

Halit Melih Ulus

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With over a decade's design experience, I excel in executing briefs with precision, consistently surpassing expectations. As Art and Creative Director, I foster cultural improvements and deliver unique solutions in digital marketing. Guiding brands with transformative artistic direction, I offer innovative designs that leave a lasting impression.

Graphic Design Software Proficiency: Mastery of tools like Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere) and other design software.

Art Direction, Creative Direction, Print Design, Storyboarding, Client Service, Creative Briefing, Marketing Planning, Mentoring, Design Operations, Analyze Market Trends, Brainstorming, Digital Design, Typography, Photography, Branding, Concept Development, Digital Marketing, Layout Design.

PORTFOLIO

<https://shorturl.at/rwEMQ>

Experience

ART DIRECTOR | INOVENSO INC. COMPANY, Istanbul

02/2019-Present

- Art Direction & Creative Direction: Lead innovative digital marketing and design initiatives.
- Print Design & Storyboarding: Ensure cohesive and visually compelling narratives across all channels.
- Client Service & Creative Briefing: Translate client objectives into actionable design strategies.
- Marketing Planning & Mentoring: Empower teams to deliver exceptional results through strategic planning and mentorship.
- Creative Conceptualization: Generate fresh ideas aligned with project goals and brand guidelines.
- Industry Awareness: Stay ahead of market trends and utilize the latest tools in design and social media technologies.
- Digital Design: Produce engaging content across various digital platforms.
- Typography & Branding: Utilize typography and branding principles to create impactful visual content.
- Photography & Video Production Oversight: Manage corporate visual production for marketing purposes.
- Layout Design: Ensure high-quality, consistent graphic designs from conception to delivery.

CREATIVE ART DIRECTOR | FLOSOPHIA PASTRY COMPANY, Istanbul

03/2021-Present

- Art Direction & Creative Direction: Provide visionary leadership in guiding graphic content, illustrations, and infographics.
- Print Design & Storyboarding: Develop engaging print materials and storyboard visuals for effective storytelling.
- Client Service & Creative Briefing: Ensure seamless communication and alignment with client needs and project requirements.
- Marketing Planning & Mentoring: Strategize marketing initiatives and mentor team members for effective execution.

- Design Operations & Analyze Market Trends: Optimize design processes and stay abreast of market trends for informed decision-making.
- Brainstorming & Concept Development: Foster creativity through collaborative brainstorming sessions and develop innovative design concepts.
- Digital Design & Typography: Create impactful digital designs with meticulous attention to typography and visual hierarchy.
- Photography & Branding: Curate visual assets and maintain brand integrity through cohesive branding strategies.
- Digital Marketing & Layout Design: Implement digital marketing strategies and design layouts for various platforms.

ART DIRECTOR | BELLA MAISON COMPANY, Istanbul

04/2018-02/2019

- Art Direction: Lead creative direction for graphics, illustrations, and infographics.
- Project Management: Coordinate design processes from start to finish.
- Innovation: Generate fresh ideas to enhance brand identity.
- Print Design & Label Design: Create layouts, print materials, and labels.
- Storyboarding & Digital Design: Develop storyboards and designs for digital platforms.
- Marketing Planning & Analyzing Market Trends: Strategize marketing and analyze trends.
- Mentoring & Brainstorming: Mentor team and facilitate brainstorming sessions.
- Typography & Branding: Implement typography and maintain brand consistency.
- Photography & Website Updates: Curate visual content and manage website updates.

ART DIRECTOR | THE OTHERS AGENCY COMPANY, Istanbul

02/2017-03/2018

- Art Direction: Lead creative direction for brands like Coca-Cola, Puma, and Benetton.
- Graphic Design Management: Oversee design processes for brands like Defacto, Olmeca, and Efes Pilsen.
- Event Design and Planning: Create captivating event visuals for brands like Caribou and Illy.
- Client Communication: Collaborate closely with brands like Beefeater and S. Pellegrino to ensure design alignment.
- Team Collaboration: Facilitate communication between marketing and design teams for brand consistency.
- Concept Development: Generate innovative event themes inspired by brand identities.

ART DIRECTOR | FREELANCER COMPANY, Istanbul

01/2014- 12/2016

- Create specialized assets for social media and other channels.
- Collaborate with designers for consistent brand perception.
- Deliver innovative visual solutions within brand guidelines.
- Design templates for business materials.
- Manage mass mailing campaigns.
- Schedule posts for optimal visibility.
- Plan and create online content.

- Designing print materials, product boxes, and die-cuts, along with occasional social media designs.
- Generating fresh concepts for various design projects.
- Collaborating with marketing and design teams to meet project deadlines.
- Studying relevant information and materials to plan design concepts effectively.

Education

English Education, 09/11-08/12

San Francisco Kaplan Aspect Foreign Language Education

California/ABD

Bachelor's degree, 09/2017-06/2011

Istanbul Kultur University

Communication Design