



ALI

ABOUT

BORN	11.02.1997
PLACE OF RESIDENCE	WIESBADEN
TOP SKILLS	ART DIRECTION CREATIVE DIRECTION CONCEPT DEVELOPEMENT
TEL.	0176 62438497
MAIL	pixlbobby@gmail.com

EXPERIENCE

HAIDARI

As an Art Director, I lead the design and development of innovative and engaging digital products and marketing campaigns for various clients and industries. I apply my skills and knowledge in Visual Design, UX/UI, creative concept, AI, and Social Media to create user-centric and impactful experiences that meet the needs and expectations of the target audiences and stakeholders.

LABOR.digital
MID/SENIOR ART DIRECTOR

JANUARY 2024 -
PRESENT

Concept and design for national and international marketing campaigns for Adobe. Including the biggest marketing campaign in UK for their new product Adobe Express and the design of a complete visual identity of Adobe's first ever flagship student festival.

LIGANOVA HORIZON GmbH
JUNIOR ART DIRECTOR

APRIL 2022 -
DECEMBER 2023

Concept, design, motion and 3D work for various clients including PUMA, Opel, Vattenfall etc. for (award winning) webspecials, events, website redesigns and social media marketing.

LIGANOVA HORIZON GmbH
CREATIVE CONCEPT

SEPTEMBER 2021 -
APRIL 2022

Same as above but with strong focus on concept and pitch presentations.

Atelier Markgraph
INTERACTION DESIGNER

SEPTEMBER 2020 -
JULI 2021

Creative Coding, concept, 3D and design for museums and seminar-building focusing on interactive and educational experiences.

agorate GmbH
DIGITAL MEDIA DESIGNER

NOVEMBER 2019 -
MAY 2021

Managing and designing content for the social media account of the agency as well as the global and european accounts for clients.

EDUCATION

DARMSTADT UNIVERSITY OF APPLIED SCIENCES
INTERACTIVE MEDIA DESIGNER
BACHELOR'S DEGREE — 1.3

JANUARY 2018 -
APRIL 2022

TECHNISCHE HOCHSCHULE MITTELHESSEN
BIOTECHNOLOGY

2017 -
2018

SOFTWARE

Adobe After Effects / Premiere Pro
Adobe Photoshop
Adobe Illustrator
Adobe Express
Figma
Cinema4D
Blender
ChatGPT & Co.