

Tannaz Amin

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Profile

Art director and brand designer with 10+ years creating impactful visual identities, packaging, and cross-channel campaigns. Skilled in concept development, art direction, brand strategy, and UI/UX design, with proven experience leading creative teams and delivering measurable engagement gains across print and digital.

Professional Experience

Marketing Specialist | EI Associates, Harrisburg, PA, Jun 2025 – Present

- Directed and designed 15+ high-value RFPs/ SOQs/ proposals, ensuring visual consistency and client strategic alignment.
- Established the official visual identity system, comprehensive brand guide, and branded templates.
- Managed all firm visual assets, directing project photography and curating the central asset library for quality control.
- Provided creative direction for internal and external communications, refining proposal content for maximum clarity.

Marketing Specialist | The Pennsylvania State University, University Park, PA, 2024 – 2025 (Full-Time)

- Led marketing initiatives, aligning 20+ digital/print assets with university goals and boosting visibility.
- Executed multi-channel brand campaigns, driving 25% higher social engagement via targeted strategies.
- Managed interns, coordinated social media, and maintained documentation for seamless project flow.

Brand Designer | The Pennsylvania State University, University Park, PA, 2023 – 2024 (Part-Time)

- 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 | The Pennsylvania State University, University Park, PA, Aug 2021 – 2023 (Part-Time)

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

Brand Manager | Rougine Pharmed, Pharmaceutical Manufacturing, 2018 – 2021

- Directed cross-functional teams to deliver strategic brand campaigns from conception to production.
- Established visual identity for ads, packaging, and presentations, aligning with brand messaging.
- Orchestrated seamless content placement, optimizing ROI and managing social media engagement.

Art Director & Graphic Designer | DDB Worldwide Affiliate, Daarvag International Advertising Agency, 2012 – 2018

- Led 360° campaigns from concept to execution, integrating ATL/BTL for 14 global brands.
- Managed design team in creating ads, prototypes, and presentations under tight deadlines.
- Executed creative processes within set time and budget constraints, operating in a fast-paced environment.
- Mentored juniors and delivered print/digital assets aligned with client goals.

Clients: British American Tobacco (BAT), Cheetos, Danette, Henkel, L'Oréal, Maybelline, Multicafe, Nestlé, Nokia, Persil, Renault, Samsung, Signal, Unilever

Education & Certificates

MFA in Photography | The Pennsylvania State University, University Park, PA, 2023

BFA in Graphic Design | Alzahra University, Tehran, Iran, 2012

Google UX Design Professional Certificate | Coursera, 2024

Selected Awards & Achievements

Second Prize – Visual Arts Exhibition, HUB-Robeson Gallery, State College, PA, 2023

First Prize – Millennium Images Photography Competition, Dream Space Gallery, London, UK, 2014

Second Prize – UNESCO Human Habitation Young Artists Competition, London, UK, 2011

Core Skills

Design: Art Direction, Brand and Identity, Brand Guidelines, Campaign Strategy, Creative Concept Development, UI/UX Design, Graphic Design, Packaging Design, Visual Identity Systems, Design Systems, Prototyping, Wireframing, User Research, Usability Testing, Typography, Photography

Leadership: Creative Direction, Content Planning, Mentoring and Team Leadership, Project Management, Client Presentation, Cross-Functional Collaboration, Time Management

Tools: Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Lightroom), Figma, Keynote, Canva, Asana, Slack