

# Hakan Ertan

## Multidisciplinary Designer

### Email:

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### Phone Number

718-473-7073

### Education:

Academy İstanbul  
Bachelor of Graphic Design

### Languages:

English, Turkish

## Work Experiences:

### Ibexa, New York

#### Visual Designer - UI/UX Designer / 2015 - 2020

As a Visual Designer - UI/UX Designer at Ibexa, I was responsible for all aspects of designing Ibexa brand, from video productions to marketing collateral. I work closely with Chief Product and Global Marketing Director, the US and Regional Marketing Managers, Product Design and Marketing teams. Managed 3rd parties to ensure effective execution. This role provided significant insight into the full product and marketing lifecycle, which allowed me to deliver more effective and impactful designs.

As a result, while working with Ibexa, I became a grand prize judge for Adobe's Creative Jam UX Design Award <https://nvite.com/CreativeJam/brooklyn>, besides, some of my illustrations listed in the books called Drawn Book - Leaders in Contemporary Illustration and Bézier Book - The Best Vector Artist WorldWide.

Responsible for,

- Rebranding of Ibexa
- Illustration, UI/UX design, visual design, typography and creative project management
- Conceptualization, illustration, and design for print and digital communications
- Content creation with the product and marketing team
- Work with the product, marketing, and engineering team on the design and user experience across the web, mobile applications, and email projects
- Collaterals for both digital and print including video editing, animations, display ads, website designs, social media graphics, brochures, eBooks, and Keynote presentations

### Mediamorph, New York

#### Marketing Designer - Remote / 2018 - 2019

### Freelance, New York

#### Multidisciplinary Art Director / 2011 - 2014

Adobe, NCDD, Kino Consulting, [www.travel.bc.ca](http://www.travel.bc.ca),  
Atlanta Steel Horse Law Website, [radyomania.com](http://radyomania.com), [theduilawyer.com](http://theduilawyer.com)

**TBWA, İstanbul**  
**Art Director / 2008 - 2010**

Adidas, BMW, Beko, Eukanuba

Hired for new business pitches as an in-house Freelance Art Director. Conception, implementation, production and present to clients. I managed external partners to ensure effective and proper execution.

**Güzel Sanatlar / Saatchi&Saatchi, İstanbul**  
**Art Director / 2005 – 2008**

Carrefour, P&G, Ülker, Unicef

Was responsible for art direction, conception, implementation, and production of print, classic tv commercials, and interactive projects for clients in the food, retail, beauty, and non-profit industries such as Carrefour, P&G, Unicef. I've had managed 360-degree campaigns, interactive projects, external partners to ensure effective and proper execution. I directed 3 junior designers and 1 copywriter.

**Grey Worldwide, İstanbul**  
**Art Director / 2005**

Nokia, Turk Media

As an Art Director, I worked for Nokia and a Turkish media giant called Turk Media that has a lot of magazines, newspapers, TV channels. I was responsible for art direction, conception, implementation, and production of print and tv commercials. I managed 360-degree campaigns and external partners to ensure effective and proper execution. I directed 2 junior designers.

**Alice/BBDO, İstanbul**  
**Art Director / 2003 - 2005**

Frito Lay, Coca Cola, Axess, Mercedes, Forbes

Led creative for the clients above; conception, implementation, production, present to clients, make sure account runs smoothly from the creative side, supervised jr creatives. I managed external partners to ensure effective and proper execution, also worked on new business pitches.

**Atlantis, İstanbul**  
**Jr. Art Director / 2000 - 2002**

İstikbal Furniture, Anatolia Financial Institution, Hukla Furniture

## **Awards & Honors:**

Honors:

**Became a Grand Prize Judge for Adobe Creative Jam UI/UX Design Awards - 2017**

Awards:

- **Newyork Festivals** / Finalist Certificate / Eukanuba – 2008
- **Cannes Lions** / Finalist Certificate / Eukanuba – 2008
- **20th Crystal Apple Advertising Awards** / Silver / Eukanuba – 2008
- **Newyork Festivals** / Finalist Certificate / Unicef – 2007
- **Cannes Lions** / Finalist Certificate / Unicef – 2007
- **17th Crystal Apple Advertising Awards** / Finalist / Mercedes/Benz – 2005
- **Mediacat** / Finalist / Lovemark Ad Award – 2005
- **Antalya Golden Orange Film Festival Poster Award** / Silver – 2002
- **Turkish Advertiser institution 44th Copy Break** / Gold and Silver – 2002
- Envato.com – Hall of Fame

## **Books:**

- Listed in **Drawn Book II - Leaders in Contemporary Illustration** - 2018
- Listed in Bézier Book - **The Best Vector Artist WorldWide** - 2017
- Mentioned in **Kater Brown und die Adventsmorde: Kriminalroman** by Ralph Sander
- Mentioned in **Drawing Fire and Catching Heat Books** by Janice Cantore

## **Portfolio:**

[hakan-ertan.com](http://hakan-ertan.com)