



Talayeh Ghofrani

Senior Creative Designer

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Malta

I create brands that perform, inspire, and stand out. With over a decade of experience as a Senior Creative Designer in iGaming and affiliate marketing, I lead the full spectrum of visual design, from brand strategy and logo systems to campaign storytelling and high-impact digital content. My work combines research, psychology, culture and design to shape visuals that drive real engagement. I'm deeply invested in AI-driven creativity. I use AI tools to generate and refine concepts, expand stylistic possibilities, and accelerate production without losing the human touch. My goal is to merge imagination with innovation, to make every brand feel alive, relevant, and unmistakably distinct. Across my career, I've built visual identities for global markets, produced large-scale campaigns, and developed creative systems adaptable to different cultures and languages, including MENA and European audiences. My style ranges from bold, pop-art inspired work to sleek, product-focused visuals.

Work Experience

Senior Creative Designer

Jul 2022 - Present

Game Lounge | Malta

Lead creative direction and full brand development for multiple online casinos across Europe and MENA region, delivering logos, visual systems, motion, and performance-focused campaigns. Produce multilingual RTL and LTR assets, introduce AI-driven concepting, standardize QA and templates, and mentor designers to speed launches and lift results.

- Led creative direction and full brand development for multiple international iGaming and affiliate platforms, aligning visual systems with product, marketing, and growth goals.
- Built complete brand identities and logo systems with clear guidelines, mascots, and asset libraries to ensure consistent rollout across web, social, CRM, and affiliate.
- Shipped conversion-focused campaign visuals: display ads, bonus and promotional banners, infographics, pop-ups, web push, email headers, and landing-page creatives.
- Delivered RTL/LTR, Arabic-English design at production quality, keeping typography, spacing, and hierarchy natural in both directions for regional compliance and trust.
- Introduced AI-driven concept exploration and image development to expand style options, achieve realistic visuals, and reduce turnaround while protecting brand integrity.

- Produced motion graphics and short-form animations to increase engagement on social and product pages; maintained coherent motion language across touchpoints.
- Standardized visual QA and template systems for faster localization, seasonal campaigns, and multi-market launches; maintained asset governance in Hexagon.
- Partnered with marketing, SEO, and product to test creative, refine hierarchy and copy-design fit, and lift performance across priority journeys.

Senior Multimedia Designer / Digital Marketing Specialist

Jul 2021 - Jun 2022

CloudSoft Software Development Solutions | Cyprus

Managed digital marketing and creative production across web, email, and social, owning the LinkedIn, Instagram, and Facebook content calendar, community management, and stakeholder alignment to keep messaging on brand. Delivered web design, social assets, motion graphics, and campaign visuals, and used testing and analytics to refine hierarchy and lift engagement. Overseeing all aspects of the company's digital marketing including website, CMS, email, and social channels. Designing and executing the website and social media channel content strategies. Create and update social channels and run AD campaigns.

- Utilized Adobe Creative Suite to craft interactive media content and high-quality animations, significantly enhancing online engagement by 25%.
- Monitor the online presence of the company's brand and promote content on social networks and monitor engagement.
- Planned and managed the social content calendar across LinkedIn, Instagram, and Facebook, handled community management, and coordinated with stakeholders to keep messaging consistent and on brand.

IT Expert/ Researcher/ Digital Media Specialist

Oct 2013 - Jun 2021

EMU | Famagusta , Cyprus

Designed and produced university communications across print and web, enforcing consistent visual identity. Managed SharePoint and CMS content, built reusable design systems and templates, and maintained governance so information and branding stayed accurate across faculties.

- Design and develop numerous marketing programs based on faculties needs (logo, business cards, newsletters, posters, advertisements).
- Supporting SharePoint of faculty, including editing and creating web pages and supporting data center of the faculty.

- Evaluated and improved all promotional and learning content based on specific faculty needs.
- Install, configure and modify hardware and software to ensure optimal performance.
- Involved in designing faculties elearning contents, including; posters, brochures, newsletters and course description.
- Assist in server infrastructure management, performance monitoring, operating system upgrades and troubleshooting.

IT Expert/ Graphic Designer

Sep 2008 - Dec 2009

Cobel Darou | Tehran

Bridged creative and IT operations to deliver consistent brand communications and reliable systems. Designed marketing and corporate materials across print and digital, enforced brand standards, supported hardware and software, maintained network performance, and improved SharePoint communication for the regulatory team.

- Designed logos, brochures, newsletters, flyers, slide decks, and internal comms; ensured brand consistency across departments.
- Produced print-ready files with correct bleed, color profiles, and vendor specs; coordinated proofing and quality checks.
- Built reusable templates and icon sets to speed production and standardize visual hierarchy.
- Managed and updated the regulatory department's SharePoint site, improved navigation, permissions, and document access.
- Installed, configured, and troubleshot hardware, operating systems, and core applications; documented fixes and SOPs.

Projects

CryptoSpinners Project

Aug 2025 - Present

CryptoSpinners is a crypto-based online casino brand built to engage a young, tech-savvy audience through a bold fusion of pop art and comic-inspired design. The project aimed to create a dynamic, futuristic identity that balances playfulness with innovation; capturing the fast-paced energy of blockchain gaming while maintaining clarity, trust, and visual impact across all touchpoints.

SaaSGenius Project

Feb 2025 - Present

SaaSGenius is a platform designed to help businesses and individuals make informed decisions when choosing Software-as-a-Service (SaaS) products. It offers reviews and insights on a variety of software categories such as project management, CRM, marketing tools, and more. SaaSGenius also helps with understanding pricing, ensuring users get the best value for their software investments. The platform provides a directory of top-rated products, expert reviews, and a community hub to connect with SaaS professionals.

MENA Casino Design Project

Jan 2025 - Present

I led an end-to-end branding program for leading MENA online casinos across Kuwait, Bahrain, Qatar, and the UAE, delivering full brand identity, bilingual Arabic and English adaptations, and a culturally tuned content strategy. I introduced AI imagery and modern workflows to enhance realism, accelerate production, and improve conversion readiness. Key outcomes included logos and custom typography aligned with regional aesthetics and global iGaming standards, a dual-language interface with rigorous RTL formatting, and strategic input on information architecture for the Arabic site. The result was a unified visual language inspired by Middle Eastern motifs and color theory, combining cultural authenticity with international usability.

Core Skills

Technical Skills: Filmora, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Lightroom, XD, Firefly), SharePoint, CMS/LMS Platforms, Facebook Ads Manager, Google Ads, Operating Systems (Windows, macOS), SEO Tools, Content Management Systems & Web Push Design, AI-Driven Visual Strategy & Prompt Engineering, WordPress, Midjourney, Procreate

Hard Skills: Branding & Visual Systems, Brand Identity Systems & Branding Strategy, Art Direction & Creative Direction, Logo Design & Typography, Layout Hierarchy & Visual Storytelling, Presentation & Template Design, Digital Advertising & Campaign Design, Bonus & Promotional Banner Design, Affiliate & iGaming Marketing, Newsletter & Email Marketing Design, Content Strategy & Marketing Alignment, UI/UX Design (RTL & LTR), Bidirectional Website & Landing Page Design, Multilingual & Cross-Cultural Design, Cultural Adaptation of Creatives, Cultural Sensitivity in Design, Content Localization for Arabic Audiences, Illustration & Infographics, Storyboarding, Creative Content & Visual Narratives

Soft Skills: Creative Problem Solving & Critical Thinking, Leadership & Mentoring, Project Planning & Time Management, Prioritization & Multitasking, Adaptability & Flexibility, Creative Communication & Feedback Responsiveness, Cross-Cultural Sensitivity & Client-Oriented Thinking, Emotional Intelligence, Attention to Detail, Rapid / Accelerated Learning

Education

Eastern Mediterranean University	Jan 2013 - Jan 2015
Master's degree Information Communication Technology	
Asia Pacific University of Technology and Innovation (APU / APIIT)	Jan 2010 - Jan 2013
Bs Computer Information Technology	

Languages

English , Arabic, Turkish, Persian (NATIVE)

Certificates

First Aid	Fire Safety Awareness
INSTITUTE OF HEALTH &SAFETY®	INSTITUTE OF HEALTH &SAFETY®
Anti-Money Laundering Awareness	Anti-Bribery & Anti-Corruption
NOUV	NOUV
General Data Protection Regulation (GDPR)	General Data Protection Regulation (GDPR)
NOUV	NOUV
ISIRAN CERTIFICATED IN CSS AND HTML	ISIRAN CERTIFICATED IN PHOTOSHOP
ISIRAN	ISIRAN
ISIRAN CERTIFICATED IN NETWORKING	ISIRAN CERTIFICATED IN DREAM WEAVER
ISIRAN	ISIRAN

Publications

The impact of new media technologies on persuasive communication in the time of global crisis	Jan 2024
International Journal of Technology Management	
Introducing PACT Model of Transformative Persuasion: Re-emergence of Learning Approach to Persuasive Communications	Jan 2021
The Journal of Cyberspace Studies	