

Hakan Ertan

Senior Visual Designer

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Career Profile

Senior Visual Designer with 15+ years of experience creating offline and online projects include Fortune 500 companies in the tech, food, health, automotive, and household sectors. Successfully conceptualized, designed, and managed digital products, visual design, award-winning marketing & advertising projects ranging from \$150,000 to \$1 million in the budget including small-size teams from 2-5 people. Raised client satisfaction 30% by designing and implementing process that reduced time and saved money.

Core competencies include art direction, visual design, product design, design systems, UI/UX design, CSS codes, knowledge of HTML, illustration... Please find the whole list on the bottom.

Awards & Honors:

- Grand Prize Judge, Adobe Creative Jam UI/UX Design Awards – 2017
- Listed in Drawn Book II, Leaders in Contemporary Illustration, 2018
- Listed in Bézier Book, The Best Vector Artist WorldWide, 2017
- 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
- Lovemark Ad Awards, Finalist – 2005
- Antalya Golden Orange Film Festival Poster Award, Silver – 2002
- Turkish Advertiser institution 44th Copy Break, Gold and Silver – 2002

Professional History:

DesignGost, Product Designer / Visual Designer

September 2020 – Present

DesignGost is a cross-platform creative mentoring product for Turkish speakers that aims to help young creative people shaping their future. DesignGost offers mentor-led, online design education with a focus on creativity, design, and experience. Rock Star Mentors, unique design video content, chats, direct messages, video calls, and much more.

Ibexa B2B DXP Platform, Visual Designer / UX/UI Designer

April 2015 – September 2020

While working with Ibexa, I became a grand prize judge for Adobe Creative Jam UX Design Award besides, some of my illustrations listed in the books called Drawn Book - Leaders in Contemporary Illustration and Bézier Book - The Best Vector Artist WorldWide.

Whip Media Group (at Mediamorph), Freelance Senior Designer

March 2018 – February 2019

Freelance Multidisciplinary Designer

January 2011 – December 2014

Adobe, NCDD, Kino Consulting, Atlanta Steel Horse Law Website, theduilawyer.com

TBWA / İstanbul, Art Director

May 2008 – November 2010

Bayer, 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, Art Director

April 2005 – February 2008

Carrefour, P&G, Ülker, Unicef

Was responsible for art direction, conception, implementation, and production of print, classic tv commercials, and interactive projects. 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 Istanbul, Art Director

October 2004 – April 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 directed 2 junior designers.

Alice/BBDO, Art Director

April 2002 – September 2004

Frito Lay, Pfizer, 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.

Education:

Academy İstanbul
Graphic Design

DesignLab
UX Research & Strategy

Skills:

Product Design • Visual Design • UI/UX Design • Design Systems • UX Research • User Journey • User Flows • Site Mapping • Interactive Prototypes • CSS Codes • Knowledge of HTML • Developer Hand-off • Concept & Original Artwork • Brand Creation & Logo Design • Art Direction • Illustration • Icon Design • Information Architecture • Project Management • Light Animation • Video Production • Video Editing • Color Correction • Videography • Cinematography • Photo Shoot • Retouching • Time Management