

ATA BERK AYCAN

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EDUCATION

Royal College of Art , London, England, UK <i>Graduate Diploma in Art & Design</i> <ul style="list-style-type: none">Specializing in the visual communication pathway	September 2023 - April 2024 (Expected)
Koç University, College of Social Sciences and Humanities , Istanbul, Turkey <i>BA in Media and Visual Arts & Archaeology and History of Art</i> <ul style="list-style-type: none">%100 Academic ScholarshipRelated Coursework: Visual Design, Typography, Creative Thinking in Design, Brand Identity DesignGPA: 3.68/4.00	September 2019 - June 2023

EXPERIENCE

Tribal Worlwide Advertisement Agency , Motion Graphics Team <i>Motion Designer</i> <ul style="list-style-type: none">Overlooked various clients' motion design needs to fortify their social media presenceAdhered to clients' multiple revisions on products through a time-sensitive workflowAnimated creative storyboards and styleframes to executionStrategized on custom brand-tailored design decisions based on the color, layout, typography, concept and the overall visual consistency of the brandDevoted countless hours into mastering the softwares Adobe After Effects and Adobe Illustrator	June 2023 - September 2023
ART Labs , Marketing Team <i>Marketing Designer</i> <ul style="list-style-type: none">Created motion graphics videos for advertisement purposes on social media platformsEdited and ideated explainers, blogs, commercials, AR filtersOrganized storyboards and moodboards for video sequencesPerformed regular market research for trendy, creative and eye-catching marketing visualsAided in the creation of visual material for digital newsletters, infographs, announcements	June 2022 - March 2023
"Yeniden Kullanımı Tasarla" Design Competition by Rotary <i>Marketing Design</i> <ul style="list-style-type: none">Participated in the organization team of Yeniden Kullanımı Tasarla, a design competition brought together by Istanbul Rotary, Yeniköy Rotary, Rotary 2420. District, Koc University and METU Faculty of Industrial Design to brainstorm ideas for sustainable economyCrafted the brand identity design of the competition's media outputManaged the social media accounts of the competition before, during and after the event processExplored immersive visuals for display that are associable with the competition's themeMonitored the website content progressively with related images and text	June 2021 - May 2022
Dawn Advisory , Marketing Team <i>Design Lead</i> <ul style="list-style-type: none">Redesigned the logo of the organizationRevitalized a document template design for the deliverable product given to the clientsDiscovered and integrated new visual elements for the organization's brand identity designCollaborated with the marketing team on the production of social media content	October 2020 - May 2021
Biz Özgürüz Hareketi Derneği <i>Graphic Design Intern</i> <ul style="list-style-type: none">Ideated and designed the logo of the association after winning the logo design contestInitiated the brand identity design of the association, delivering products such as social media post templates, placards, wearable merchandise, posters, applicable visual design elements	March 2020 - October 2020

SKILLS

Software Knowledge: Adobe After Effects, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe InDesign, Figma, Blender, Microsoft Office Suite

Languages: Turkish (Native), English (Proficient, IELTS 8.0 - September 2022)

Interests: Motion design, brand identity design, game design, gastronomy, fitness, acting, business management