

CONTACT

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PROFESSIONAL PROFILE

- Worked with premium national and international FMCG, luxury, financial services, telecoms, media, F&B and wellbeing companies
- Experienced in building and managing client relationships, stakeholders and media partnerships
- Commercially-driven, experienced in client pitches, internal and external presentations and training resources
- Founder of a freelance business focused on developing unique concept designs and solutions for companies of various sizes

AREAS OF EXPERTISE

- Graphic Design
- Illustration
- Online & Offline Design
- Brand Identity Design
- Mobile App Creation
- Web Design
- TVC
- Social Media Content
- Typography
- Advertisement Campaigns
- Print Advertisements
- Packaging Design
- Poster Design
- Outdoor Ad Design

KEY SKILLS

CLIENT SERVICES:

- Leading client meetings, preparing client/creative briefs, pitch material and tailor-made designs
- Client consultancy and expert advisory approach towards project outcome and direction
- Client reporting on project progress and benchmarking sessions to ensure all work follows brief, brand guidelines, budget restrictions and agreed timelines

MANAGEMENT:

- Coordinating strategy and delivery of complex, high scale and budget campaigns in close liaison with clients
- QA/QC management to ensure processes and outcome follows corporate compliance guidelines and client requirements
- Ability to identify the right synergies, organise teams and workflows, and prioritise project requirements, dependencies and key deliverables

TECHNICAL / IT:

- Adobe Creative Suite (Illustrator, Photoshop, InDesign and Bridge)
- Microsoft Office Packages

CREATIVE:

- Illustrations
- Typography
- Handicrafts
- Photo Editing

EMPLOYMENT HISTORY

JAN 12 - DATE	FOUNDER / ART DIRECTOR	THINKER BELLES
DEC 09 - DEC 11	SR. ART DIRECTOR	YOUNG & RUBICAM, ISTANBUL
APR 08 - DEC 09	ART DIRECTOR	YOUNG & RUBICAM, ISTANBUL
SEP 07 - APR 08	ART DIRECTOR	LEO BURNETT, ISTANBUL
MAY 06 - JUL 07	ART DIRECTOR	SHIFT, ISTANBUL

CLIENT LIST

- Vodafone
- Azercell
- TeliaSonera
- Kcell
- Danone
- Barilla
- ING Bank
- Land Rover
- L'Oreal
- Aviva
- Garanti Bank
- Cotex
- Always
- Johnnie Walker
- Philip Morris
- Miller
- Fosters
- Ariel
- Siemens Mobile
- BenQ-Siemens
- Nokia
- Turkish Daily News
- Blue Cruise Ltd
- Splendid Wines
- Allen Goldstein
- Yoga Shala
- YogaUni
- Stage Frogs

EDUCATION

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN BILKENT UNIVERSITY, TURKEY (2002)

LANGUAGE

TURKISH (NATIVE); ENGLISH (FLUENT); FRENCH (FLUENT)