



Personal Information

Date of birth: 31.03.1980, Istanbul

Residence: Berlin, Germany

Professional Goals

I would like to work with a passionate team of professionals in shaping a creative and consistent corporate image and desirable products, whereby I can contribute with my creative skills, marketing perspective, thorough understanding of software development and experience in both traditional and digital media.

Work Experience

02/2022 - Present

FATOS Toys Inc.

Brand Designer and Design Consultant

Design and consulting for the relaunch of Türkiye's oldest, well-known plush toy designer and manufacturer.

- Corporate identity and brand guide design
- Logotype, product packaging and label design
- Exhibition booth and catalog design
- Web design

03/2020 - 02/2024

PROVIDE Promotions, Istanbul

In-house Head Designer

Took full responsibility for all corporate requirements, brand assets and internal deliverables, overseeing the design of promotional products, packaging as well as complete production process for a diverse client base. Additionally, designed a product line for retail in tandem with the design department, managing the entire production process.

- Lead the design department and oversaw the whole production process
- Design of a textile accessories product line for online and offline retail sale by nationwide market places
- Product catalog and presentation design
- Newsletter, advertisement, exhibition booth and leaflet design
- Corporate and promotional products design including packaging; with varying materials and techniques ranging from offset, transfer, screen printing, weaving and embroidery
- Styling and direction of photo shoots, image retouch/editing

09/2013 - 02/2020

Güven Software Technologies, Istanbul

Web and Mobile App Designer and Front-End Developer

Led UI/UX design for multiple B2B and B2C websites and mobile apps, ensuring comprehensive deliverables for app markets. Additionally, managed front-end development for web products, including a major project for Cumhuriyet, one of the most established and largest national newspapers.

- Web and iOS/Android mobile app UI/UX design
- Banner and app market content creation
- E-book reader and web component design
- Interactive e-book (PDF and ePub) and report design
- Logotype, brand identity, brochure and presentation design
- Front-end development for websites and embedded HTML content in mobile apps

09/2002 - 08/2013

Freelance

Graphic and Web Designer

Continued my freelance career during these years alongside my full-time commitment to jobs listed.

Event and marketing assets, brand design, corporate identity, packaging, poster, catalog, advertisement, web design and development among others. For the complete list please refer to the [Key Skills](#) section. Works include:

- Exhibition assets and supporting visuals: catalog, invitation card, e-invite, poster, ad (Slag Gallery, USA)
- Website design, full-stack programming and database design: **minigears.com** (Adimer Marketing Communications, Italy) and **aliinhan.com** (personal portfolio)
- Full-stack programming and database design: **cowonder.com** (privately owned, Spain)

01/2007 - 08/2011

PROWIDE Promotions, Istanbul
In-house Designer

Took full ownership of visual corporate needs and internal deliverables, overseeing the design of promotional products, their packaging, and managing the entire production process for a diverse client base.

- *Corporate identity and customized products design for internal and external needs*
- *Product catalog and presentation design*
- *Newsletter, advertisement, exhibition booth and leaflet design*
- *Corporate and promotional products design including packaging; with varying materials and techniques ranging from offset, transfer, screen printing, weaving and embroidery*
- *Styling and direction of photo shoots, image retouch/editing*
- *Mentored a small team of designers*

01/2002 - 08/2005

GALATASARAY Sports Club, Istanbul
In-house Designer, Merchandising

Delivered creative solutions for the merchandising division by leveraging design expertise and production knowledge within the marketing department. Oversaw visual branding for nationwide stores and managed relationships with external license holder companies.

- *Licensed merchandising products design and production follow up for retail sale*
- *POS visuals design and window-dressing for nationwide stores*
- *Newsletter, advertisement and presentation design*
- *Management of external license holder companies and overseeing their product designs*
- *Established and managed the design branch in merchandising under the marketing department*

Key Skills

Graphic design

- Web and mobile UI design
- Complete brand and corporate identity design – logotype, corporate ID, brand guide, catalog, advertisement and many other items
- Packaging design and illustration
- Exhibition booth and marketing assets design

Web Development & Interactive

- Responsive and dynamic website full stack front-end development (HTML, CSS, Javascript & jQuery, AJAX)
- Mobile app UX design (Figma & Adobe XD)
- Database design (MySQL)
- Rich and interactive e-book design (Adobe InDesign)

Product design: Tangible products: from ideation to creation, production and packaging using various production techniques

Video production: Screenwriting and production for commercial videos // Video editing // Video art

Consultancy: Concept design for the integrated marketing communications // Project design and development

Select Clients

ABSOLUT Vodka Türkiye
ADIMER Marketing Communications - Italy
AZERBAIJAN GYMNASTICS FEDERATION
BOATERS Coffees Türkiye
CUMHURİYET Newspaper
ECZACIBAŞI Pharmaceuticals
GARANTİ BBVA Bank
İSTANBUL ŞEHİR HATLARI (Public Ferry Services)
İSTANBUL TOY MUSEUM

İSTANBUL UNIVERSITY
KOMILI Olive and Sunflower Oil Company
KOTON Retail Stores
MARKAFONI E-Commerce
NOVO NORDISK International
SLAG Gallery - USA
Turkish Directorate of Communications
UNICEF Türkiye
UNIVERSIADE 2011 World University Games

Computer Skills

Languages & Technologies:

HTML, XML, CSS, Javascript & jQuery, SVG, JSON & AJAX, PHP, MySQL, Regex

Applications & Tools:

Adobe CC (Photoshop, Illustrator, InDesign, XD, Premiere, After Effects), Figma, Apple Final Cut Pro, Panic Nova, Sequel Pro, Eclipse IDE, Atlassian Jira (for agile project management), MS Office

Education

MA in Cinema-TV, Istanbul Bilgi University, Istanbul / Türkiye (High honor degree, CGPA 3.51/4)

BFA in Graphic Design, Bilkent University, Ankara / Türkiye (Honor Degree, CGPA 3.12/4)

Graphic design summer school, Istituto per l'Arte e il Restauro, Florence / Italy

Languages

Turkish	- Native speaker
English	- Advanced
German	- Advanced (Goethe-Institut C1 proficiency certificate, 2017)
Italian	- Upper-Intermediate
Spanish	- Intermediate
French	- Beginner

Voluntary Work & Activities

2014 - 2024 OY ve OTEŞİ Association

Actively working for the non-profit organization with 50K individual supporters. Mission of this voluntary group is to make sure the whole course of national and local elections are handled properly and in accordance with the law. Has been responsible for finding and organizing ballot box observers, giving training as well as providing them with necessary legal information and support during the election process.

2013 - 2014 ÇOCUK BEDENİME DOKUNMA Initiative

Worked in the administrative group during development of the initiative into association. The group aims with its volunteers and experts to stop child abuse and increase awareness about subject matter in Türkiye. Was simultaneously accountable for the media group and visual materials.

03.2003 Short Film Festival

"Yabancı" (Stranger), the short film produced for the Introduction to Film & Production graduate course was screened in the Short Film Festival of Eskişehir Anatolian University

12.2001 Poster Exhibition

Poster designed for "Umut Çocukları Derneği" (Turkish Foundation for Street Children), exhibited at Akmerkez in Istanbul