



FATMA KAPAKOS

Art Director | Designer

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I am a multidisciplinary graphic designer and art director with extensive professional experience working for design agencies and TV networks. I am able to refer to a comprehensive design background, while working across platforms from print to online and on-air, from concept to layout and implementation, focusing on creating visual experiences for broadcast and digital design.

EDUCATION

University of Applied Sciences
Hamburg, Germany | 2001-2006
MA Communications Design
MA Illustration

General Assembly
New York, NY | 2019
UX Design Certificate

SKILLS

Design

2D animation
Broadcast design
Iconography
Logo design
Motion graphics
Prototyping
Strategy & vision
Presentation
Style frames
Style guides
User interface
Web design
Wireframes

Software

After Effects
Adobe XD
InDesign
Invision
Illustrator
Keynote
Photoshop
Sketch
WordPress

AWARDS

Promax bda, gold
Best Use of Typography

Eyes & Ears Awards of Europe
Best Social Spot

FEATURED

Design made in Germany
TV show package
„Das Erste | beckmann“

Behance Gallery Motion
TV show package
„Das Erste | W wie Wissen“

LANGUAGES

English
German

EXPERIENCE

2013 - present

ART DIRECTION | MOTION DESIGN **Freelancer | New York, NY**

- Interaction design
- UX/UI design
- Web design
- Design and animation for broadcast
- Brand identity and logo development
- Iconography and typography

2007-2013

DMC GROUP | design agency | Munich, Germany **Art Director for broadcast, digital & print**

- Art direction for Germany's public TV station „Das Erste“
- Managing and leading several redesigns for TV shows and channels
- Hands-on development of creative and design concepts
- Creating design guidelines for on-air, online and print
- Design pitch lead and presentation
- Team lead and designer supervision
- Conceptual and design direction

2006-2007

CREATION CLUB CC | design agency | Munich, Germany **Senior Motion Designer for broadcast**

- Conceptualization, development and design of on-air campaigns, TV show packages and network rebranding
- Design toolkit development
- Title design and trailer graphics in close collaboration with producers and editors

2005-2006

PREMIERE AG | pay TV channel | Munich, Germany **Motion Designer for broadcast**

- Promo design and trailer graphics
- Station IDs and show opener / closer
- Layout and animation of numerous graphics for broadcast content

GRAPHIC DESIGN FOR PRINT & ONLINE **Freelancer**

- Brand identity
- Logo design
- Stationery design
- Editorial design
- Infographics
- Illustration
- Advertising campaigns
- Posters, brochures and flyers