



FATMA KAPAKOS

Art Director | Designer

werkstattmedien.com

fatma@werkstattmedien.com

+ 1 (929) 361-1067

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

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

2013 - present

EXPERIENCE

ART DIRECTION | MOTION DESIGN

Freelancer | New York, NY

- Concept, layout and animation for broadcast design: channel redesign, show package design, seasonal campaigns, title animation
- UX/UI design: UX design process including conducting user interviews, competitive analysis, synthesizing quantitative and qualitative user data, creating user personae, wireframing, usability testing, prototyping low and high fidelity
- Interaction design: Interaction prototypes using Sketch, Adobe XD, Invision and After Effects
- Web design: concept, layout, and implementation across devices
- Brand identity and logo development
- Iconography and typography

2007-2013

DMC GROUP | design agency | Munich, Germany

Art Director for on-air, online, and 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

2001-2005

GRAPHIC DESIGN FOR PRINT & ONLINE

Freelancer

- Brand identity & logo design
- Stationery design & editorial design
- Infographics & Illustration
- Advertising campaigns
- Posters, brochures and flyers