

# Burak Aksen

burakaksen@gmail.com  
Newmarket Ontario Canada  
burakaksen.com

I am an **award-winning Art Director & Motion Designer with 20+ years of experience** crafting high-end broadcast design, brand identities, and commercial advertising. I specialize in merging **strategic visual leadership** with technical animation mastery, having delivered high-impact creative solutions for premier brands including **BMO, RBC, Scotiabank, Deloitte, Ceridian, and Global TV.**

## KEY ACHIEVEMENTS & AWARDS

**Gold Award Winner** – Society of Publication Designers (SPD) | CRISPR for National Geographic

**Promax Finalist & Silver Medalist** – New York Festivals TV & Film Awards | Global TV App Campaign

**Market Impact:** Key creative contributor to the Global TV App campaign, **driving the platform from #200+ to the #1 spot in the App Store.**

## EXPERIENCE

**Corus Entertainment Creative Agency / Toronto**  
**Motion Designer 2017 – Present**

**Directed and executed** comprehensive promo graphic packages, trailers, and visual identities, **bridging the gap between high-level art direction and technical motion execution.**

**Significantly optimized production workflows** by developing high-end motion assets and automated templates (Viz/Neato), **enabling the team to deliver high-volume air promos with increased speed and brand consistency.**

**Played a key role** in the Global TV visual refresh, translating Art Direction into a comprehensive brand guide and developing modern offline assets to align with current media trends.

**Engineered social media delivery systems** by creating custom templates in Premiere and After Effects, **dramatically increasing the efficiency and creative output of social-first campaigns.**

Created immersive background animations and visuals for high-profile **Corus Upfront events**, enhancing the brand experience for both online and in-person audiences.

**Deloitte, Toronto**  
**Animator | 2021 - 2021**

**Designed and animated character-driven content**, utilizing advanced rigging tools (Joysticks 'n Sliders, Duik Bassel) to deliver engaging promotional sequences.

**Twisted Frame, Toronto**  
**Motion Designer & Art Director | 2017 - Present**

**Acted as a strategic partner for BMO**, conceptualizing and directing the visual language for the 'Needs Navigator' interactive tool and a suite of product explainer videos.

**Created immersive environmental motion graphics for Ceridian's Insights Events**, developing high-resolution loop videos for digital display mapping.

Developed detailed storyboards and animations for **RBC Group Advantage**, translating corporate benefits into engaging visual content.

**Directed external animators** to maintain brand integrity and meet rigorous aesthetic standards for major campaigns.

**Scotiabank Creative & Production Services, Toronto**  
**Motion Designer | 2017 - 2017**

Conceptualized and animated promotional content for new product launches, ensuring alignment with corporate brand standards.

**Cineplex Digital Media, Toronto**  
**Motion Designer | 2017 - 2017**

Managed and edited multi-display digital content for global brands like McDonald's, focusing on high-traffic digital menu boards.

**Baksen & Ping Digital Agency | Istanbul**  
**Art Director & Motion Designer | 2011 - 2017**

**Led a specialized creative team** in delivering high-volume digital marketing and interactive motion campaigns for industry giants like Toyota and Turk Telekom.

**Managed end-to-end creative production**, from initial concept and storyboarding to final delivery and stakeholder management.

# Burak Aksen

burakaksen@gmail.com  
Newmarket Ontario Canada  
burakaksen.com

## CORE SKILLS

**Creative Leadership:** Art Direction, Visual Storytelling, Concept Development, Team Mentorship, Stakeholder Collaboration.

**Design Mastery:** Expert in After Effects, Photoshop, Illustrator, Cinema 4D. Strong in Premiere, Adobe Animate, and Audition.

**Operational Excellence:** Workflow Automation (Viz/Neato), Brand Strategy & Guidelines, OOH Digital Signage, Green Screen Production.

## EDUCATION

**B.A. in Visual Communication Design** – Istanbul Bilgi University

**Professional Development:** Corus U – Strategic Planning, Goal Setting, and Prioritizing (2020)