



## 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

**PROVIDE 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  
CUMHURIYET Newspaper  
ECZACIBAŞI Pharmaceuticals  
GARANTI BBVA Bank  
ISTANBUL SEHIR HATLARI (Public Ferry Services)  
ISTANBUL TOY MUSEUM

ISTANBUL 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 OTESİ 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 Eskisehir Anatolian University*

### **12.2001 Poster Exhibition**

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