

# MURAT SEYFI

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Creative leader working across design and art direction, focused on building emotionally resonant and strategically meaningful visual, audio, and digital experiences.

## EXPERIENCE

### Atesch Anka | Berlin, DE | 1 year, 1 months

Art Direction Branding Digital Design UX Design Strategy Production

#### **Creative Director & Founder** January 2025 - Present

In 2024 I took the opportunity to develop a creative outlet that I had long been interested in. I completed three music production courses and began releasing original music in 2025 under the independent label Atesch Anka.

Being made redundant from my role at Romeo gave me the space to fully immerse myself in this work. I lead the creative direction across all releases, managing visual identity, cover art, photography, motion assets, digital strategy, distribution, and website design and maintenance. Launching nine releases in my first year strengthened my ability to deliver multi-channel creative campaigns while maintaining a consistent brand vision from concept through to execution.

- Directed brand and visual identity across multiple music releases
- Designed cover art, photography, and promotional campaign assets
- Built and manage website UX, content, and digital rollout
- Developed social media and brand visibility strategy
- Managed production and release timelines

### Resident Advisor | Berlin, DE | 4 months

Web Product Development UX Strategy Motivational Presentation Data Analysis Agile Methodologies

#### **Freelance Product Manager** June 2024 - October 2024

Worked within the Acquisition & Conversion team in an international, cross-functional environment, supporting product and digital growth initiatives in the music industry. Contributed to user journey optimisation, feature development, and performance-focused improvements to platform experience, collaborating with marketing, product, and technical teams to support data-informed decision making and conversion strategy.

### Romeo | Berlin, DE | 3 years, 6 months

App Product Development Web Product Development UX Leadership Coaching Strategy Motivational Presentation  
Data Analysis Agile Methodologies User Research

#### ● **Chief Product Officer** January 2022 - September 2023 | 1 year, 9 months

Led product strategy across research, UX, design direction, development alignment, and business analysis. Defined and communicated a clear product vision that balanced brand narrative, user experience, and commercial goals. Provided design and creative leadership across platforms in the absence of a dedicated creative lead, guiding feature development, visual standards, and launch communication strategies to ensure coherent, engaging, and user-centred digital experiences.

#### ● **Head of Product** April 2021 - January 2022 | 10 months

#### ● **Web Product Owner** April 2020 - March 2021 | 1 year

More overleaf..

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

Digital Design

UX Design

Leadership

Strategy

Art Direction

POS Design

Packaging Design

Production

### ● **Head of Digital Creative, Global Digital** April 2018 - March 2020 | 2 years

Accountable for the visual identity of the Molton Brown digital estate, globally, I lead the campaign process from a digital strategy standpoint, from concept through to campaign go-live.

Working on a strategic level, while still remaining a hands-on designer and a supportive team leader, I work to ensure everything we do is led by the user experience, and encourage other teams in the business to put the customer first.

With a deep understanding of the ever-evolving digital landscape and a close working relationship with the Digital Marketing and the Digital Trade teams, I work to ensure that digital remains at the forefront of the brand's approach to all things creative.

### ● **Senior Designer, Global Digital** January 2015 - March 2018 | 3 years 3 months

### ● **Graphic Designer, Creative Services** January 2014 - January 2015 | 1 year

## Champneys | Tring, UK | 2 years, 1 month

POS Design

Packaging Design

Art Direction

Digital Design

### **Group Graphic Designer** November 2011 - December 2013

In this challenging, hands-on role I made great progress, both for myself and the brand, being solely responsible for all creative for the UK's leading luxury spa brand. My responsibilities covered print, packaging, art direction, digital, editorial and the management of a junior designer.

## Creative Lion | Royal Leamington Spa, UK | 4 years, 2 months

Branding

POS Design

Packaging Design

Digital Design

### **Self Employed Designer** August 2007 - October 2011

**Clients include:** Rufskin NYC · Bamford · UK Spa Association · Elysium Day Spa · Tarsus Hotel · Millionaires Choice

## Wine Masters Cyprus | Remote | 20 years+

Branding

Packaging Design

Art Direction

Digital Design

POS Design

UX Design

### **Freelance Creative Director** 2006 - Present

I created this brand for my parents's beverage business in Cyprus back in 2006 and have been responsible for all design and photography since. From branding and labels for bottles, to POS materials, brochures and website design 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 - 2015**

Team Leading - NVQ Level 2

### **London College of Fashion - 2014**

Colour Psychology Programme

### **Warwickshire College - 2007**

BTEC ND Graphic Design with Media and Photography