



Emrah Kara
Senior Art Director - Contractor

KT13 8DX Surrey-London

Email: emrahkara@icloud.com

Mobile: +44 7376 261359

Portfolio: <https://dribbble.com/ekara86>

Website: <http://wooweffect.com/>

Summary

I am a multidisciplinary designer mainly focusing on digital. I completed my BA degree in graphic design, specialising in brand identity, illustration and digital design in my final year.

For the past nine years, I have worked as a graphic designer, art director and team leader in some international companies and digital-based startup projects. I am passionate about user-centric experiences. I believe that the basics of graphic design are also crucial for digital design.

In January 2017, I moved to England and founded my own company . I am fully open to new challenges and horizons. I would like to contribute to any kind of design-related projects where I can share my experiences and broaden my vision.

Key specialities: Art Direction, UI/UX Design, Brand Identity, Print & Graphic Design, Illustration, Wireframing, Prototyping, Adobe Creative Suit, Sketch App, Illustrator, Photoshop, Invision, Principle App

Experience

Founder at Woow Effect - October 2017 - Present

Woow Effect is proficient in an array of services that can help elevate and empower your company or organization. We work with our clients to build comprehensive, thoughtful, and purpose-driven identities and experiences.

Product & Brand. Senior Art Director - Contractor at Fiinu - October 2017 - March 2018 (6 months)

Fiinu is a British banking start-up undergoing the Bank of England authorisation. Their goal is for customers to be in a better financial shape after they join them. Also, Fiinu has the world's first Bank Independent Overdraft (BIO).

I work as a Senior Art director-Contractor in Fiinu and my responsibilities are:

- Brand development.
- Full responsive HTML5 website design.
- UX research and UI development for the mobile app.
- Working with project manager and front-end developers both for web and mobile app projects.
- Designing presentations and documents for potential investors.

Art Director at Mateli - August 2016 - January 2017 (6 months)

Mateli is a spin-off from the Global Kapital Group and its undergoing bank license authorisation process in the United Kingdom. Mateli's goal is to approach and help its customers who are currently being 'left out the room' by banks using out-dated credit referencing methodologies and unfair credit procedures.

Key responsibilities:

- Leading and helping to define the project scope with the creative team and stakeholders.
- Concept design and implementation of branding materials such as logo designs, letterheads and adverts.
- UX researching, sketching, wireframe and UI designing for the company website and mobile app.
- Creating visuals, animations, layouts to presentations and proposals for the marketing team.
- Conducting job interviews for the candidates who are about to join our team.

Skills:

- Proficiency in Adobe Creative Suite, Sketch App, Photoshop, Illustrator, Marvel App, Media Encoder, Adobe Flash, Principle App, Invision, Craft Plugin
- Basic understanding of HTML5, Bootstrap, JQuery, JavaScript, SEO, Google API, Facebook API

Digital Product Designer at myKredit - August 2015 - July 2016 (1 year)

MyKredit is an international consumer lending firm, offering short-term financing solutions for the underbanked in the United Kingdom, Spain and Australia.

Key responsibilities:

- Creating branding assets including Logo design, letterhead, wall signs
- Designing fully responsive corporate website which has to be in line with the brand identity.
- Working with product owners and web and mobile app developers in an agile environment.
- Doing UX research, wireframing and bringing the finalized layouts in high-fidelity mockups.

Used software and methodologies:

Adobe creative suit, Sketch app, Marvel App, After Effects, Basecamp, Kanban, Sketching, Digital Illustration, Character designs for company introduction animation

Art Director at GKFX - June 2010 - August 2015 (5 years 3 months)

GKFX is a global online trading provider, established in 2010, offering its clients a wide range of trading products. They developed an individual service for their clients, giving customers access to financial markets through industry-leading technology using a wide range of products. Key

Responsibilities:

- Creating the brand identity and define a consistent image for the company.
- Designing website, microsite, landing pages, animated banners, Facebook ads, iPhone applications and print materials.
- Attending marketing meetings.
- Working and assisting the creative director.
- Conceptualizing social media and marketing visuals and guiding to junior designers to execute them.

Accomplishments:

GKFX has become one of the fastest-growing financial companies in the world. Me, as an art director, I worked to raise the awareness of the brand on a global scale from the 1st day of this project. Today, GKFX is operating with more than 2000 employees with a strong presence in the financial realm.

Freelance Designer at Wutabout - December 2012 - November 2014 (2 years)

Wutabout was a startup project of a group of innovative and excited souls with the same enthusiasm. I worked as a freelance designer for the project.

My responsibilities:

- Designing websites and banners.
- Creating visuals to be used on social platforms.
- Producing motion graphics

Web interface design specialist at Dreams&Bytes - March 2010 - June 2010 (4 months)

Dreams&Bytes is a full-service digital agency founded in January 2000. It was the place where I had my first real experience of digital and interactive design. I participated in many projects as a Web Design Specialist for many brands serving in nationally and also internationally such as Migros, Ipragaz, Unilever, Bosch.

Responsibilities:

- Coming up with concrete solutions for web interfaces, landing pages and social media banners.
- Reimagination of existing visuals for the e-commerce websites.
- Designing e-mail newsletters.

Graphic Designer at Sevor Design - July 2009 - February 2010 (8 months)

I worked mainly on printing and outdoor graphics in Sevor. Besides, I gained experience in web design and advergaming. I also completed my advergaming thesis project during this period.

Responsibilities:

- Design development and execution for brands.
- Creative thinking for outdoor ads.
- Logo, logotype, letterhead or packaging designs for small-size companies.

Education

Dokuz Eylül Üniversitesi - İzmir/Turkey

Bachelor of Graphic Design, Graphic Design, 2005-2009

Yuksel Yalova - Anatolian Fine Arts High School - Aydin/Turkey

High School Degree, Design and Applied Arts, 2000-2005

Language

English - Professional working proficiency

Turkish - Native or bilingual proficiency