

İbrahim Aktaş

Motion Graphic Designer

CONTACT

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PROFILE SUMMARY

Creative and adaptable Motion Graphic Designer specializing in advertising models across TikTok, Meta, and Google platforms. Experienced in developing visually engaging content that complies with Creative X KPI standards. Expertise in concept creation, design, and animation for dynamic projects, including indoor, outdoor, and storyboard-based videos. Skilled in leveraging the latest industry trends and AI technologies to deliver innovative solutions for brands.

PROFESSIONAL EXPERIENCE

9-16 Creative Partner | August 2022-Present

Creative Motion Designer

- Delivered motion graphics projects optimized for TikTok, Meta, and Google platforms, ensuring creative excellence.
- Created content validated by Creative X, consistently meeting platform-specific KPI benchmarks.
- Designed and animated videos using Adobe tools, tailored to client needs and branding guidelines.
- Crafted complete project pipelines, including concept creation, storyboarding, and final animation, ensuring timely delivery of visually compelling and brand-aligned outputs.

Freelance Projects | December 2022-Present

Motion Graphic Designer

- Created motion graphics and animated videos for local businesses and SMEs, enhancing their brand visibility.
- Designed logos and social media assets tailored to client branding needs and platform requirements.
- Developed storyboards and brought them to life through advanced animation techniques.
- Leveraged AI tools to produce custom assets, streamlining the creative process and meeting tight deadlines.
- Produced promotional animations for brands on YouTube, delivering engaging and impactful marketing content.
- Created music videos featuring dynamic visuals and rhythm-synced animations, elevating the viewing experience.

EDUCATION

Istanbul Medeniyet University | 2018–2022

Social Work

- GPA: 3.67
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SOFT SKILLS

- Creative and innovative thinking
 - Strong problem-solving abilities
 - Effective communication and teamwork
 - Project management and adaptability
 - Engaging presentation of concepts, designs, and strategies
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TECHNICAL SKILLS

Design and Animation Tools:

- **Advanced:** After Effects, Illustrator, Photoshop
- **Intermediate:** Premiere Pro, Blender

AI Tools:

- **Chatbot:** ChatGPT
- **Image Generation:** MidJourney, Adobe Firefly
- **Video Generation:** Runway, Kling
- **Sound Generation:** ElevenLabs, Suno

Project Types:

- Social media designs and advertisement videos for 9–16 Brand Partners
 - Character animation
 - Explainer videos
 - Trailer and teaser creation
 - Template design
 - Intro and outro videos
 - Design and animation for logos
 - Corporate identity design
 - Content creation for UGC (User Generated Content) videos
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PROFESSIONAL DEVELOPMENT

- Hands-on experience with industry-standard tools and AI technologies.
 - Leveraged AI tools to optimize workflows, significantly reducing stock usage costs and saving time in production processes.
 - Staying updated with trends in motion graphics and digital advertising.
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LANGUAGES

Turkish: Native proficiency

English: B1 – Intermediate (Qualification for professional correspondence)