

GÜLNİDA KARAARSLAN

Graphic Designer & Illustrator

CONTACT

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Ankara, Türkiye

ABOUT ME

Graphic designer and illustrator who graduated from the Department of Visual Communication Design, Faculty of Fine Arts, Gazi University, working professionally in graphic design and illustration. I have delivered corporate identity, corporate presentation, print, trade fair and exhibition, social media and packaging design, as well as motion graphics and video animation, for technology companies, agencies and brands. I take projects from the first idea through to print and digital release.

EDUCATION

BFA, Visual Communication Design
Gazi University, Faculty of Fine Arts
2017 – 2021

SKILLS

- Corporate Identity & Logo Design
- Corporate Presentations
- Print Design (Catalogues, Brochures, Posters)
- Trade Fair & Exhibition Design
- Social Media Design
- Packaging & Label Design
- Motion Graphics & Video Animation
- Illustration & Character Design

SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Figma
- Canva

LANGUAGES

Turkish	Native
English	B1
Korean	A2

EXPERIENCE

Graphic Designer 2024 – 2026
INFINIA · Ankara
- Designed internal corporate presentations, corporate identity materials, social media content and trade fair and exhibition materials.
- For the sub-brand XPZONE: logo, game icons, game visuals, posters, flyers and social media design.
- For HEMS, Marisonia, FİZİX, Scrollup and other sub-brands: corporate presentations, corporate identity materials, social media, trade fair and exhibition content.

Motion Graphic Designer 2023 – 2024
Vavien Creative · Ankara
- Produced social media, motion graphics and video content for the agency's client brands.

Visual Communication Designer 2023
COBIDU · Ankara
- Produced educational video animations for the COBIDU LMS online learning platform.
- Designed internal corporate presentations, corporate identity materials, social media content and trade fair and exhibition materials.

Graphic Designer & Illustrator 2019 – Present
Freelance
- Logo, bottle and tin label, packaging and business card design for food brands.
- Hotel key cards, welcome cards and wooden card designs for hotels.
- Clothing catalogue design for a company abroad.
- Book, map and character design for a printed fantasy novel.
- T-shirt and tote bag illustrations for apparel brands.

INTERNSHIP EXPERIENCE

Graphic Design Intern 2021
Turkish Red Crescent (Türk Kızılay) · Ankara
- Designed social media content and print materials such as catalogues and brochures.

Illustrator 2020
Grand National Assembly of Türkiye — 100th Year · Ankara
- Illustrated a children's colouring book for the centenary of the Republic.