

Tannaz Amin

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https://issuu.com/tannazamin/docs/tannaz_amin-portfolio-2023
<https://tannazamin.com/>

Profile

Visual Designer

Passionate about creating impactful visuals, brand identities, and innovative packaging designs. Experienced in graphic design, art direction, and brand strategy, delivering user-focused solutions across digital and print media. Dedicated to crafting seamless, visually engaging experiences that balance aesthetics and functionality, whether through compelling brand identities, eye-catching print materials, or intuitive digital platforms.

Work Experience

Marketing Specialist

The Pennsylvania State University, University Park, PA, 2024 – Present

- 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.

Brand Designer (Part-Time)

Material Research Institute, The Pennsylvania State University, University Park, PA, 2023 – 2024

- Led UI design projects to enhance user experience and digital presence across web platforms.
- Redesigned the website UI to enhance brand identity while implementing SEO strategies to improve online visibility.
- Developed design solutions for presentations across digital and print media, aligning with project briefs and brand objectives.

Graphic Designer (Part-Time)

Architectural Engineering Department, The Pennsylvania State University, University Park, PA, 2022 – 2024

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

Gallery Coordinator (Graduate Assistant)

Zoller Gallery, The Pennsylvania State University, University Park, PA, 2021 – 2023

- 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.

Brand Specialist

Rouquine Pharmed, Pharmaceutical Manufacturing, 2019 – 2021

- 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.

Art Director (Full-Time)

DDB Worldwide Affiliate, Daarvag International Advertising Agency, 2014 – 2018

- 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

Graphic Designer (Full-Time)

DDB Worldwide Affiliate, Daarvag International Advertising Agency, 2012 – 2014

- 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

Master of Fine Arts in Photography

The Pennsylvania State University, University Park, PA

Bachelor of Fine Arts in Graphic Design

Alzahra University

Selected Awards & Achievements

- **Best Photography, Second Prize** – Visual Arts Exhibition, HUB-Robeson Gallery, State College, USA, 2023
- **First Prize Winner** – *Peaches & Cream*, Millennium Images Photography Competition, Dream Space Gallery, London, UK, 2014
- **Second Prize Winner** – *Pulse Photography Festival*, Oi Futuro Flamengo, Amazon, Rio de Janeiro, Brazil, 2012
- **UNESCO-UN Business Diploma Recipient** – 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, Apple Mac Operating System, Figma, Keynote, MS Office, Power Point

Certificates

Start the UX Design Process: Empathize, Define, and Ideate

Google, Coursera, 2024

Foundations of User Experience (UX) Design

Google, Coursera, 2023

Figma UI/UX Essentials

Udemy, 2021