

Tannaz Amin

State College, Pennsylvania
Tannazamin@gmail.com
(949) 844-1474

[linkedin.com/in/tannazamin](https://www.linkedin.com/in/tannazamin)
https://issuu.com/tannazamin/docs/tannaz_amin-portfolio-2023
<https://tannazamin.com/>

Profile

Visual Designer

I am passionate about creating impactful visuals, brand identities, and innovative packaging designs. I bring experience in graphic design, art direction, and brand strategy to deliver user-focused solutions across digital and print media. My goal is to create seamless, visually engaging experiences that bridge the gap between aesthetics and functionality through compelling brand identities, eye-catching print materials, or intuitive digital platforms.

Work Experience

2024 – Present

Marketing Specialist (Full-Time)

Hub-Robeson Galleries, The Pennsylvania State University, University Park, PA

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

2023 – 2024

Brand Designer (Part-Time)

Material Research Institute, The Pennsylvania State University, University Park, PA

- Led UI design projects to enhance user experience and digital presence across web platforms.
- Revamped website user interface to enhance brand representation and implemented SEO strategies for improved online visibility.
- Crafted design solutions for project briefs for web, magazine, and presentation designs for both digital and print media.

2022 – 2023

Graphic Designer (Part-Time)

Department of Architectural Engineering, 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 (Graduate Assistant)

Zoller Gallery, The Pennsylvania State University, University Park, PA

- Managed and supervised exhibitions, events, and public relations programs.
- Coordinated 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 cross-functional teams to deliver strategic brand campaigns, from creative conception to production.
- Established the visual identity for ads, packaging, and presentations and orchestrated projects to align with the brand message.
- Developed concepts for seamless content placement, optimizing ROI and meeting design needs.

2014-2018

Art Director (Full-Time)

Daarvag International Advertising Agency

- Led brainstorming sessions and conceptualized 360° marketing campaigns, including ad creatives and commercials, integrating 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, operating in a fast-paced environment.
- Mentored junior graphic designers, fostering their growth in client campaigns and presentations.

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

2012 – 2014	<p>Graphic Designer (Full-Time) Daarvag International Advertising Agency</p> <ul style="list-style-type: none"> 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. <p><i>Clients: BAT, Cheetos, Danette, Henkel, L'Oréal, Maybelline, Multicafe, Nokia, Nestle, Persil, Renault, Signal, Samsung, Unilever</i></p>
<p>Education 2021-2023</p>	<p>MFA in Photography The Pennsylvania State University, University Park, PA</p>
<p>2008-2012</p>	<p>BFA in Graphic Design Alzahra University</p>
<p>Selected Awards & Achievements</p>	<ul style="list-style-type: none"> 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 Pulse Photography Festival, Oi Futuro Flamengo in Amazon, Rio, Brazil, 2012 Awarded the UNESCO-UN Business Diploma in the Human Habitation Young Artists Competition, Westminster University, London, UK, 2011
<p>Skills</p>	<p>Brand Design, Campaign Design, Graphic Design, Packaging Design, Persona Creation, Photography, Typography, User Research, User Testing, UI/UX Design, Visual Design, Wireframing & Prototyping</p>
<p>Soft Skills</p>	<p>Collaboration, Communication, Concept Development, Detail Oriented, Leadership, Presentation, Problem-Solving, Project Management, Teamwork, Time Management</p>
<p>Tools</p>	<p>Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Apple Mac Operating System, Figma, Keynote, MS Office, Power Point</p>
<p>Courses 2024</p>	<p>Start the UX Design Process: Empathize, Define, and Ideate Google, Coursera</p>
<p>2023</p>	<p>Foundations of User Experience (UX) Design Google, Coursera</p>
<p>2021</p>	<p>Figma UI/UX Essentials Udemy</p>