



LUCIFER ADWORKS

GRAPHIC & WEB & MOTION GRAPHICS DESIGN

# PORTFOLIO

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By : Metin Arayo

# DESIGN

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## OVERAL SKILLS

- Brand Identity ★★★★★
- Motion Graphics ★★★★★
- Advertising ★★★★★
- Typography ★★★★★
- Videography ★★★★★
- Layout ★★★★★
- Illustration ★★★★★
- Content Creation ★★★★★

## TECHNICAL SKILLS

- |    |    |    |                     |       |
|----|----|----|---------------------|-------|
| Ps | Id | Ai | Adobe Photoshop     | ★★★★★ |
|    |    |    | Adobe Indesign      | ★★★★★ |
|    |    |    | Adobe Illustrator   | ★★★★★ |
| Ae | Pr | Mu | Adobe Media Encoder | ★★★★★ |
|    |    |    | Adobe After Effects | ★★★★★ |
| Me | 3D |    | Adobe Premier       | ★★★★★ |
|    |    |    | Adobe Muse          | ★★★   |
|    |    |    | 3D Studio Max       | ★★★   |

## GET TO KNOW METIN ARAYO



## PERSONAL STATEMENT

Metin Arayo, as a Digital Artist and Creative Director, has a record of 20+ years of experience, ranging across designing and developing digital and interactive experiences across multiple platforms, such as interactive ads and campaigns, professional web portals, mobile applications, motion graphics projects and developing milestone strategies for premium accounts including Porsche, Kongsberg, Vodafone, Vestel, P&G, Bogazici University, L'oreal and Coca Cola.

Metin Arayo worked as Art and Creative Director on multiple Advertisement

Agencies. Became General Coordinator of the creative department of Desibel Agency (+60 employees, having major clients including Turkey's leading Bank and National Airline) which is the leading PR Agency of Turkey with accounts like Coca Cola and THY.

Metin Arayo has extensive work experience in e-commerce systems, creative environments, marketing sector and service industries, giving him varied skills and the ability to work with many different types of sector professionals and customers.

## PERSONAL WEBSITE

[www.luciferadworks.com](http://www.luciferadworks.com)

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# GLOBAL CLIENTELE

Creating a digital advertising project can be one of the most rewarding businesses as more and more brands are demanding digital, non-standard, integrated marketing. Metin Arayo has planned and executed creative strategies and execute multi-tool, intelligent and brilliant campaigns for global brands.

Metin Arayo has more than 20 years of experience in advertising and oversee the creative process and give guidance to his respected clientele. Some of the global clients that Metin has worked is as follows...



They always tell you that  
You only see dreams at dormitory.  
They're wrong.

With the new built-in appliance series from Siemens, we invite you to enjoy the same in the kitchen. With lightControl, you experience a fascinating, intuitive operating concept that has never been seen before. New color variants, an original lighting design and numerous technical innovations open up new horizons in optics and culinary art. The timeless and timeless design convinces and makes the mouth water even before the meal. The path to this dream begins with your retailer or at [www.siemens-home.bsh-group.com/uk/](http://www.siemens-home.bsh-group.com/uk/)

The Future moving in. **SIEMENS**

**A REFRESHING COMPANION  
FOR YOUR MIDDAY BREAK**

**ECONOMY OF A DIESEL.  
WITH AGILITY OF GASOLINE\***

*Possible with*  
**SKYACTIV  
TECHNOLOGY**

\* According to EPA estimations, Mazda CX-5 SkyActiv-D 2.2 150bhp achieves 51MPG (combined)

**ALL-NEW  
Mazda CX-5**

# ADVERTISEMENT PROJECT SAMPLES

Metin Arayo offers digital advertising, creative marketing and consulting services to primarily UK based establishments and develops his own digital projects for unique publicity. Basic services are as follows:

- >Developing marketing strategies for digital advertising and social media.
- > Building and developing digital projects and creative campaigns.
- > Designing interactive experiences embracing multiple platforms; such as mobile apps, web portals, ecommerce sites and digital end-cards.
- > Creating pixel perfect visual appearance for digital and printable marketing materials.
- > Perfecting UI/UX design for both newly developed and existing digital projects of brands.
- > Re-develop, maintain and update existing websites of multiple accounts.



**CREATIVE**





**PERFORMANCE AND EFFICIENCY.  
A MATCH MADE IN ENGINEERING**



**Mazda CX-5. High performance at the highest level.**

The crossover without compromise. Engineered for the perfect blend of innovation and elegance. Boasting award-winning SKYACTIV<sup>®</sup> TECHNOLOGY, confident driving, versatility, all-weather capability, spaciousness with the highest fuel efficiency rating in its class. Packed full of innovative features: SKYACTIV<sup>®</sup> Engine & Transmission, BOSE<sup>®</sup> Stereo System, iPod Connectivity, BLUETOOTH<sup>®</sup> Connectivity, Push Button Start, i-Stop, Hill Launch Assist, Dual Zone a/c, Rear View Camera and much more! What are you waiting for? **NOW STARTING AT \$21,100\***

\* Terms & conditions apply.

 EXECUTIVE MOTORS LTD.  
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92-MAZDA | 929-5274-6  
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VEHICLE SALES | PARTS | SERVICE

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MODELS AVAILABLE

3 YEAR  
100,000 KMS  
WARRANTY

 **mazda**  
*Knowing is Loving!*



*NEW DIRECTION*



*THE NEW Mazda 6*





CHOOSE THE FRESHNESS



#choosehappiness



Microsoft

# Meet the new Windows Phone, Reinvented around your business.



**Microsoft Office apps built-in**  
The only phone that comes with all the familiar Office apps. View, edit and save your Office documents wherever you are.

**Connection on the go**  
With Microsoft Outlook already installed, your calendar, email and contacts are always up to date and seamlessly sync back to your other devices.

### The most robust security and encryption

Device locking and remote wiping ensure all data is safe and secure.

Tony Scarvac, IT Director at Alumasc Precision, who switched to Windows Phone, comments:

*"Switching to Windows Phone 8 was a no brainer; we have better devices that cost less and have increased functionality that has driven up staff efficiency and productivity."*

Meet yours at [www.microsoft.com/uk/windowsphone](http://www.microsoft.com/uk/windowsphone)

 **Windows Phone**



WiFi access or data connection required; carrier fees apply.

**NOKIA**  
Connecting People



## Striking. Effortless. Fresh.

Show yourself.  
**Nokia N9**  
[swipe.nokia.com](http://swipe.nokia.com)

### Striking All screen design, three vibrant colours

The Nokia N9 is beautiful: a one-piece body connects seamlessly with an AMOLED display with curved glass to make the phone smooth. No air between the vivid 3.9" display means everything appears to float on the surface of the screen.

### Fresh One home, three simple views

Experience a faster way to use a phone

- **Applications**  
All your apps in one place.
- **Events**  
All your notifications and social feeds in one place.
- **Open Applications**  
Switching between activities with all your live apps ready to pick up where you left off.



### Effortless Everything just a swipe away

Swiping from the edge of the screen takes you home. This means you don't need any buttons, in turn meaning a bigger screen.

- **Speedy**  
Blazingly fast mobile browsing. Wide HTML 5 support to access rich web applications. Run websites simultaneously in your open applications.
- **Adventurous**  
The best free navigation available with voice guided turn by turn and drive app to optimise the in car experience swipe supported countries
- **Creative**  
Quick fire Carl Zeiss optics 8 megapixel camera. Shoot, view, edit, share pictures and videos instantly.




iPhone "Beyond Kinemat" CD is available in stores now.



Now call at **50 paisa/min** on purchase of Nokia N9 with Ufone Nokia Plan

• Terms and conditions apply • Ufone GSM is a registered trademark brand name of Pak Telecom Mobile Limited • Using SIMs without proper documentation is a crime - PTA • 10.5% FED on usage and 10% withholding tax recharge or bill applies

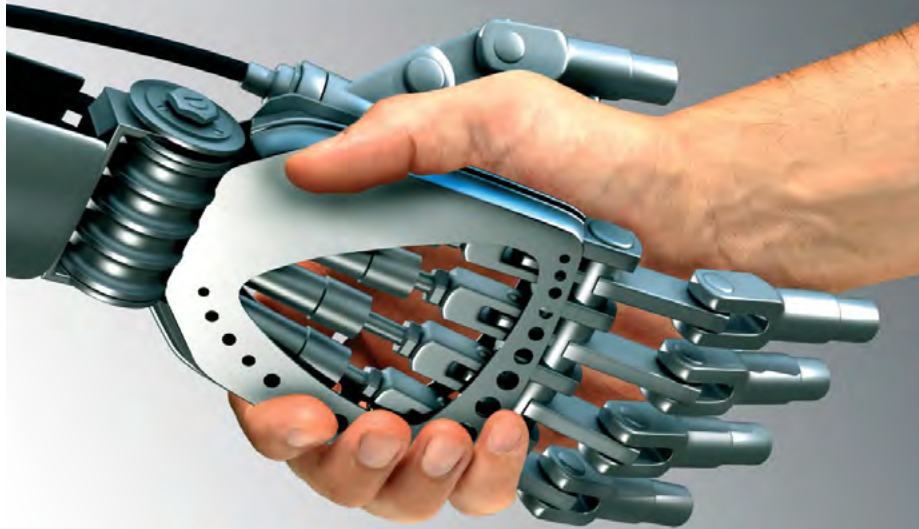
it's all about 





Shell  
Industrial Oil and Greases

## For all kind of Industrial Lubrication Needs



We offer an helping hand

Shell  
**OMALA**  
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Constant  
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on gears



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Pressure



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Conditions  
Stable  
Excellent  
Performance



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**ALVANIA**  
Industrial Greases

Always Stable  
on Bearings



Detaylı bilgi için: Shell Teknik Şube: (0212) 376 04 34 - 35 - 36 - 37 [www.shellandurcas.com](http://www.shellandurcas.com)

Shell  
**TELLUS EE**  
Energy Efficient Hydraulic Fluid

TELLUS EE Industrial Hydraulic Fluids  
Reduces your energy costs.



DESIGNED TO DEAL WITH HARD CONDITIONS

 Shell Lubricants






**MESSAGING  
PASS**

**Vodafone Messaging Pass.**  
Text, Share Files, Video Call and Conference  
without consuming your Data Plan

**NAVIGATION  
PASS**

**Vodafone Navigation Pass.**  
Navigate without boundaries





They always tell you that  
You only see dreams at dormitory.  
They're wrong.

With the new built-in appliance series from Siemens, we invite you to enjoy the time in the kitchen. With lightControl, you experience a fascinating, intuitive operating concept that has never been seen before. New color variants, an inspiring lighting design and numerous technical innovations open up new horizons in optics and culinary art. The timeless and timeless design convinces and makes the mouth water even before the meal. The path to this dream begins with your retailer or at [www.siemens-home.bsh-group.com/uk/](http://www.siemens-home.bsh-group.com/uk/)

The Future moving in.

**SIEMENS**

**SIEMENS**

Eski ev aletlerinizi deęiřtirme fırsatı.

Yeni SIEMENS ev aletlerine, 2016 fiyatları ile

**ÖTV ÖDEMEDEN SAHİP OLUN**



BSH Grubu, Siemens AG'nin Ticari Marka Lisansı sahiplerindedir.

Siemens. Gelecek evinizde.



**As much detergent as your laundry load.**  
IQ Washing Machine recommends the appropriate dosage for your laundry.



The future moving in.

**SIEMENS**

# We've got the first rank again this year by overtaking our best rival: Ourselves.



Producing the most efficient dishwasher was not enough for us. So we've developed it further: Bosch ActiveWater Eco<sup>2</sup>



Bosch ActiveWater Eco<sup>2</sup> only consumes 1.7 gallon of water per session at Eco 120°F mode and 199kWh of consumption annually as being the most efficient dishwasher. It's beyond your expectations with 6 different programs and marvelous features such as Zeolite Drying, Shine & Dry, HygienePlus, IntensivZone and more. You do not need to consume more energy to see more performance and economy. [www.bosch-home.co.uk](http://www.bosch-home.co.uk)



# Giants should be exemplar about energy consumption.

Bosch No-Frost Combined Refrigerators with A+ energy rate will consume much less electric.



The New Bosch NoFrost Combi refrigerator is the largest of its class by offering 470 liters of storage volume and 28" depth. Still having an exemplary power consumption even for much smaller models. [www.bosch-home.co.uk](http://www.bosch-home.co.uk)





BNP PARIBAS | TEB  
The bank for a changing world | BNP PARIBAS JOINT VENTURE

The first-ever  
**banking adventure game**  
now takes centre court

BNP PARIBAS

**ACE MANAGER**

HELP A RACKET MANUFACTURER • MANAGE A RISING TENNIS STAR • LAUNCH A NEW TOURNAMENT  
6 weeks • 3 scenarios • 4 team members and 1 winner!  
Find your team and compete with the best students from all over the world.  
The top 5 teams will participate in the finals at the BNP Paribas headquarters in Paris.  
**10,000 EUROS FOR THE WINNING TEAM!**  
REGISTRATIONS START THIS NOVEMBER 2008! [ACEMANAGER.BNPPARIBAS.COM](http://ACEMANAGER.BNPPARIBAS.COM)

TEB BNP PARIBAS  
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WTA

Now Women's Turn at  
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We have hosted the best male players before. Now it's women's turn.  
The best female tennis players are in Istanbul. Excitement at its peak.

20 - 26 of July | Garanti Koza Arena

Tickets are available at  
[ticketmaster.com](http://ticketmaster.com)

TEB  
BNP PARIBAS

[ticketmaster.com](http://ticketmaster.com)

WE ARE  
TENNIS  
COM

# WEB DESIGN PROJECT SAMPLES

Metin Arayo could work on any kind of website using his creative skill sets mentioned above, from education to shopping(ecommerce). He is able to manage the design of client's(employee's) other online services like mobile applications, social media accounts and digital marketing campaigns.

His day-to-day duties can include;

- > meeting clients to discuss what they want their site to do
- > preparing a design plan
- > deciding which branding, text, colours and backgrounds to use
- > laying out pages and positioning buttons, links and pictures using design software
- > adding multimedia features like sound, animation and video
- > testing and improving the design and site
- > uploading the site to a server

# RESPONSIVE DESIGN







PURITY & CLEANLINESS

HOME

ABOUT US

FEATURES

WHERE TO BUY

CONTACT US

ECO-BLOG



## PURITY with CLEANLINESS

Like the lotus flower, Ecoglint  
brings you cleanliness, health and  
regeneration in a bottle.

That means:  
HAPPY CLEANING FOR YOU!

[Learn More](#)



### No Harmfull Chemicals

[Learn More >](#)

# Nat Prod

### Organic & Natural

*With real resin essence & natural  
ingredients*

[Learn More >](#)





**STAHLROSS**

[HOME](#)

[SHOWROOM](#)

[OVER](#)

[CONTACT](#)



**STAHL ROSS - NEO CLASSICS**



### It's all about The Traditional Recipe

### 한국 전통 방식에 충실한 조리법

At Samsik, we are all about the traditional Korean Recipe. With the freshest ingredients sourced locally, all our dishes are prepared with the recipes that have been passed on to generations in Korean homes. We are passionate and delighted about introducing the real taste of Korea.

三食用韓國傳統食譜，採用最新鮮的食材。所有菜式都是以韓國家庭流傳世代的食譜製作。我們樂於及熱衷為大家介紹真正的韓國味道。

#### ADDRESS

Shop G49-50, G/F  
E Plaza  
7 Shing Yip St  
Kwun Tong, KLN

#### HOURS

Mon - Fri: 11am - 9:00pm  
Sat: 12pm - 9:00pm  
Sun: 12pm - 4:00pm

#### CONTACT

+852 2392 1178  
samsikhk@gmail.com

#### FOLLOW



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# SONJA VAN DÜLMEN

I'M A CREATIVE ART DIRECTOR  
I LOVE DESIGN  
STYLE & INTERIOR  
ART  
&  
SUN



HOME

CLASSES

KIDS FIGHT CLUB

JOIN NOW

HISTORY OF JWK



Share

Like 459

TIMETABLE

CONTACT

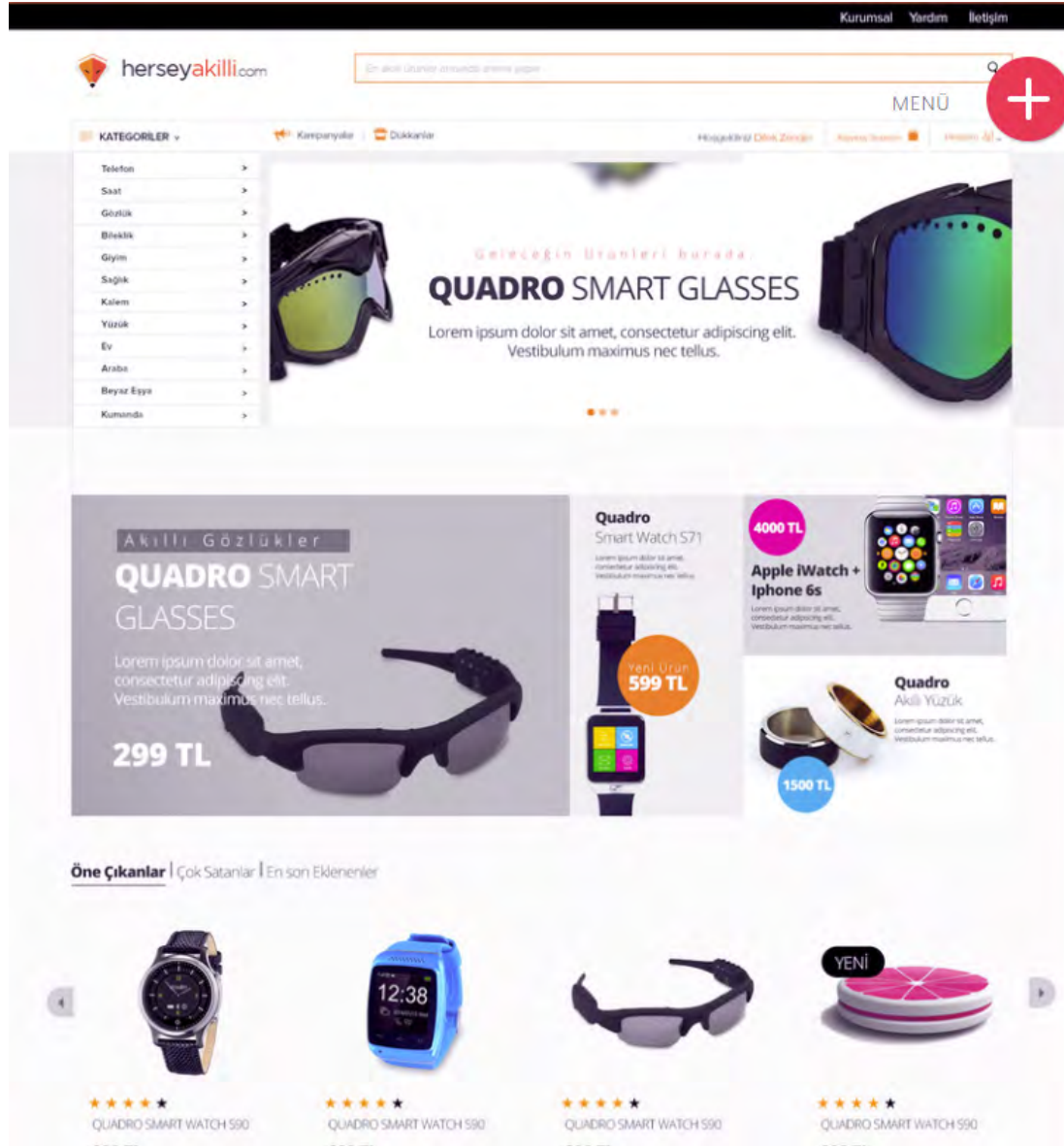
Join **JWK** Now

7 Day  
Free Trial  
CALL 0417 268 740  
OR [CLICK HERE FOR DETAILS](#)



Jin Wu Koon is one of Sydney's most dedicated martial arts academies, and it is currently owned and operated by Sifu Chan Cheuk Fal. It was established over 40 years ago here in Australia, with the purpose of growing the Jin Wu Koon style. Since









Arama...

- ALPET HAKKINDA
- ÜRÜNLER VE HİZMETLER
- ALPET GOLD KART
- TAŞIT YÖNETİM SİSTEMİ
- İNSAN KAYNAKLARI
- İLETİŞİM



İstasyonlarımız



Pompa Fiyatları

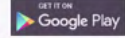
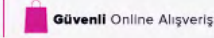
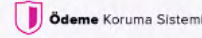


Kampanyalar



Haber ve Duyurular





Aramak İstedığınız Ürün veya Marka İsmi Giriniz



Anne



Giyim



Oyuncak-Kitap



Beslenme



Bebek Odası



Oto Koltuğu



Yatak

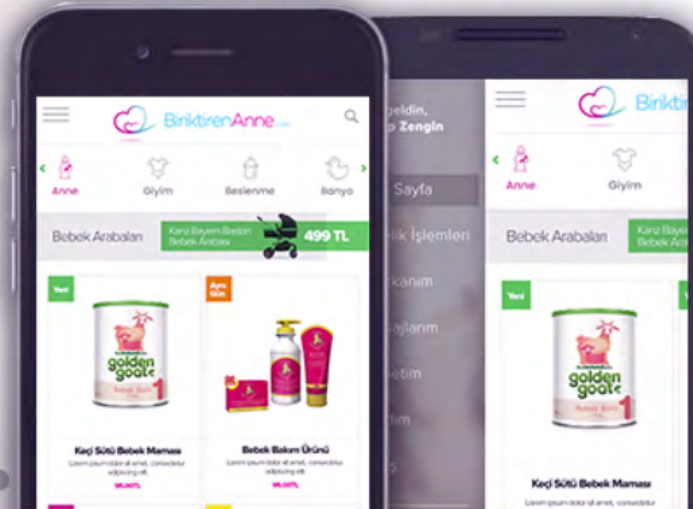


Bebek Arabası

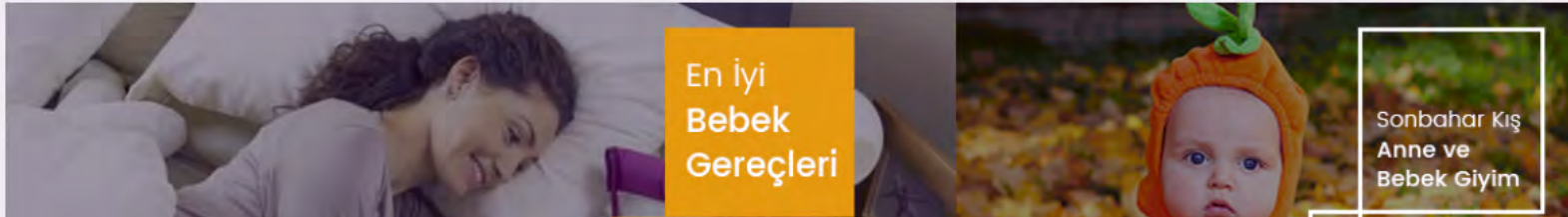


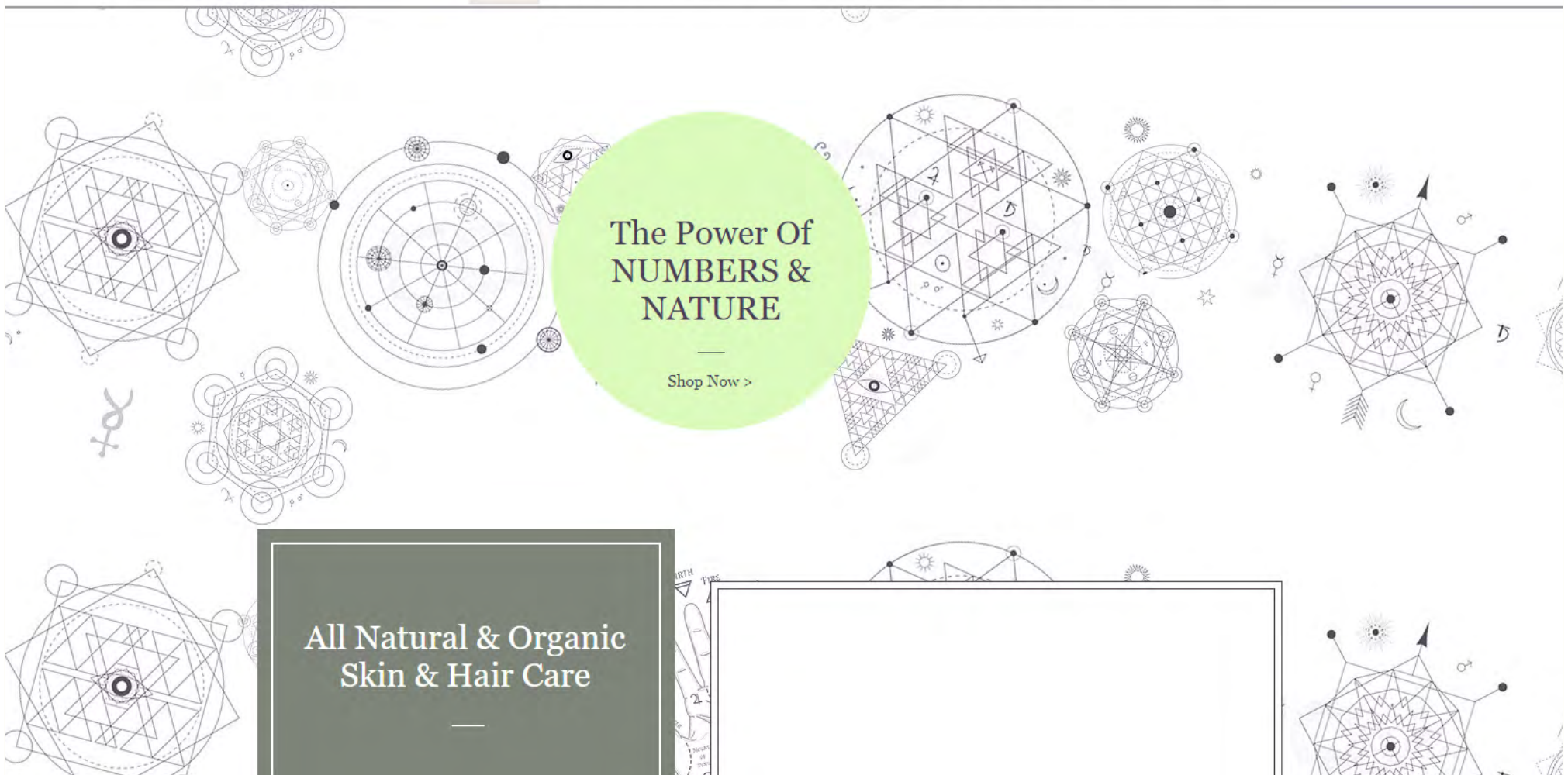
Sağlık

Mobil Uygulamalarımız  
Yakında Hizmetinizde.



## SEZON KAMPANYALARI





The Power Of  
NUMBERS &  
NATURE

Shop Now >

All Natural & Organic  
Skin & Hair Care



36 Şehir Değiştir

Giriş Yap

Efsane Menüler

Kampanyalar

Pizzalar

Çıtır Lezzetler

Tatlılar

Soslar

İçecekler

Pizzalar

Tümü

Kallavi

Klasik

Fit

Diğer Seçenekleri Göster

Grid

Listele

365 gün boyunca İki Pizza Tek Fiyata!



Orta Boy 5 Malzemeli

1 Alana 1 Bedava Fırsatı!

Pizza Sosu, Mozzarella Peyniri, Sucuk, Sosis, Mantar, Yeşil Biber, Mısır

Orta Boy (39,90 TL) Sepete Ekle



Orta Boy Bol Bol (12 Malzemeli)

1 Alana 1 Bedava Fırsatı!

Pizza Sosu, Mozzarella Peyniri, Dilim Sucuk, Küp Sucuk, Soğan, Yeşil Biber, Mantar, Siyah Zeytin, Mısır, Şerit Sosis, Kırmızı Közleme Biber, Susam

Orta Boy (44,90 TL) Sepete Ekle



Orta Boy Gino

1 Alana 1 Bedava Fırsatı!

Pizza Sosu, Mozzarella Peyniri ve Sucuk

Orta Boy (37,90 TL) Sepete Ekle



Orta Boy Ortaya Karışık

1 Alana 1 Bedava Fırsatı!

Pizza Sosu, Mozzarella Peyniri, Sucuk, Salam, Mantar, Yeşil Biber, Siyah Zeytin, Kırmızı Köz Biber, Mısır

Orta Boy (44,90 TL) Sepete Ekle



Orta Boy Kavurmalı

1 Alana 1 Bedava Fırsatı!

Pizza Sosu, Mozzarella Peyniri, Kavurma, Mantar, Yeşil Biber, Soğan

Orta Boy (46,90 TL) Sepete Ekle



Orta Boy Köfteli (Anadolu Ateşi)

1 Alana 1 Bedava Fırsatı!

Pizza Sosu, Mozzarella Peyniri, Misket Köfte, Fırınlanmış Patlıcan, Domates, Yeşil Biber, Soğan, Pul Biber

Orta Boy (44,90 TL) Sepete Ekle



Türkiye'nin en büyük  
yatırım fonu ailesinin\* en yeni üyesi

# İş Portföy ELEKTRİKLİ Araçlar Karma Fon



Otomobil



Maden



Pil



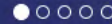
Teknoloji

Elektrikli araç üretim sürecinin  
tamamına yatırım yapmak hiç bu kadar  
kolay olmamıştı

İŞ PORTFÖY



\*Yönettiğimiz toplam yatırım fonları büyüklüğü SPK tarafından yayımlanan aylık güncel veriler baz alınarak hesaplanmıştır.



#### Fonumu Nereden Alabilirim ?

Kurucusu olduğumuz fonlara detay bilgilerden ulaşabilirsiniz.

#### Hizmetlerimiz

İş Portföy'ün ayrıcalıklı hizmetlerinden siz de yararlanın.

#### Fon Bülteni

Kurucusu olduğumuz yatırım fonlarının fon kartlarına buradan ulaşabilirsiniz.

#### Aylık Fon Bülteni Videoları

Aylık Fon Dağılımı Önerilerimize buradan ulaşabilirsiniz.

## Vestel 4K UHD TV'lerde Gollük Fırsatlar!

2000 TL'ye varan indirimler sizi bekliyor

**İNCELE**

**4K**  
ULTRA HD



4

**VESTEL**





## AYIN ÜRÜNLERİ (14)



Vestel 4K SMART 65UD8900  
165 EKРАН LED TV (65 inç)

~~5.999 TL~~ **4.999 TL**  
65 inç / 165 cm

[İNCELE](#)



Vestel EKO NF450 Buzdolabı

~~1.849 TL~~ **1.729 TL**  
Boyutlar: 173x70x72 cm  
Brüt Hacim: 450 lt

[İNCELE](#)



Vestel Hızlı 10912 TT Çamaşır  
Makinesi

~~2.519 TL~~ **2.049 TL**  
10 Kg  
1200 Devir

[İNCELE](#)



Vestel FLORA INVERTER 9 A++

~~2.589 TL~~ **2.249 TL**  
9000 BTU

[İNCELE](#)





# LOGO DESIGN PROJECT SAMPLES

Great logo design requires a complex mixture of design skills, creative theory and skilful application. Any designer worth their salt can create a fit-for-purpose logo, but truly mastering all aspects of the craft takes time. Of course, logo design is just one small subset of branding, but the logo or brand mark remains the centrepiece of most branding schemes.

Below is a selection of recent logo design projects by Metin Arayo.





**LUCIFER** ADWORKS  
CREATIVE ARTWORK FOR EVERY BUDGET





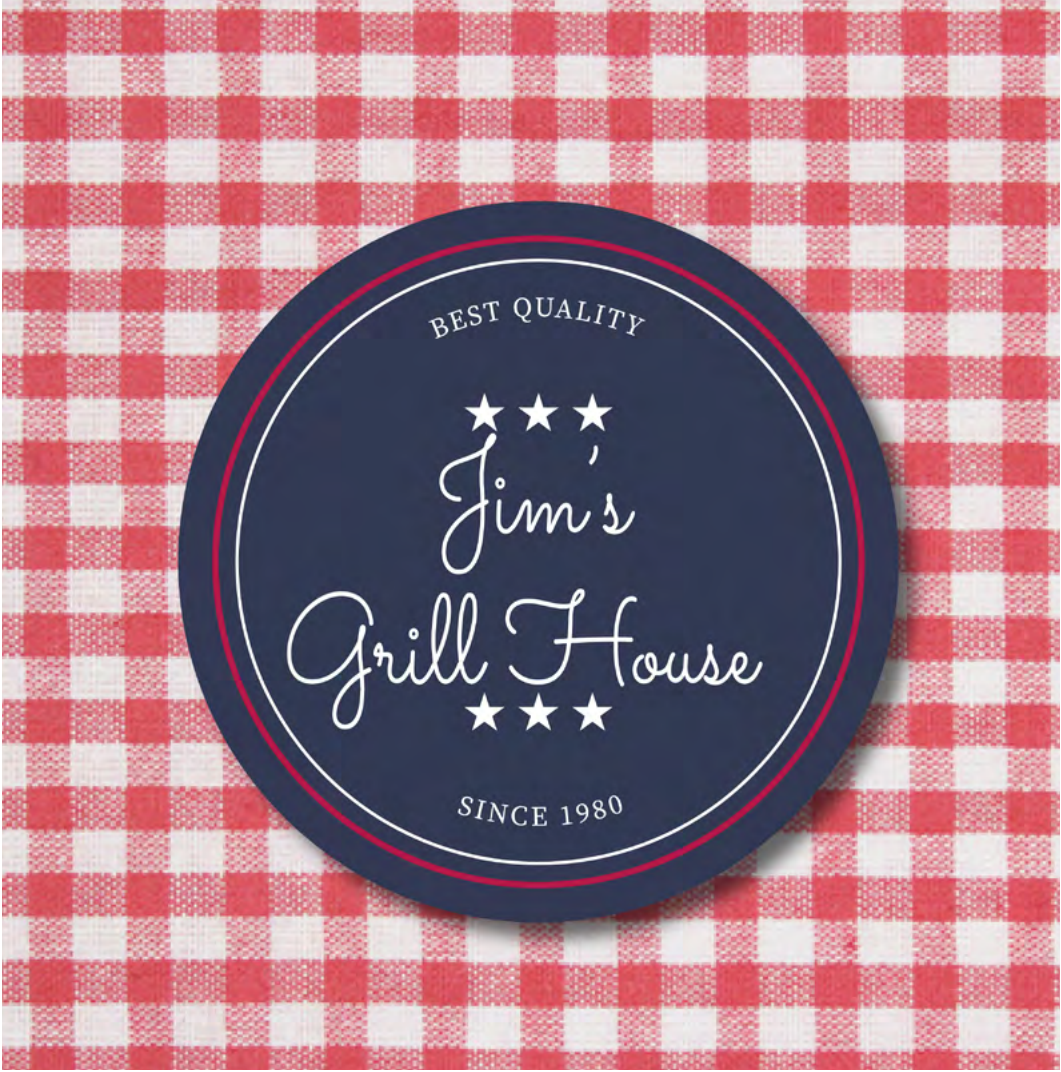


ORGANIC  
DONOR



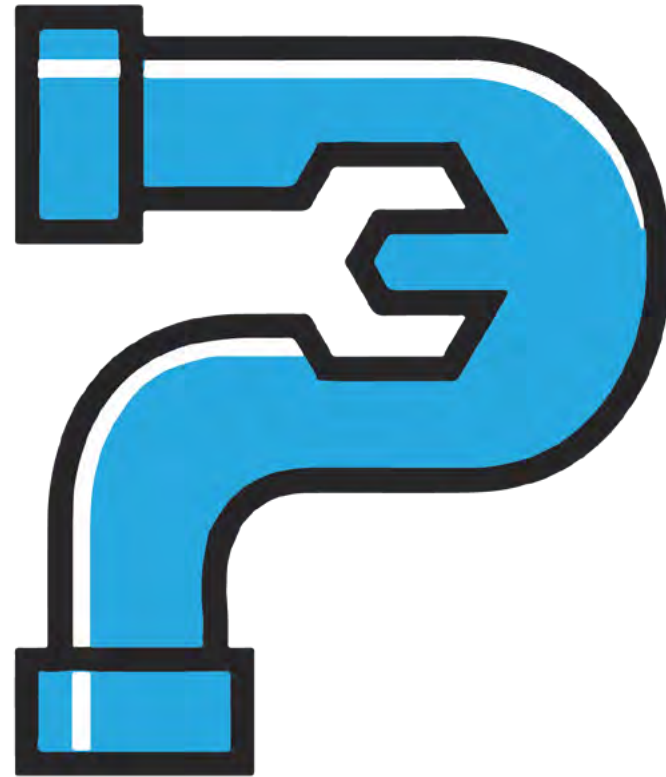












**Patrick**  
Power Tools















*Pinkolata*



**CHAKRA**  
**CATERING**

**ana  olia**

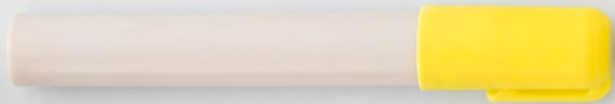
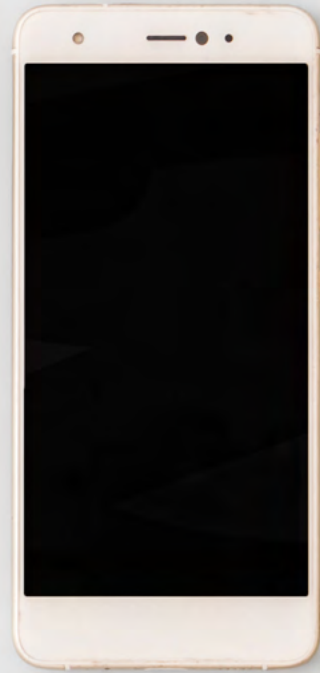
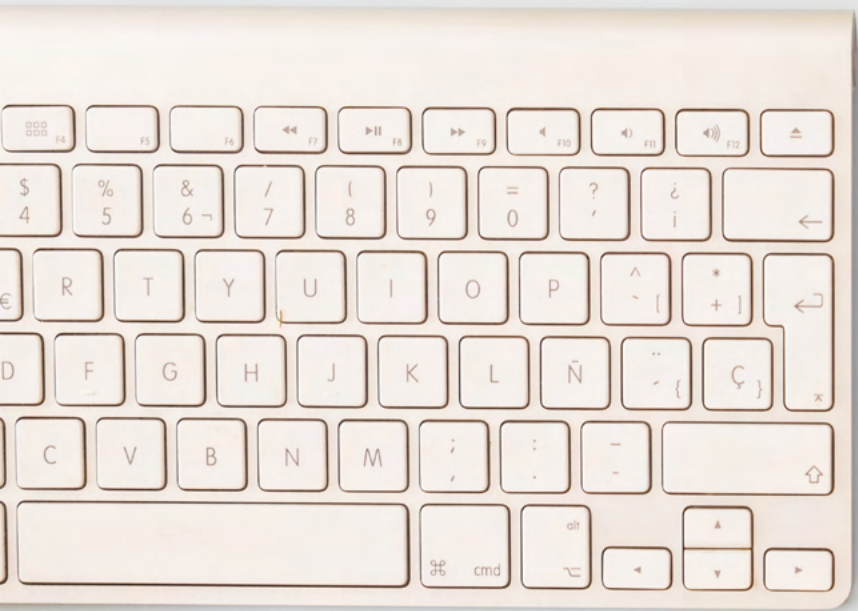
**ana  olia**

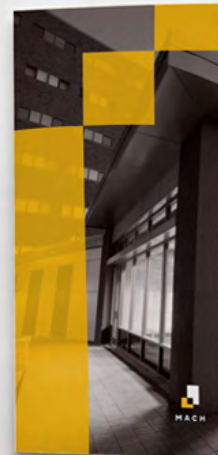
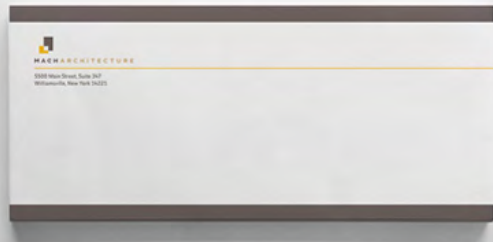
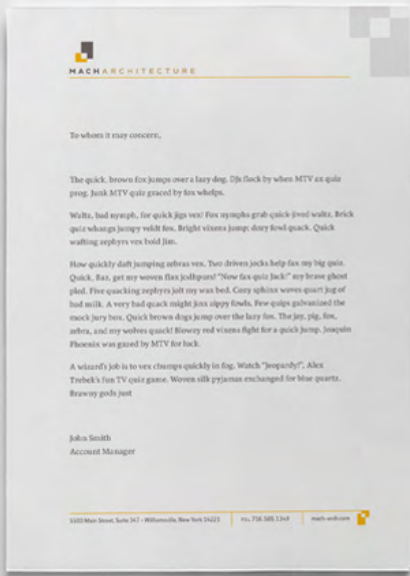


# BRANDING PROJECT SAMPLES

While a logo alone may be enough for smaller companies, a successful brand design will create a cohesive look throughout your business while representing your brand values. In addition to a logo, branding design can include marketing collateral, websites, menus, uniforms and even the physical business space.

Metin Arayo as a freelancer, creative director and graphic designer worked from global brands, start-ups, family businesses and individuals, offering a unique approach to branding, graphic design, packaging, illustration, typography and web design.



















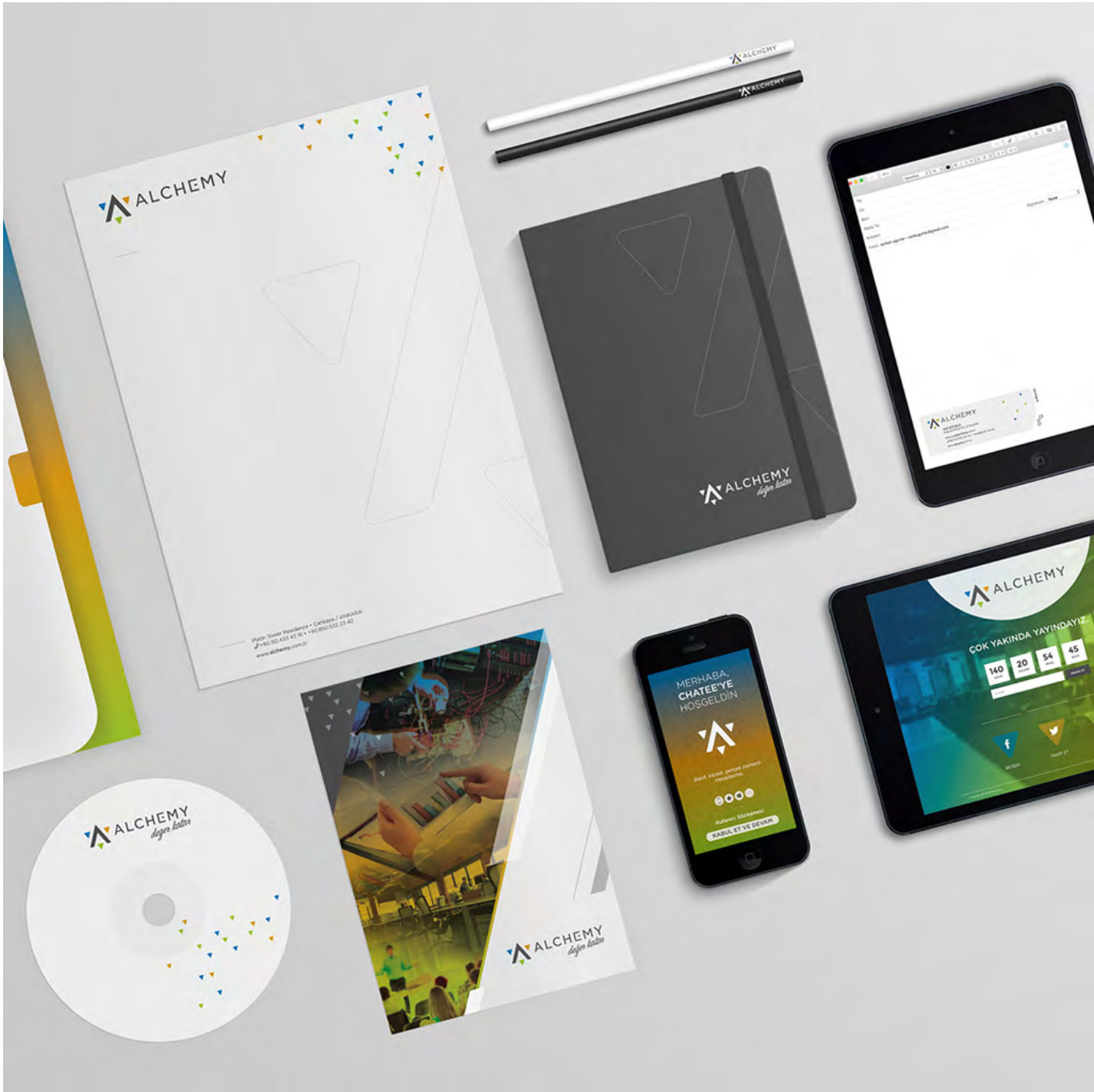














# CURRICULUM VITAE

## EDUCATION

Diploma in 3D Studio Max  
Apple Man - Istanbul  
February 2002 to October 2002

Lasalle College - Web Design & UX Design  
January 1999 to November 1999  
Diploma in Web Design

Diploma  
Lasalle College - Web Design & UX Design  
January 2000 to November 2000  
Diploma in Graphic Design

Bachelor's in Interior Design  
October 1992 to June 1996  
Mimar Sinan University - Istanbul

## WORK EXPERIENCE

### Founder and Creative Director

Lucifer Adworks - Liverpool -

May 2018 to Present

Founder of Digital Ad Agency. Website and portfolio can be seen in [www.luciferadworks.com](http://www.luciferadworks.com).

### Graphic Designer/Artworker

We Design anything - London -

May 2018 to June 2018

Worked as a freelance Graphic Designer for a Hair Stylist client.

### Creative Director

Fikirbuzz / New York Branch - New York, NY -

November 2016 to February 2018

Worked as the Creative Director of one of Turkey's top digital agency. After 4th month transferred to NY branch and worked for clients like THREE, Vodafone, Audi and P&G.

### Founder and Managing Director

Coffee Mate - Istanbul August 2014 to January 2017

Co-founder of Turkey's first coffee online ordering system with courier service. Worked as the lead designer of the website and user interfaces. Also executed the duties of project planning and manage the communications with 3rd party companies for planning of the software development. System is still online and giving service to the visitors with brands; Starbucks and Turkey's no:1 brand Kahve Dunyasi.

### Creative Director

Desibel - Istanbul September 2014 to June 2015

Worked as the General Coordinator at the advertising department of Turkey's No.1 PR agency, main duties were; execution of design and campaign concepts with art & creative directors and marketing teams. The management of the advertis-

ing department and design teams , receiving and transmitting descriptions of the projects for major customers. Attended to board meetings for reporting duties. Worked closely with the CEO of the agency.

### eCommerce Project Manager

Esse Home - Istanbul -

June 2012 to March 2014

Was responsible for the creation of the brand identity of the company, designing the concept of the ecommerce website, planning the media and ad campaigns working together with the design team. Also worked as a the part of the marketing team planning the development of whole online sales process of the brand.

### Art Director - Creative Director

M.A.R.K.A.

January 2008 to April 2012

Worked as a Senior Designer for media and advertisement campaigns of big brands like Porsche, Vestel, Audi,Loreal etc. Also was responsible both for 3D animation and compositing processes of related ads. Took the title of Creative Director on January 2012.

### E-Commerce Trading Manager

Trendyol - Istanbul (Currently sold to Ali Baba)

Lead the IT and software development teams of the Turkey's first creative online wholesale website. Executed the duty of planning design processes with our graphics and software developer departments. Also worked with the strategic planning department and 3rd party digital media agencies.

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# MY YOUTUBE CHANNEL & MOTION GRAPHIC SAMPLES

<https://www.youtube.com/user/rushoscar>



mobile: +44 730 575 7 911

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