

# yusuf emre atasayar

Art Director & Graphic Designer

Berlin-based

Open to selected projects

## [ 01 ] Who is

Art director and graphic designer with 10+ years of experience across advertising agencies, national brands, institutional communication and freelance collaborations. I work across campaign identities, visual systems, social media content, print/digital adaptations and AI-assisted production workflows.

Recently, I have been building digital tools and producing short-form videos through design-led, AI-assisted workflows.

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## [ 02 ] Selected experience

### Freelance Art Director & Graphic Designer 2014–Present

Selected work across visual identity, campaign design, social media systems and AI-assisted video workflows for brands, institutions and independent projects.

Developed self-initiated digital products including **BatchFlow** and **miniapps**, combining product thinking, visual systems and AI-assisted development.

### Art Director

KARPAT Independent Advertising Agency  
2022–2025

Created and adapted campaign visuals, retail communication materials and social media assets for national and international brand communication.

Managed key visual development, country adaptations, event materials, print/digital outputs and production coordination.

### Graphic Designer

UCTEA Chamber of Mechanical Engineers, Istanbul Branch  
2017–2020

Designed institutional communication materials, event visuals, printed publications and social media content. Supported visual consistency across branch-level communication and public-facing materials.

### Junior Art Director

IDEAS tasarım | çözüm  
2013–2017

Created campaign visuals, social media designs and brand communication materials for different clients. Supported concept development, layout design and production preparation processes.

## [ 03 ] Core capabilities

- Art Direction
- Graphic Design
- Campaign Identity
- Visual Systems
- Social Media Design
- Print & Digital Adaptation
- Creative Production
- AI-Assisted Development
- Generative Video Production
- Motion Editing

## [ 04 ] Tools

### Design

Adobe Photoshop, Illustrator, InDesign, Figma

### Motion & Video Editing

After Effects, Premiere Pro, Runway, Veo, Kling AI, Higgsfield, Adobe Firefly

### AI-Assisted Workflows

Claude Code, Codex, ChatGPT, Gemini, Claude

*I use AI-assisted coding workflows to build and iterate digital products, while focusing on product logic, interface direction, content structure and creative execution.*

## [ 05 ] Education

### MBA, University of Europe for Applied Sciences, Berlin 2025–Present

### B.A. Public Relations and Advertising Karadeniz Technical University, 2008–2013

## [ 06 ] Languages

Turkish  
Native

English  
Professional Working Proficiency