**Can Özdoğan**

Senior Art Director | Graphic Designer | UI/UX Designer

Cover letter

Hello,

With over 20 years of experience in the advertising and design industry, I am confident in my ability to bring creative visions to life. My expertise in graphic design, brand identity, the development of social media content, and web and mobile design has enabled me to achieve effective results at every stage of a project.

Through my creative direction and graphic design skills, I have successfully enhanced brands' communication strategies by creating impactful visuals tailored to target audiences. My ability to work under pressure and meet tight deadlines has ensured that projects are completed on time and to a high standard.

My belief in teamwork has allowed me to collaborate effectively with creative individuals from diverse disciplines, fostering the development of innovative ideas. Thanks to my communication skills, I have established strong relationships with clients, successfully translating their visions into reality.

I believe this opportunity holds the potential for growth and success for both myself and your team. I would be very eager to contribute to advancing your projects.

Thank you for your consideration. I look forward to the possibility of discussing this further.

Best regards,

Contact Information

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• Website: [canozdogan.com](https://www.canozdogan.com/)

• Behance: [behance.net/canozdogan](https://www.behance.net/canozdogan)

• Instagram: [ozdogandesign](https://www.instagram.com/ozdogandesign/)

Education

Anatolian University, Business

Graduation: 25.01.2016

İstasyon Art Academy, Fine Art and Graphic Design

Graduation: 1998-2000

English Education

English Time, Pre-Intermediate English Education

References

Available upon request

Work Experience

Digital Exchange

Senior Art Director

January 2023 – Present

Client: Petite Maison, New Well, Rose Mary Perfume, Oruçoğlu Hotel, Grand Sapphire Resort, Akıllı Kobi, Erşan Et, Hilton Garden Inn, Torbambende

* Creating social media visual content for brands like Petite Maison, Newwell, Rose Mary Perfume, and Hilton Garden Inn.
* Designing storyboards for motion graphic teams and supporting the production of animated graphics.
* Guiding junior designers and overseeing project processes.
* Conducting client meetings, taking briefs, and refining incomplete briefs when necessary.
* Using Figma for UI/UX design, creating corporate identities, catalogs, restaurant menus, indoor/outdoor venue branding, and promotional stands for event, hotel, and cosmetic clients.
* Designing websites, event stands, and creative social media visuals for Digital Exchange and its subsidiaries.

**Programs**

* Figma: Creating user-friendly interfaces and positive user experiences for UI/UX designs.
* Adobe Photoshop, Illustrator, InDesign: Designing corporate identities, catalogs, restaurant menus, print materials, and visual content.

**Cheil Worldwide**

Senior Art Director

December 2021 – January 2023

Client: HD İskender, Pidem, Samsung

* Created social media visuals for HD Holding brands: Pidem, HD İskender, and Makarnam.
* Designed storyboards for the motion graphics team and guided both motion graphic and junior designers.
* Prepared in-restaurant promotional visuals and worked on internal communication projects within the holding.
* Supported creative work and pitch processes for the agency's main brand, Samsung.

**Tor Holding**

Senior Art Director

January 2021 – December 2021

* Managed the creative team of the company, focusing on corporate identity and web design projects for its sub-brands.
* Contributed to various services provided by Tor Holding, primarily in real estate.

**Victor Orbis**

Senior Art Director

December 2019 – November 2020

Client: Ptt, Çilek Gold, Borsa Ligi

* Revamped the entire corporate identity for the main brand, PTT.
* Designed social media visuals and guided junior designers.
* Developed creative works for the company’s other sub-brands.

**TBWA Group İstanbul**

Art Director

August 2018 – December 2019

Client: Kanal D, Akbank, Redbull

* Created moodboards for series and program posters for Kanal D, managed photography direction, and developed posters and promotional visuals.
* Managed the graphic design team to adapt the main key visual to different media.
* Designed monthly social media content for Kamil Koç and printed visuals for its branches.
* Handled the entire visual design for the Redbull Flight Day event in 2018.
* Designed internal communication visuals for Akbank.

**Deep360**

Art Director

May 2017 – August 2018

Client: Anadolubank, Vakıf Taşdelen, Carl’s Jr, Reis Gıda, Enuygun

* Designed social media content for clients including Ota Jinamed Hospital, Carl's Jr., and Vakıf Taşdelen.
* Provided 360 support for Anadolu Bank, creating storyboards for desktop films, designing internal communication visuals, and printed materials for the branches.
* Managed creative ideas and implementation tasks during the agency's pitch processes.

**Altavia Turkey**

Art Director

June 2014 – May 2017

Client: CarrefourSA, TeknoSA

* Prepared all internal communication visuals for CarrefourSA.
* Designed stand visuals used in stores and created promotional visuals for the office.
* Developed weekly and monthly insert designs.
* Managed the graphic workshop.

**Rekare C.D.W.**

Graphic Designer/Art Director

January 2012 – May 2014

Client: Ülker, Bizim Mutfak, Carrefour

* Worked primarily on projects for the main brand Ülker, specifically for Bizim Mutfak.
* Designed market stand visuals, digital projects, and internal communication works.

**Poligon Reklam**

Graphic Designer

September 2011 - January 2012

Client: Dizayn Grup, İnanlar İnşaat, Perlavista Alışveriş Merkezi

**RDB CG**

Graphic Designer

July 2010 - September 2011

Client: Turkish Airlines, Tchibo

**YGR Reklam**

Graphic Designer

July 2004 – September 2010

Client: NT Mağazaları, WOW İstanbul

Core Skills

• Keyvisual • Corporate Identity • Presentation Design • Moodboard

• Storyboard • Logo Design • Newspaper Advertisement

• Packaging Design • Catalog Design • Activity Report

• Outdoor - Indoor Design • Social Media Post (Static - Dynamic Content)

• Motion Graphic • Animated Graphic Design • Banner • Creative Retouch

• Model Retouch • Photo Manipulation • Offset and Digital Printing Experience

• Typography • Color Information • Paper Information • UI/UX Designer • Web Interface

• Game Interface Design • Web Design

Programs

• Adobe Photoshop CC • Adobe InDesign CC • Adobe Illustrator CC

• Adobe After Effects CC • Adobe Bridge CC • Adobe Light Room CC

• Figma • Microsoft Office

AI Tools

• Midjourney • Adobe Firefly • Krea.ai • Runway

Languages

English (Fluent)

Turkish (Native)

Military Service

Completed