivered distinctive designs for cafés, restaurants, and digital spaces, aligning with timelines and budgets. I aim to leverage these skills to contribute to dynamic brands in a creative, collaborative environment.

## Work Experience

2024 – Present

### Marketing Specialist (Full-Time)

#### The Pennsylvania State University, University Park, PA

- Collaborated on marketing initiatives, ensuring alignment with organizational goals.
- Designed and produced digital/print publicity materials, optimizing brand visibility.
- Executed marketing plans to promote the brand across various channels.
- Managed multimedia interns, coordinated social media, and maintained project documentation.

2023 – 2024

### Brand Designer, Material Research Institute (Part-Time)

#### The Pennsylvania State University, University Park, PA

- 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 (Part-Time)

#### The Pennsylvania State University, University Park, PA

- Collaborated with architects and engineers to visually communicate complex technical concepts.
- Created marketing materials for initiatives, including brochures, flyers, and digital assets.

2021 – 2023

### Gallery Coordinator, Zoller Gallery (Graduate Assistant)

#### The Pennsylvania State University, University Park, PA

- Managed and supervised exhibitions, events, and public relations programs.
- Collaborated with artists to significantly enhance public engagement.
- Researched and wrote communication materials, including press releases, and publications.

2019-2021

### Brand Specialist (Full-Time)

#### Rouge Pharmed, Pharmaceutical Manufacturing

- Directed external teams in creative strategy, execution, and production; shaped strategic vision and goals for brand design; mentored designers and partners, fostering a culture of excellence in design practices.
- Established the visual identity for ads, packaging, and presentations and orchestrated projects to align with the brand message.
- Collaborated for seamless content placement aligned with marketing plans, optimizing for ROI, and assessed unique design requirements.

2016-2019

### Art Director (Full-Time)

#### Daarvag International Advertising Agency

- Led brainstorming and designed 360° marketing campaigns, encompassing both ATL and BTL strategies.
- Managed and supported graphic design team in executing concepts, presentations, and prototypes
- Executed creative processes within set time and budget constraints.
- Mentored junior graphic designers, fostering their growth in client campaigns and presentations.

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

2015 – 2016

**Graphic Designer** (Full-Time)

**Daarvag International Advertising Agency**

- Created captivating visual concepts and delivered engaging print materials aligned with client objectives and 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*

**Education**

**MFA in Photography**

The Pennsylvania State University, University Park, PA

**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, 2012

**Awarded the Second Prize** in the National Student Film Festival, Tehran, Iran, 2011

**Awarded the Second Prize** in Presentation in the International Bread (Ibex) Photo Festival, Tehran, Iran, 2011

**Awarded the UNESCO-UN Business Diploma** in the Human Habitation Young Artists Competition, Westminster University, London, UK, 2011

**Skills**

Brand Design, Campaign Design, Graphic Design, Packaging Design, Persona Creation, Photography, Typography, User Research, User Testing, UI/UX Design, Visual Design, Wireframing & Prototyping

**Soft Skills**

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

**Tools**

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Figma, Keynote, MS Office

**Courses**

**Figma UI/UX Essentials**

Udemy, 2021

**Foundations of User Experience (UX) Design**

Coursera, 2023