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# FATİH AKDOĞAN

ART DIRECTOR · UI/UX DESIGNER


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## PROFILE

Art director and UI/UX designer with over 10 years of experience across product design, branding, advertising and AI-driven visual production. At Ddip Digital AI runs through almost everything I make, from campaigns and motion to websites and apps, while the human touch shapes the result. I build design systems that keep projects consistent and scalable, and work with teams on products that improve people's everyday lives.

## EXPERIENCE

**2025 — Now** — SR. ART DIRECTOR · UI/UX DESIGNER
Ddip Digital · Full-time · İstanbul
Art direction and UI/UX for advertising campaigns, video and motion, and websites and apps built with AI, alongside the studio's own AI projects.

**2022 — 2025** — PRODUCT DESIGNER
AVENA FZCO · Full-time · Remote
User experience and interfaces for the TalentHub HR platform, the AI-powered home design platform Decobot, and a platform that connects vehicle owners with businesses.

**2020 — 2023** — SR. UI/UX DESIGNER
Ddip Digital · Freelance · Remote

**2020 — 2022** — UI/UX DESIGNER
Commertouch · Freelance · Remote

**2015 — 2021** — SR. UI/UX DESIGNER
Self-employed · İstanbul · Remote
Interfaces for brands on multiple platforms, with digital agencies across Turkey.

**2014 — 2022** — SR. ART DIRECTOR · AD WORKSHOP LEAD
Kadir Has University · Full-time · İstanbul
Ran design workshops for Communication Faculty students, led design in competitions and capstone projects, and set up student advertising agencies that took briefs from companies.

**2014 — 2016** — VISUAL DESIGNER
Jetistanbul · Freelance · Remote

**2013 — 2014** — ART DIRECTOR
Agency Look · Full-time · İstanbul

**2011 — 2013** — JR. ART DIRECTOR
DDAY · Full-time · İstanbul

## EDUCATION

PUBLIC RELATIONS AND ADVERTISING
Ankara University · 2005 — 2010

## LANGUAGES

| | |
|---|---|
| Turkish | Native |
| English | Conversational |

## IN MY HAND

♠ **UI / UX**
Product Design · User Flows · Interaction Design · Design Systems · Prototyping

♥ **BRANDING**
Identity · Visual Systems · Campaign Worlds · Editorial · Art Direction

♣ **ADVERTISING**
Campaign Strategy · Social Content · Key Visuals · Paid Media · Creative Direction

♦ **AI DESIGN**
Generative Art Direction · Image Systems · Prompt Design · Motion · AI Workflows

## TOOLKIT

DESIGN
Figma, Illustrator, Photoshop, InDesign

MOTION
After Effects, Premiere Pro

AI
Claude Code, Claude Design, ChatGPT, Magnific, Higgsfield AI

WORKFLOW
Miro, Jira

## SELECTED WORK

♠ **EKOFIN**
Financial markets platform · Web & mobile

♠ **DDIP AI** — 2026
Website for an AI creative studio

♥ **SELMARIN** — 2026
Corporate identity guide

♣ **BROTHER MEA** — 2025–2026
Amazon stores, social, Google Display

♣ **OPTIMUM YATIRIM** — 2025–2026
Billboards, lead ads and banners

♦ **DECOBOT** — 2024
AI interior design app