

SINA SHIEHNAVAZ

Creative Director · Product & Marketing Leader · AI-Driven Technology & Platform Builder

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PROFILE

Multidisciplinary leader with 15+ years of experience across Turkey, Iran and the Middle East, equally comfortable operating as Creative/Art Director, Product Manager, Marketing Manager, or Head of Technology & Platform Development. Has led creative output for national television (ACUNMEDYA) and retail campaigns, taken multiple digital products from concept to go-to-market (MVP design in Figma, AI-assisted development, Meta/Google Ads growth), and personally designed a custom API integration system that connects AI production tools (Higgsfield, Nano Banana, ElevenLabs, Topaz) into a single reusable pipeline — built through AI-assisted coding. Native-level fluency in Turkish, Persian and Azerbaijani gives direct access to Turkish, Iranian and wider Middle Eastern markets and audiences.

CORE COMPETENCIES

Creative & Art Direction: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), video production & editing (incl. CapCut), 3D visualization (Blender), brand systems & visual identity, print & pre-press (catalogs, brochures)

Product & Technology: MVP & product design (Figma), AI-assisted development ("vibe coding"), custom AI/API pipeline integration, WordPress, JavaScript, Flutter, HTML5/CSS3

Marketing & Growth: Meta Ads, Google Ads, conversion-funnel optimization (CRO), data-driven iteration, content & campaign strategy

Social Media & Content: Social, e-commerce and campaign visuals, short-form video & motion content, platform-native content adaptation

Leadership & Systems: Cross-functional team leadership, Notion-based process automation, client & vendor management, project delivery

EXPERIENCE

Founder & Creative Director — WEYOU Studio

Apr 2023 – Present

Istanbul, Turkey · Creative, brand & software agency

- Own creative direction and brand strategy end-to-end for international clients — from identity design through web development to campaign execution.
- Coordinate design and development teams for corporate and e-commerce clients across Turkey and Europe.
- Manage Meta Ads and Google Ads performance-marketing campaigns, improving conversion rates.
- Designed and built a custom API integration system unifying AI production tools (Higgsfield, Nano Banana, ElevenLabs, Topaz) into one scalable creative pipeline via AI-assisted coding — direct evidence of moving from tool use to system design.

Founder — Lachin VIP (side venture)

May 2024 – Present

Premium tourism & VIP transfer platform

- Own brand identity and end-to-end product design in Figma; run digital marketing for international client acquisition.

Founder — Pati Solutions (side venture)

Feb 2023 – Present

Fintech product ecosystem for pet owners

- Led market research, MVP design (Figma), AI-assisted development, and growth-channel management from concept to go-to-market.

Creative Director — BEMFOUNDATION

May 2022 – May 2025

Istanbul, Turkey

- Managed design projects and consistent brand representation across multiple client accounts.
- Oversaw structure, usability and technical implementation of WordPress-based web portals — de facto product ownership.
- Contributed product and environment visualization work to a 3D game project using Blender.

Creative Director — tiklamedia

Dec 2020 – Jan 2022

Istanbul, Turkey

- Directed digital marketing strategy and creative production across Meta Ads and Google Ads.
- Analyzed conversion funnels and optimized ad budgets for profitability.

Video Editor — ACUNMEDYA (8TV Channel)

Sep 2021 – Apr 2022

Istanbul, Turkey · National television channel

- Handled video production and editing for two national-broadcast seasons of Survivor, delivering high-volume, high-quality output under a tight broadcast schedule.

- Coordinated multi-camera footage and audio synchronization to national broadcast standards.

Earlier Experience — Iran

2008 – 2021

- Graphic Designer — NimaToday (Nov 2019 – Sep 2021, part-time).
- Founder & Creative Director — TERMIN Creative Connections Agency (Feb 2015 – Mar 2019): ran a full-service creative agency — local ad budgets, brand guidelines, corporate events, and campaigns/in-store visuals for a hypermarket retail chain.
- Creative Director (part-time) — Satrap Advertising Company (Oct 2013 – Feb 2015).
- Co-Founder & Art Director — MANZAR Studio (Jul 2010 – Jan 2014): boutique studio focused on print/editorial design, corporate identity and luxury brand materials — catalogs and brochures for luxury commercial and real-estate brands.
- Art Director — Siyan Advertising Agency (Sep 2008 – Jun 2010).

EDUCATION & CERTIFICATIONS

- MSc, Information Technologies (in progress) — Istanbul Atlas University, 2024 – Present
- BA, Marketing Management — Industrial Management Institute (IMI), 2016
- Executive Certificate, Health Tourism Management, 2024
- Diploma in Advertising — Berlin School of Advertising, 2011

LANGUAGES

Turkish — Native | Persian — Native | Azerbaijani — Native | English — Intermediate