

MURAT SEYFI

SENIOR CREATIVE LEADER | DIGITAL CREATIVE | BRAND & UX

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PROFILE

British-born and raised senior creative with 20 years of experience across luxury retail, digital, brand, product and e-commerce, with the right to live and work in both the UK and EU. Six years at Molton Brown, progressing from Graphic Designer to Head of Digital Creative and leading global digital creative across five markets. Subsequently moved into product leadership at Romeo, expanding expertise across UX, product strategy and digital experience. Now focused on bringing that combined creative, digital and product experience to senior creative roles.

CAREER HIGHLIGHTS

- **Molton Brown:** Progressed through three creative roles to Head of Digital Creative, leading a five-person team across five markets and up to 12 annual campaigns.
- **Atesch Anka:** Founded an independent electronic music label and launched nine releases in its first year, leading all creative and promotional output.
- **Romeo:** Led major product experience work including navigation redesign, inclusive product design for trans users and the creation of a global user community programme.

CORE EXPERTISE

- Creative Direction & Art Direction
- Digital & Brand Design
- Campaigns & Visual Identity
- UX & Product Design
- Creative Strategy
- Leadership & Team Development

EXPERIENCE

Atesch Anka | Berlin, DE | January 2025 - Present

Creative Director & Founder

- Founded and developed an independent electronic music label, launching nine releases in its first year.
- Lead creative direction across brand identity, cover art, photography, motion, social media and promotional campaigns.
- Built and manage the label's website and digital presence, shaping UX, content and release strategy while managing the creative and production process from concept through execution, distribution and launch.

Resident Advisor | Berlin, DE | June 2024 - October 2024

Freelance Product Manager

Supported acquisition and conversion initiatives through user journey optimisation, feature development and performance improvements across the product while the core team focused on the integration of a new back end technology.

Romeo | Berlin, DE | 3 years, 6 months

Chief Product Officer January 2022 - September 2023

- Led product strategy, UX and design direction across web and app, balancing user experience, brand and commercial goals.
- Led a complete redesign of web and app navigation to make the product more intuitive and improve the experience for new users.
- Modernised product experiences for trans users, introducing more inclusive terminology, representation and search functionality.
- Created the Romeo Champions programme, bringing highly engaged users into focus groups, testing and brand feedback for the first time.

Head of Product April 2021 - January 2022

Web Product Owner April 2020 - March 2021

Molton Brown | London, UK | 6 years, 3 months

Head of Digital Creative, Global Digital April 2018 - March 2020

- Led a five-person digital creative team and art directed up to 12 annual campaigns across five global markets.
- Transformed the brand's digital presence, helping move digital from an afterthought to a first consideration across the business.
- Modernised global websites, introducing stronger storytelling while optimising product pages and digital journeys for conversion.
- Led digital experience and design for a major brand realignment from beauty to fragrance, including art direction, product design and a new fragrance finder.
- Streamlined the global campaign briefing process, reducing avoidable re-shoots, retouching and team time.
- Led digital teams through two major product core re-stages, coordinating new photography, copy, formats and SKUs across the global business.

Senior Designer, Global Digital January 2015 - March 2018

Graphic Designer, Creative Services January 2014 - January 2015

Champneys | Tring, UK | November 2011 - December 2013

Group Graphic Designer

- Led the rebranding of four resorts and 10 day spas across the Champneys estate.
- Delivered packaging and POS design with Boots International and Elemis
- Led campaign art direction, digital and editorial design.
- Created editable PowerPoint POS templates and trained a responsible person at each location, reducing repetitive production work while maintaining brand standards.

Creative Lion | Royal Leamington Spa, UK | August 2007 - October 2011

Self-Employed Designer

Independent designer working across branding, digital, POS and packaging for clients including Ruskin NYC, Bamford, UK Spa Association, Elysium Day Spa, Tarsus Hotel and Millionaires Choice.

Wine Masters Cyprus | Remote | 2006 - Present

Freelance Creative Director

Created the brand in 2006 and continue to lead branding, packaging, art direction, digital design, POS, UX and ongoing website development and maintenance.

EDUCATION

343 Labs | 2024 - 2025

Music Production with Ableton

Agile LAB GmbH | 2020

Agile Methodologies

RADA (Royal Academy of Dramatic Arts) | 2018

Advanced Acting for Contemporary Theatre

Institute of Leadership & Management | 2014 - 2015

Team Leading - NVQ Level 2

London College of Fashion | 2014

Colour Psychology Programme

Warwickshire College | 2005 - 2007

BTEC ND Graphic Design with Media and Photography

TOOLS

- Adobe Photoshop, Illustrator, InDesign, Premiere Pro
- Figma
- Generative AI tools
- Miro
- Jira
- Google Workspace

LANGUAGES

- **English:** Native
- **Turkish:** Second language
- **German:** High B1 / Intermediate
- **French:** A2 / Beginner