

Elçin Arpaçay

Contact Information

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Portfolio: [behance.net/elcina](https://www.behance.net/elcina)

Profile

Multimedia artist and illustrator specializing in digital illustration, new media, and generative AI. Integrates sound design into her work, with a focus on technology's role in environmental and societal change. Proficient in Web3, blockchain, and NFT art projects.

Education

Università degli Studi di Milano

BA in Political Science and Economics

Scienze Politiche, Economiche e Sociali (Italian)

Thesis: "Come la Blockchain potrebbe cambiare l'industria dei videogiochi"

Università degli Studi di Milano

Singolo Corso

Comunicazione Digitale (Italian)

Professional Experience

Istanbul Kultur University

Multimedia Arts & Technologies Lecturer

Feb 2024 – Present

- Teach courses on design principles, typography, visual design, UX/UI design, Figma prototyping, animation, sound design, AI and multimedia, AR, and VR.

Education Mentor

Tasarım Fabrikası / IKU ANTS (Augmented Network and Technology Services)

Sep 2023 – Present

- Mentor students in gaming and machine learning projects.

Wondercats

Freelance Artist

Mar 2018 – Present

- Created branding materials, artworks, social media content, posters, menu designs, and installations.

Independent Artist & Designer

Jan 2018 – Present

- Designed innovative art experiences and collaborated with local and global brands.

(Selected Partnerships: OMM Odunpazari Modern Museum, Borusan Contemporary, MACAO Milano, Samsung, Goethe Institut Lisbon, Casa dell'Arte Hotel of Arts, Pernod Ricard, Diageo, AstraZeneca)

Madde 22

Art Director

Jan 2020 – Feb 2024

- Directed digital project design processes, aligning with client vision and brand identity. Developed visual concepts, layouts, graphics, and user interfaces.

Geishas & Gardens Storytelling NFTs

Co-Founder & Artist

Mar 2022 – Feb 2023

- Created pixelated digital artworks, leading community growth to over 20k members and 2000+ unique owners on OpenSea.

Blockchain Ventures

2017 – Present

- Designed a pioneering play-to-earn gaming project and secured a \$10K development grant from Matchbox DAO for development on Starknet.
- Led a workshop on sustainability and NFTs at the Odunpazari Modern Museum.
- Featured artist on OBJKT.com, the largest NFT marketplace on Tezos.
- Delivered lectures on Blockchain and NFTs at universities.
- Co-founded the Geishas & Gardens storytelling NFT project, fostering a vibrant crypto art community.
- Participated in digital and physical crypto art exhibitions, including ChromaFlora Lisboa and The Wrong Biennale.

Certifications

- ART of the MOOC: Activism and Social Movements, Duke University
- Art & Ideas: Teaching with Themes, The Museum of Modern Art
- Certificato di Conoscenza della Lingua Italiana Livello B1 - CELI 2, Università per Stranieri di Perugia
- Charting the Avant Garde: From Romanticism to Utopic Abstraction, School of the Art Institute of Chicago
- Sources, Models and Languages of Contemporary Art, Università degli Studi di Milano

Languages

- English: Full Professional Proficiency
- Italian: Full Professional Proficiency
- Turkish: Native Proficiency