

MURAT SEYFI

[View My Portfolio](#) · info@muratseyfi.com · 0049 151 7064 6430

A problem-solving creative working in design and art direction.
I make work that is emotionally resonant, beautiful, and strategic.

EXPERIENCE

Wine Masters Cyprus | Berlin, DE & Cyprus | 1 year, 1 months

Packaging Design Art Direction Photoshoots Digital Design POS Design UX Design

Freelance Creative Director October 2024 - Present

I created this brand for my parents back in 2006 and have been responsible for all design and photography since. Starting in October 2024 I have been supporting them with the addition of spirits to the brand; a new category which brings all new requirements for packaging design, digital design and the art direction of launch assets.

Resident Advisor | Berlin, DE | 4 months

Web Product Development UX Strategy Motivational Presentation Data Analysis Agile Methodologies

Freelance Product Manager June 2024 - October 2024

Working in the Aquisition & Conversion team with a wonderful international group of people, this freelance role allowed me to experience the Music industry and add some strings to my bow following a redundancy from my previous role.

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

In this unique and rewarding role, I lead the strategic product direction of ROMEO from user research and design to development, project management, and business analysis. Here I:

- Led the strategic product direction of ROMEO, spanning user research, UX design, product development, and business analysis, with full responsibility for the creative quality and coherence of the product.
- Shaped and communicated a clear product vision and roadmap, ensuring every touchpoint, from concept to execution is aligned with brand values and user needs.
- Collaborated with other C-suite members to establish priorities and dependencies across the business in order to efficiently achieve our company goals
- Took ownership of design leadership across all platforms in the absence of a dedicated creative lead, guiding the team through feature ideation, design direction, and implementation.
- Balanced aesthetics with functionality to create intuitive, emotionally resonant user experiences that supported growth, engagement, and trust.
- Worked closely with Comms to craft product narratives and launch strategies that deepened user connection and built community.

● **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

Coaching

Strategy

Art Direction

Photoshoots

Film

Production

POS Design

Packaging Design

● **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

Photoshoots

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 · Wine Masters Cyprus · Tarsus Hotel · Millionaires Choice · LookHoney.com

EDUCATION

343 Labs - 2024

Music Production with Ableton (2024)

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