

URAL AKYUZ

SENIOR ART DIRECTOR & CREATIVE DIRECTOR // SENIOR GRAPHIC DESIGNER



Professional Experience

● LEAD DESIGNER (Fulltime)

Howard County Economic Development Authority | (Maryland, USA)

January 2024 - Present

Local Government, Marketing Department | Works under Marketing Management as Lead Designer

DUTIES: • Graphic Design • Social Media graphics and movies • Printed designs and quality & price controls
• Brochures, layout, design, text, project management • Designs of extra needs such as booth designs, LED screen materials, etc • Direct Junior Staff and outsource companies as needed.

It is a place where I am very happy to work and the people are good. Here I use all the experiences I have gained in the past. Since I started working here, an increase in visual quality and a decrease in costs can be observed. I do not plan to leave here but I am looking for other sources of income where I can work from home as a freelancer.

● SENIOR GRAPHIC DESIGN SPECIALIST (Fulltime)

TensaFlex & TensaForm | (Istanbul, TR) | January 2023 - Present

Kinetic Architecture, R&D Engineering | Works under Marketing Management with Branding Manager

DUTIES: • Graphic Design • 3D models, architectural and product illustrations • Web Design • Social Media banners and animations • Photo and Video shots • Email Designs • Printed designs and quality & price controls
• Brochures, layout, design, text, project management • Designs of extra needs such as booth designs, LED screen materials, short movies etc • Direct Junior Staff and outsource companies as needed.

I discuss technical details with R&D and evaluate needs with the marketing department. We do not have product photos. I take the technical drawings from R&D and create representative images of the product. I determine the design and content in line with my research, and create images, photographs and texts from scratch. In the final stage, the designs are completed and submitted for approval. After approval, I call the printing house and get a price for the printing, and I make checks during and after the printing arrives. The same system is applied for digital works. If there is a need for professional photography, I either spend time on quality retouching or seek professional service and make the necessary contacts. For repetitive parts of the job or standard pages, I assign junior designers if I have them, otherwise I take them on my own schedule. This work structure is almost the same everywhere I work.

● ART DIRECTOR (Freelance, Remote)

Relay Publishing | (London, UK) | April 2022 - Present

Book Publishing | Works under Marketing Management with Genre Project Managers

DUTIES: • Book cover brief to artists photographers and designers. • Direct and control designs of freelance artists and designers. • Book and Series Titles. • Draw sketches and wireframes as needed.

- Responsible for best seller Young Adult Fantasy, Post-Apocalyptic, Urban Fantasy, book cover briefs, typography and book titles.
- Working with the right materials in proportion to the marketing rules and giving only the right briefs to the artists that will sell best.
- To achieve the most accurate result in cooperation with in-house managers, editors and external artists.
- Ensuring that artworks are produced in accordance with the expectations of potential customers.
- Constantly researching top seller lists and styles, strategies and using/improving/adapting them in our own design strategies.

● CREATIVE DIRECTOR & GRAPHIC DESIGNER (Freelance)

7 Perde Advertising Agency | (Istanbul, TR) | May 2011 - December 2022

Marketing & Advertising Agency | The advertising agency is owned by an old friend of me. We support each other.

DUTIES: • Corporate ID • SOP Designs • Branding Works • Product Development • SEO • Social Media • Printed Material Designs • Web Design & Coding • Marketing Strategies • Production • Motion Animation • 3D • Content Creation • Full support to the agency, especially in digital and technological tasks and works.

- I support customers in merchandising, tourism, restaurants, publishing and fashion.
- There was a work situation between attending directly meetings with agency clients, distributing work from time to time within the agency, and often designing directly at the computer.
- I also managed and invoiced my own clients from here.
- I directed the advertising agency staff as needed, especially in tender projects.
- The advertising agency also operates as a publishing house. We produce catalogs and annual books for Art, Graphic Artists, Photographers, Illustrators. We also prepare the books for tourism publishing companies.

● SENIOR WEB & GRAPHIC DESIGN SPECIALIST (Fulltime)

Gano Excel | (Istanbul, TR) | January 2016 - December 2022

• Network Marketing • Cafe & Franchise • Publishing (N Publishing) • Cosmetics • Food, Beverages
• Health, and Food Supplies | Design department reports to the International Headquarters.

DUTIES: • Graphic Design (print) • Web Design • Social Media Management and banners, short movies • 3D models, illustrations • Photo and video shots as needed, retouches, • Product boxes designs - includes food • Shopping bags designs • Designs of extra needs such as stand designs, LED screen materials • Interactive personal education applications, design and action script coding • Franchise designs, signages, corporate materials, architectural 3D branding concept stores. • International brand ownership and protection • Directing and controlling outsource companies as needed. • Contact, search, organize, price check with external suppliers, freelancers as needed.

- Gano Excel is very large multi national company with 300,000 members only in Turkey, with many infrastructures in itself, and I have worked with each of them one hundred percent in every field.
- I prepared all franchise designs and activities of completely independent cafes called Luvoco.
- Supervising the projects with external support, researching prices, ensuring that the designs are completed correctly.
- I have supported Global Headquarters, Australian, and Malaysian brands.

SUMMARY:

Expert in design and strategies for:

- Publishing,
- Advertising,
- Interactive (design and coding),
- Web (design and coding),
- Mobile UI, UX (design),
- Social Media,
- Movies (animation, video, sounds),
- 3D Modelling, rendering, animations,
- 2D Digital Illustration & handmade paintings,
- Calligraphy,
- Branding and Marketing Strategies,
- Copywriting...

EDUCATION:

- Bachelor of Arts in Graphic Design
Marmara University, (1986 - 1990)

SKILLS:

- Knows and can control digital web and printing technologies,
- Can use PC or Mac computers,
- Adobe Photoshop,
- Adobe Illustrator,
- Adobe Indesign,
- Adobe After Effects,
- Adobe Premiere,
- Adobe Dreamweaver,
- Adobe Acrobat Pro,
- Adobe Animate (Adobe Flash),
- Adobe XD, Figma etc (beginner level),
- Autocad 3D Studio Max,
- Microsoft Office softwares,
- Power Point,
- HTML, • CSS,
- JS (beginner level),
- Actionsript
- Fontographer, if needed we can use our own softwares and fonts either,
- Marketing and Sales focused designs and developing new design strategies,
- Choosing the right materials and personnel for art and design requirements,
- and many more ...

AWARDS & RECOGNITIONS:

- In the well-known Heavy Metal Magazine published in New York, my works were selected as a primary artist to inspire artists all around the world.
- My interview about my art for 4 pages was published in Female Magazine.
- My book cover artwork and design I prepared in the USA won the gold award for Dan Poytner's World's Best E-book book cover contest in October 2012.
- 2015 "Top 10 Best" American Publishers Association cover design...
- I made another book cover for the Emy-winning film artist: Lucid won an Honorable Mention. Author's dB 2013 Printed Book Cover Contest.
- My artworks are with CRODER Exhibitions at various Art Academies and Universities.
- My total of 21 artworks were selected to take part in Turkey's History of Illustration Archive Book.



Professional Experience Continued

● SENIOR GRAPHIC & UI/UX DESIGNER (Fulltime)

Bisar Information Technologies | (Istanbul, TR) | 2014 - 2016

Software Development, Informatics company | Design Dept, Reports to CEO

DUTIES: • Website interface designs • Mobile interface designs • App interface designs (ios & android, ipod, ipad, iphone) • UI Designs • UX Designs • Printed corporate materials of the company • Company product catalogs for sales support • Designs of technological products such as boxes, icons and emblems • Digital advertisements • Ad banners • Product Designs

- A software company that produces software for municipalities and the federal government.
- I worked side by side with various software developers at the same environment.
- I was alone in the design department.
- The CEO of the company was also the General Manager of the company called Norm, where I worked before. He knew me because we worked together before and he hired me back here without hesitation.

● ART DIRECTOR & SENIOR GRAPHIC DESIGNER (Fulltime)

Final Publishing & Schools | (Istanbul, TR) | 2011 - 2014

Education, Private Schools and Large Book Publishing | Design Department, Reports to Corporate Manager

DUTIES: • Education Designs • Book covers & designs • Children book designs • Publishing brochures and catalog designs • Interactive Education Materials, smartboards, application designs and software coding • E-Books designs • Animated movies • Voiceover & montage • Textbooks • Promotion Designs • Ad designs, Posters • Magazine Designs • Multimedia Sets

- Manages 3 Senior Illustrators, 2 Junior 2 Senior Graphic Designers
- I created an in-house multimedia department, set up a voice-over studio and trained people, and then I worked with them. When the sets prepared under my management were sold along with the books, we gained a prestigious position among the distributors, the sales really increased and only years later other publishing houses were able to imitate us.
- Finding the right freelance or full time artists for each project, assigning them, drawing and typing the drafts, distributing the incoming materials correctly and combining them in the product.
- Selection and implementation of the right typography and material in accordance with the genre of the book, training of designers if necessary. Collaborate with editors.
- I worked for this company for more than a year before. Since the CEO of the company knew me before, he hired me again without hesitation.

● SENIOR 3D GRAPHIC & SIMULATION DESIGNER (Fulltime)

L-3 Communications (Harris) | (Maryland, USA) | 2003 - 2011

USA, Department of Defence Government Contracted Company
| Design Department works with Scientists under the R&D Department

DUTIES: • Graphic Design (print) • 3D animations and technical models • 3D Simulations and educational games • Interactive user manuals • Project animations and Simulations • Presentations • Movie and voiceover • Technical and artistic Drawings • Web Designs • Game Designs • Education materials in Multimedia and Design • UI User Interface Designs • 3D animated characters, rigging, texturing, bip animating • Branching scenarios and games by using 3D and multimedia softwares • User interfaces, UI and UX designs, buttons, icon designs for many softwares produced from scratch. • Illustrating manuals with very high detailed diagrams and designs • Architectural and interior architectural technical studies for military and scientific fields.

- I did 3D based production work. Product promotions and military equipment were introduced. Video digital and print brochures, user manuals, technical illustrations, icons, diagrams, system installation diagrams, software interfaces, software intros, user interfaces for marketing activities.
- 3D game-like simulations for professional military personnel. Technical designs and technical drawings together with engineers.
- 3D preliminary sketches for production purposes.
- Marketers were saying that showing the presentations I prepared was enough for sales. Each sale was over \$10M.
- Due to security reasons, I cannot share much of my work here in my portfolio.

● SENIOR GRAPHIC DESIGNER (Fulltime)

Final Schools and Publishers | (Istanbul, TR) | 2002 - 2003

Education, Private Schools & Large Publishing | Design Dept, Reports to CEO

DUTIES: • Advertising works for franchising • Posters, brochures, newspaper and magazine ad designs, billboards for in house ad agency • Designs for printed publishing, for education books. • Web design; multimedia for presentations and education materials • Book and magazine designs mostly for covers. • Print check, visual management. • Book Seller / Cafe design and web site for Final Branded branches.

The CEO of the company then hired me again at the same company branch.

● ART DIRECTOR (Fulltime)

Norm Computer Systems | (Istanbul, TR) | 2000 - 2002

Informatics, Software Development Company | Design Dept, Reports to CEO

DUTIES: • Web and interactive Kiosk designs for different customers such as IT, education, marketing, supermarket, municipality and government institutions. IDO Sea Buses ticket sales and promotion kiosks, Profilo Shopping Center kiosks, Finansbank banking, Locak Government Services etc. • Printed advertisements, posters, brochures, handbooks, direct mailing ...

The CEO of the company then hired me again at the same company branch.

● ART DIRECTOR (Fulltime)

YTM High Technology Center | (Istanbul, TR) | 1998 - 2000

Informatics, Software Development | Design Department, Reports to CEO

DUTIES: • Interactive multimedia, web designs. Extensive e-commerce applications with many software engineers and web developers. • Works for brands such as BMW, Caterpillar, Land Rover, arabam.com, election campaigns for governments, ecommerce structure designs for customers. • We prepared an interactive training set of 100 CDs for secondary school students. Interfaces and training plans belong to me. (...)

● ART DIRECTOR (Fulltime)

Infinity Experts & CD-ROM-Data (Istanbul, TR) | 1996 - 1998

Multimedia, Publishing, Computer Game | Design Dept, Reports to CEO

DUTIES: • Design and visual management for interactive magazine CD-ROM DATA (PC Word and TBD best product of the year) • Design and visual support for PC games, interactive designs for customers such as Garanti Bank. • Articles and tutorials on art and design for the magazine • I gave trainings on Adobe programs in my column in the magazine.

● CREATIVE & ART DIRECTOR

PC Magazine & Hearst Publishing | (Istanbul, TR) | 1993-1995

Magazine Publishing | Design Dept, Reports to Editor-in-Chief

DUTIES: • Design and art direction of the PC MAGAZINE magazine for the first 2 years (the best-selling magazine in Turkey with the first number 5) • Organizing photo shoots, freelance employees, setting visual budgets ordering and tracking artists. • Following the printing processes, responsible for print quality and aiming to reach the best print quality for the magazine • To try to provide the best visual material by working with editors and authors • All final decisions on the visual issue.

● GRAPHIC DESIGNER

Bozell Advertising Agency | (Istanbul, TR) | 1990-1993

Sector: Marketing & Advertising Agency | Design Dept, Reports to the Art Director

DUTIES: • Full Advertising Campaigns very aggressive strategies for very various costumers (Singer, Sansui, Unisys, Carrefour (largeshop), Dunya Hali (carpet), Doluca (wine), Gun (threat) Peugeot, Galleria, Vichy; some insurance, banking, automotive, fashion, supermarkets, shopping malls and many more... • Brochures, magazine and newspaper ads, collateral materials, company identity, storyboards, direct mail, promotional, package designs, billboards... • Very tight deadlines...

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COVER LETTER

URAL AKYUZ

SENIOR ART DIRECTOR & CREATIVE DIRECTOR // SENIOR GRAPHIC DESIGNER // ILLUSTRATOR

Hello,

Let me try to clarify some points that you cannot see in my CV and briefly help you in making your choice.

I am a designer and artist who has experience in many sectors and under many titles. Now I can easily recognize companies, different situations and people and organize my work accordingly.

I am not looking for a full-time job at the moment. I am just looking for a second job as a freelancer in the evenings or on the weekends.

My freelance work is also important. Because it doubles my work experience. You won't see them on my resume. However, my experiences, my sense of responsibility, and my businessman intuition, which enable me to easily find solutions to any difficult issue at work, also come from my freelance experiences.

I have been able to continue my freelance work for almost 30 years. You may have noticed from my resume. I came to the USA again and this time I want to stand stronger and more solid and permanent. For this, my aim is to meet many people and gain positive impressions from many people. This is not possible by staying closed. I want to provide freelance services to surprise you with my excellent work, to gain your appreciation, to strengthen my position, to gather good people around me and of course to earn additional financial income.

I have no intention of applying for a job that I cannot do and to lower my reputation. I am sending you this message because I believe and trust that I can succeed. At least that's my first impression.

I hope we find the opportunity to work together.

Ural Akyuz

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