



**Fatih Halak**  
Senior Multidisciplinary Designer

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🌐 Turkey (Open to Global Remote)

## Professional Summary

Multidisciplinary designer with 8+ years of experience spanning UI/UX, product design, branding, and graphic design. Proven track record of delivering end to end design solutions for global brands including PepsiCo, Volkswagen, and Canik Arms contributing to their "2020 Handgun of the Year" award. Experienced in building design systems, leading brand identity projects, and creating user centered digital products across web, mobile, and dashboard platforms. Skilled at working cross functionally with marketing, engineering, and product teams in remote, multicultural environments across the US, Europe, and Turkey.

## Key Skills

- **UI/UX Design:** Wireframing, Prototyping, User Research, Design Systems, Responsive Design, A/B Testing
- **Product Design:** User Flows, Information Architecture, Component Libraries, Design Systems
- **Graphic Design:** Brand Identity, Logo Design, Print & Packaging, Art Direction, Photo Manipulation
- **Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, XD), Webflow, HTML/CSS
- **Soft Skills:** Cross functional Collaboration, Mentoring Junior Designers, Remote Team Communication

## Professional Experience

### Senior UI/UX & Graphic Designer

Oguz Law | (Remote – Silicon Valley, US) March 2025 – Present

Designed and developed the firm's website from the ground up, establishing a modern visual identity and conversion focused layout with integrated contact forms, testimonial sections, and practice area showcases. Created responsive design variants for desktop, tablet, and mobile, ensuring consistent user experience across all devices. Produced marketing collateral, brand identities and social media assets aligned with the firm's brand strategy and demand generation goals.

### Senior UI/UX & Graphic Designer

Bluehour Digital | (Remote – Colorado, US) Sep 2023 – Dec 2024

Redesigned client websites including AROA, Bespoke Concepts, Icarus Medical, and Keyheart Training restructuring sitemaps, resolving UX inconsistencies, and implementing modern design languages. Designed and optimized landing pages focused on conversion rate improvement, integrating case study sections with measurable performance data (e.g., client organic traffic increase displayed as 1,257%). Developed cohesive brand strategies and visual systems for multiple clients across hospitality, medical technology, and outdoor recreation industries.

### Senior UI/UX & Graphic Designer

Trive | (Istanbul, Turkey – Amsterdam, Netherlands) Jun 2021 – Jun 2022

Delivered user friendly trading dashboards and platform interfaces, designing intuitive flows for complex financial data across web and mobile. Contributed to the visual development and branding of 30+ sub brands under the Trive Financial Holdings umbrella primarily web and email assets with rapid 2–3 day turnarounds, plus occasional full website redesigns spanning up to a month. Designed marketing assets and campaign visuals for the company's sponsorship initiatives, including materials for Bayer Leverkusen partnership.

### Senior UI/UX & Graphic Designer

Medya Baba Advertising Agency | (Kocaeli, Turkey) Jul 2018 – Jul 2021

Art directed and designed a 40+ page product catalog for Canik Arms featuring 30 firearm models across sport, personal defense, and law enforcement categories. Directed the photo shoot (3–5 days), executed all photo manipulations, and developed a cinematic visual language inspired by military themed film and game aesthetics contributing to the brand's "2020 Handgun of the Year" recognition. Total project delivery: approximately 2 weeks from research to final revisions. Created neon line technical illustrations for each Canik model with integrated spec callouts, establishing a distinctive visual identity used across catalog, social media, and trade show materials (IDEF'19). Developed branding materials, social media campaigns, and outdoor advertising for major clients including PepsiCo (in-store wall graphics for Doritos, Lay's, Cheetos), Volkswagen (Ark Oto – photo-composited vehicle campaign visuals), and Efe Tur (building wraps and digital ads). Mentored junior designers on design principles, brand consistency, and production workflows.

### Freelance Graphic & UI/UX Designer

Medyarella Advertising Agency | (Remote) May 2021 – Present

Produced impactful logo designs and complete brand identities for diverse clients across food service, wellness, sports, and technology sectors. Co-designed and managed the "Gamador Life" magazine, overseeing every design facet of the publication from layout to print production. Delivered creative solutions spanning print campaigns, digital marketing assets, and UI/UX interfaces.

## Featured Project

### Gamador Assist – Happy City

B2B2C Residential Complex Management Platform

Designed an end to end digital platform centralizing site management processes for residents and administrators, replacing fragmented systems (WhatsApp groups, notice boards, third-party apps). Delivered 129 screens total (54 mobile + 36 desktop for residents, 39 admin panel screens) over a 3 month design cycle. Conducted competitor analysis (Apsiyon, Konsiyon, Apartsoft), identified key market gaps, and developed a strategy built on real time tracking, habit driven engagement, frictionless onboarding, and privacy by design principles.

Created the complete design ecosystem from scratch: user personas, information architecture, wireframes, design system (component library, typography, color system), and high fidelity UI for both mobile app and admin dashboard. Designed a Kanban based task management system with smart prioritization and a transparent request tracking flow with built in mini chat for resident management communication.

## Project Based Works

### Sr. Freelance Product Designer

Radity Technologies | (Remote) (Zurich, Switzerland)

Built a comprehensive design system with custom typography, color schemes, and reusable component library (buttons, inputs, toggles, dropdowns) for scalable product development.

### Sr. Freelance Graphic Designer

Radity Technologies | (Remote) (New York, US)

Designed social media campaigns and marketing visuals for Clearcut Orthodontics, establishing a cohesive visual identity across digital platforms.

### Sr. Freelance Graphic Designer

Geopard GmbH | (Remote) (Frankfurt, Germany)

Designed social media campaigns and marketing visuals

### Sr. Freelance Art Director

Saha Robotics | (Remote) (Kocaeli, Turkey)

Led end to end brand identity redesign including a 29-page brand guidelines book (logo origins, typography system, color palette, usage rules). Designed simple 3D product scene renders for multiple environments (hospital, office, hotel). Created custom robot exterior wraps for enterprise clients including Starbucks, Coca-Cola, IGA Istanbul Airport, Migros, and Speedy Market – delivering multiple design variations per brand. Produced corporate presentation decks, product brochures, roll-up banners, and revamped the company website.

### Sr. Freelance Graphic Designer

Farmakozmetika | (Remote) (Istanbul, Turkey)

Designed social media campaigns and marketing visuals

## Notable Brands & Clients

PepsiCo (Doritos, Lay's, Cheetos) · Volkswagen (Ark Oto) · Canik Arms · Starbucks · Coca-Cola · İGA Istanbul Airport · Migros · Trive Financial Holdings · Bayer Leverkusen · Halkbank · Trendyol · Saha Robotics · Gamador · Radity Technologies · GoArt Metaverse (Damat Tween)

## Education

**Kocaeli University** – Bachelor's Degree, Visual Communication Design Jan 2016 – Jul 2020  
GPA: 3.24 / 4.00

**Dr. Oktay Duran Vocational High School** – Graphic Design & Photography

## Certifications

**Google UX Design Professional Certificate** – Coursera (Authorized by Google) Apr 2026  
7-course program covering end-to-end UX design: user research, wireframing, prototyping, usability testing, and high-fidelity design in Figma.

Credential: [coursera.org/verify/professional-cert/1MUNB55R99P7](https://coursera.org/verify/professional-cert/1MUNB55R99P7)

## Languages

Turkish (Native) | English (Fluent)

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