

Elahe Namazi

Creative Content Producer | Brand Design Lead | Art Director

Utrecht, Netherlands itselahenamazi@gmail.com +31 6 20 33 22 90 linkedin.com/in/elahenamazi [Portfolio](#)

PROFILE

Design, to me, is a conversation between a brand and its people, between logic and feeling, between what exists and what could be. I am Elahe: part Creative Director, part storyteller, part obsessive problem-solver. I have spent 7+ years building brands that feel real, directing visuals, producing content, leading teams, and occasionally picking up a camera to do it all myself.

I lead productions end to end across print, digital, social, film, and live events, holding one consistent visual and brand language across every format rather than treating them as separate jobs. I coordinate teams, suppliers, and freelancers, pairing traditional design and production craft with AI-powered workflows to keep quality high and output moving fast.

I work best when the stakes are high, the ideas are bold, and the team actually works as a team. I'm looking for a studio or brand environment where creative instinct and production rigour go hand in hand.

KEY ACHIEVEMENTS

- Led the architecture of a company-wide design system across three brand platforms (5CA, 5CA People, and AICX), establishing visual standards, component libraries, and brand guidelines used across the organisation.
- Built two complete brand identities from near-zero briefs: AICX from a single concept document and 5CA People from scratch, delivering results that exceeded expectations.
- Owned design, print, and video content for the 5CA Player Support Meetup Utrecht, one of the company's most important annual events, carrying one consistent visual and tonal system across pre-event promotion, live coverage, and recap, contributing to strong attendee feedback and high-profile client turnout.
- Implemented an AI-powered design automation system that enabled non-designers to independently produce presentations and landing pages, reducing turnaround time and freeing the creative team for higher-level work.
- Consistently used A/B testing and ongoing engagement metrics to guide design and content decisions across every full-time and freelance role, prioritising performance data over personal preference or assumption.

EXPERIENCE

Creative Content Producer and Brand Design Lead | 5CA March 2025 – Present

- Directed full end-to-end production of the 5Cast video series for YouTube and LinkedIn, leading as director, stage designer, videographer, and editor across the entire production workflow from concept through post-production delivery.
- Owned content and design end to end for the 5CA Player Support Meetup Utrecht, before, during, and after the event, delivering consistent print materials, digital assets, and video coverage under one unified brand system.
- Managed parallel creative workstreams across three brand platforms simultaneously, briefing and directing freelancers and multidisciplinary contributors while maintaining quality, consistency, and deadlines.
- Designed and delivered campaign content, social assets, digital ads, and sales materials for global gaming clients including Square Enix, CCP Games, and Rockstar, translating briefs into fully realised, on-brand outcomes.
- Developed and maintained UI designs for web pages, landing pages, and campaign microsites across three brands, improving visual clarity and consistency across all touchpoints.
- Used A/B testing and engagement analytics to guide design and content decisions on campaigns and landing pages, adjusting direction based on performance data rather than assumption.
- Collaborated cross-functionally with marketing, product, and external creative partners to shape content direction, campaign concepts, and execution planning across B2B and B2C audiences.

Creative Designer and Content Marketer | Blue Road Academy Oct 2024 – Feb 2025

- Developed and executed a B2B content strategy focused on LinkedIn, enhancing engagement and reach.

- Created, edited, and designed multimedia content including social media posts, success story interviews, and video production to showcase brand achievements.
- Collaborated with an external marketing team to redesign the website for improved usability and visual clarity.
- Conducted in-depth target market research and competitor analysis to inform content direction and positioning.

Creative Media Strategist | NHL Stenden Professorship – Transformational Media (Freelance Project) 2024

- Directed the full creative process from research and ideation through to design, prototyping, and delivery, ensuring all outputs met client objectives and budget constraints.
- Developed campaigns that transformed consumers into brand advocates through strategic storytelling and social media engagement, driving measurably higher engagement and brand loyalty.

Creative Media Strategist | Restaurant Wannee (Freelance Project) 2024

- Developed and executed a media strategy to boost brand awareness among tourists, leading a team through the design and delivery of visually compelling advertising campaigns.
- Ensured consistency in visual narrative across digital and physical platforms in collaboration with internal and external teams.

Creative Brand and Media Strategist | Lautsprecher Teufel (Freelance Project) 2023 – 2024

- Developed the creative concept Follow Your Sound for a B2C content strategy targeting Gen Z consumers through music-based storytelling and user-generated content.
- Collaborated with marketing and production teams to ensure creative feasibility within budget and alignment with overall brand strategy.

Mid-Weight Visual Designer and Brand Designer | Blue Whale Branding and Marketing Agency 2021 – 2023

- Created branding, packaging, web design, and social media content for clients across multiple industries, aligning all creative work with marketing strategy.
- Directed UI and web design for multiple clients, producing cohesive, user-friendly experiences that strengthened overall brand presence.

Junior Designer | Jahan Gostaresh Tejarat 2019 – 2021

- Designed graphics, packaging, logos, and social media content for a range of clients, building cohesive brand identities across digital and physical platforms.

Graphic Design Intern | Halvaei Trading Company 2018 – 2019

- Created visual identities including logos, packaging, and social media content, maintaining consistency across all brand touchpoints.

S K I L L S

Creative Direction: Concept Development, Brand Strategy, Visual Storytelling, Campaign Production

Design: Graphic Design, UI/UX Design, Brand Identity, Design Systems, Packaging Design, Print Design, Web Design

Content: Content Strategy, Social Media, Digital Advertising, Video Production, Photography, Event Content

Tools: Figma, Adobe Creative Suite (InDesign, Illustrator, Photoshop), Video Editing

AI Tools: Lovart.ai, HeyGen, V0.app, Claude, Copilot, Gamma, Magnific, WIX Editor

Production: Project Management, Supplier Coordination, Budget Awareness, Freelancer Direction

Research: Market Research, Persona Development, A/B Testing, Quantitative and Qualitative Analysis

E D U C A T I O N

Master of Content and Media Strategy | NHL Stenden, Leeuwarden, Netherlands

Focused on the intersection of creativity and strategic communication, including digital marketing, media planning, and data-driven content strategy.

Bachelor of Visual Communication | University of Science and Culture, Tehran, Iran

Mastered visual communication principles, branding, typography, and visual identity design, with emphasis on packaging and illustration.