

# MARIAM LY




## SHORT PROFILE //


Art Director and Digital Designer with over ten years of experience developing holistic brand and design systems for digital platforms. Focused on visual systems, intuitive user experiences, and brand-driven digital communication – ranging from corporate websites and editorial platforms to campaigns and cross-channel brand experiences.


Combines strategic and conceptual thinking with strong visual precision and technical understanding to create scalable and consistent design solutions.

Particularly experienced in translating complex content and information architectures into clear, accessible, and visually refined user experiences.


## CONTACT //

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## LANGUAGE SKILLS //

GERMAN – Mother tongue

DARI/FARSI – Mother tongue

ENGLISH – Fluent

FRENCH – Basic knowledge

JAPANESE – Basic knowledge

LATIN – Latinum

## CAREER //

01/2022 – 01/2026

### Lead Designer

- Led the end-to-end redesign of the corporate website, developing the overall concept, information architecture, and UI framework for a large-scale platform with 10+ primary and 100+ subpages
- Partnered strategically with marketing, sales, and product teams to translate complex requirements into digital experiences, design systems, and scalable communication solutions
- Defined, shaped and continuously evolved Spryker's visual identity across all physical and digital touchpoints, playing a key role in the development of high-quality campaign, content and communication formats that strengthened a cohesive and strategically aligned brand presence
- Owned key content and web experiences in HubSpot, including the continuous development of templates, guidelines, editorial formats and design standards, while providing guidance on quality and best practices within the team

// Spryker Systems GmbH, Berlin, DE

03/2020 – 01/2022

### Art Director

- Developed and supervised integrated brand and campaign concepts for clients in retail real estate, banking, and logistics, translating strategic objectives into cohesive visual identities and structured communication systems
- Designed layouts, user interfaces, landing pages, newsletters, print materials, as well as wayfinding and signage systems, while maintaining a consistent brand presence in both digital and physical environments
- Close collaboration with clients from requirement analysis to presentation of concepts and design solutions, as well as the development of customized approaches for complex communication challenges
- Managed a wide range of responsibilities within an interdisciplinary agency environment—from social media and content creation to photography and media planning, including the preparation of client presentations and the creation of production-ready print files

// Nuii Brand Communications GmbH, Hamburg, DE



09/2018 – 12/2019




### MA Digital & Visual Communications Studies

- Degree: Master of Arts




// University of Wolverhampton, Wolverhampton, GB

## TECH STACK //

### DESIGN & CREATION

-  Adobe CC
-  Blender
-  Cinema 4D

### PRESENTATIONS

-  Google Slides
-  Keynote
-  MS Powerpoint

### WEB & CMS

-  Webflow
-  Hubspot
-  HTML/CSS
-  Wordpress

### AI-TOOLS

-  ChatGPT
-  Adobe Firefly
-  Claude
-  Midjourney

## EXPERTISE //

- Design Leadership
- Brand- and Designsystems
- Information Structuring
- Strategic Design
- Stakeholder Management
- Problem Solving
- Cross-Functional Collaboration
- Visual Storytelling

## APPROACH //

- High Quality Standard
- Attention to Detail
- Process-Oriented Thinking
- Calm & Structured Working Style
- Self-Learning and Initiative
- Mentoring & Knowledge Sharing

## INTERESTS //

- Art, Design
- Photography
- Games, Technology
- Series, Movies
- Travel, Cultures
- Cooking, Culinary
- Fashion, Beauty

11/2016 – 09/2018

### Media Data Assistant

- Managed and maintained image and product master data across CMS, Microsoft Access and SAP, ensuring data accuracy, system integrity and efficient approval workflows through the review and validation of data records
- Responsibility for product photography, professional image retouching, and digital image processing to create publication-ready content for e-commerce and marketing applications, as well as writing product-specific copy to support sales communication
- Provided guidance to team members on image editing and the optimization of digital workflows, introducing efficient techniques for product image preparation and promoting consistent quality standards across the department
- Served as the primary point of contact for a newly established service offering product photography and digital image preparation, supporting external suppliers and smaller manufacturers without dedicated e-commerce imagery

// Edeka AG, Hamburg, DE

03/2015 – 08/2016

### Art Director

- Conceptualized and designed animated advertising materials, storyboards and digital campaign assets, preparing production-ready concepts and assets for implementation by external development teams for national companies
- Developed corporate identities, business collateral, user interfaces and corporate presentations, contributing to a wide range of branding and communication projects
- Collaborated directly with clients to develop tailored design solutions, including the independent creation of design guidelines and digital advertising materials
- Promoted from Junior Designer to Art Director within six months in recognition of increasing responsibility, creative excellence and independent project ownership

// Phine-Design, Hamburg, DE

04/2012 – 09/2015

### Communication Design Studies

- Degree: Certified Communication Designer

// Kunstschule Wandsbek, Hamburg, DE

04/2011 – 03/2012

### BS Computer Science Studies

// HAW Hamburg, Hamburg, DE

08/2001 – 06/2010

### General Certificate of Education Advanced Levels

- Degree: Abitur

// Wilhelm-Gymnasium, Hamburg, DE