Ferdi Özkaya

ART DIRECTOR & PRODUCT DESIGNER

Selected Works, 2022 — 2026

+90 553 980 92 49 ferdiozkaya@outlook.com Ankara, Türkiye
ferdiozkaya.com linkedin.com/in/ferdiozkaya

Contents

	Profile	03
	Experience	04
01	*Brand Identity*	05
02	*Social Media Design*	06
02.1	Instagram Grid System	06
02.2	Republic Day Series	07
02.3	10 November Atatürk Remembrance	08
03	*Video & Motion Graphics*	09
04	*Layered Maps*	10
04.1	Layered World Map	10
04.2	Country & Continent Maps	11
05	*Metal Wall Art*	12
06	*Islamic Serveware & Decor*	14
07	*AI-Assisted Visualization*	15
08	*Ministry of National Defence*	17
08.1	Mobile App Interface	17
08.2	Executive Office Phone Directory	17
09	*Logo Design*	18
10	*Poster Design*	19
10.1	Campaign Posters	19
10.2	Anti-Poaching Poster	20



Ferdi Özkaya

ART DIRECTOR & PRODUCT DESIGNER

I am a designer with experience across many branches of graphic design. I have worked at every stage from idea to finished product: from industrial products ready for laser cutting and UV printing to mobile interfaces, from vector illustration to photo retouching and video editing. Today I am taking this experience a step further by bringing AI into my workflow alongside evolving technology, and I keep learning and growing.

Skills

Technical & Software
Adobe CC (Illustrator, Photoshop, After Effects, Premiere Pro), Microsoft Office, Google Drive, Cloud Technologies

Production
Laser Cutting Prep, UV Print Prep, Industrial Design, 3D Thinking

Modern Workflow
AI (Claude, ChatGPT, Gemini), Structured Prompting (JSON), E-commerce Image Optimization

Languages
Turkish · Native
English · A2

Education

Ankara Hacı Bayram Veli University
BA, Graphic Design
2022 · GPA 3.31 / 4.00

ANF Vocational & Technical Anatolian High School
Graphic Design
2017 · Graduation Grade 71 / 100

Online

Website
ferdiozkaya.com

LinkedIn
linkedin.com/in/ferdiozkaya

Instagram
@ferdiozkaya1

Recognition

Certificate of Appreciation · Ministry of National Defence
Alpaslan Kavaklıoğlu, Deputy Minister

Certificate of Appreciation · Ministry of National Defence
Ensar Kılıç, Advisor to the Minister

Certificate of Service · Ministry of National Defence
Serkan Acar, Head of Software Technologies Dept.

Experience

2026 — PRESENT

Art Director

Vip Fen Bilimleri Head Office

- Standardized the brand identity and visual language to keep every branch of a multi-branch chain visually consistent.
- Designed a system of 100+ original templates so branches can produce on-brand content.
- Integrated AI into design and content workflows; set up image generation, retouching and automation pipelines.
- Created inter-branch communication guidelines and an automated content archive.
- Copywriting, scripting, editing and post-production for promotional and social media videos.

2024 — 2026 · GLOBAL E-COMMERCE & HOME DECOR

Industrial Product & Graphic Designer

IWA Concept

- Took 100+ products, led by wooden and metal maps, from concept to mass production.
- Stylized precise borders, river networks and historic architecture as vectors and turned them into production-ready layered maps.
- Prepared technical files for laser cutting and UV printing on acrylic, glass and metal; handled CMYK profiles and print optimization.

2023 — 2024 · 5 MONTHS

Designer & Print Operator

DTF Digital Print Studio

- Product design for the Trendyol marketplace, custom artwork for customers and end-to-end management of the print process.

2022 — 2023 · 11 MONTHS

Graphic Designer (Reserve Officer)

Ministry of National Defence

- Designed the Ministry's mobile app (UI/UX) and closed-network web interfaces to modern standards, in line with its corporate identity.

01

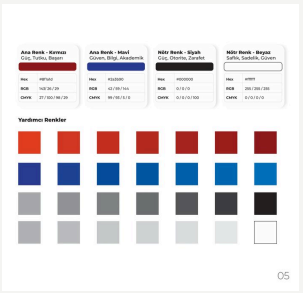
Brand Identity

Konsept VİP Fen Bilimleri · Logo, Brand Guidelines and Business Card
Logo Design, Brand Guidelines, Typography, Print Design





Logo versions



Color palette



Typography



Business card

PROCESS

The logo, colors and typeface of a multi-branch education institution were being used inconsistently across channels. An atom of orbiting dots stands for science, with VİP at its core standing for the institution. The logo's proportions and clear space were defined; vertical, horizontal, tagline and branch versions were produced with single-color and white variants. A primary palette was built from the institution's burgundy and navy, with supporting colors from their tints; the Montserrat family was set for every level from headline to footnote. The rules were applied to the business card and collected in a single guideline.

02.1

Instagram Grid System

Konsept VİP · Head Office and Branch Instagram Profiles
Grid Design, Social Media Design, Brand Identity



Head Office · a six-post board in a navy frame



Branch · same structure, a different color per column







PROCESS

To make the profile read as one whole rather than a scattered feed, the grid was built as a six-post board. Top-row posts open with a logo band and bottom-row posts close with one; circular corner details and curved lines form a frame around the board. The branch account keeps the same frame and gives each column its own color. Because Instagram shows the newest post first, the posting order was planned around this layout.

02.2

Republic Day Series

Konsept VİP · 29 October, a three-post grid that joins on the profile, plus Reels
Post Design, Grid Design, Photo Compositing



Profile view: side by side, the three posts form one scene with 29 · Ekim (October) · 1923 across the sky.







PROCESS

Three posts were designed for Republic Day that work on their own and join up on the profile. Each carries part of Atatürk's words: free in thought, free in conscience, free in knowledge. The design was made as a single panorama and split into three; read side by side, the bottom lines form the sentence "The Republic is 103 years old, many happy returns." The middle post was also turned into a 14-second animated Reels version.

02.3

10 November Atatürk Remembrance

Konsept VİP · A three-part remembrance grid with a Reels in the middle
Post Design, Grid Design, Video Editing



Profile view: two posts and the Reels in the middle share the same black ground and thin type, reading as a single remembrance page.



PROCESS

The left post carries a mourning ribbon, Atatürk's words "To see me does not necessarily mean to see my face" and his signature; the right post pairs a black-and-white photo of him with the line "We guard what he entrusted to us." The 30-second Reels in the middle opens with a clock ticking to 09.05 and runs in black-and-white footage from that morning to today's classrooms.

03

Video & Motion Graphics

Commercials, Reels and LED Screen Animations
Script, Editing, Motion Graphics, Sound



Education Model
Kindergarten commercial · 40 s
WATCH ↗



Curious Kids
Kindergarten commercial · 51 s
WATCH ↗



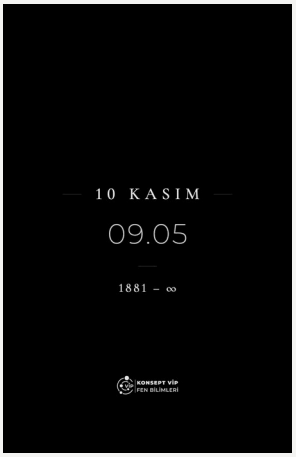
Little Hands
School commercial · 40 s
WATCH ↗



Tutoring Campaign
Commercial · 24 s
WATCH ↗



29 October Reels
Animated post · 14 s
WATCH ↗



10 November Reels
Remembrance video · 30 s
WATCH ↗



On Off Coffee · Entrance
LED screen · 7 s loop
WATCH ↗



On Off Coffee · Dessert Area
LED screen · 10 s loop
WATCH ↗

PROCESS

For the school commercials, raw footage was edited to a script and delivered in 9:16 vertical format with on-screen text, music and sound. Static posts were animated layer by layer, and a café campaign poster became short LED screen loops that can be caught at a glance.

WATCH THE VIDEOS

Scan with your camera or click the images.

ferdiozkaya.com

04.1

Layered World Map

Layered Wood and Metal World Map
Vector Illustration, Production Prep, Material Knowledge





PROCESS

To get the most out of the products visually, geographic detail (borders, roads, river networks, etc.) was built precisely as vector layers in Adobe Illustrator. Laser cutting tolerances and UV print registration shifts were calculated, and production issues caused by transparency in the vectors were fixed in advance.

04.2

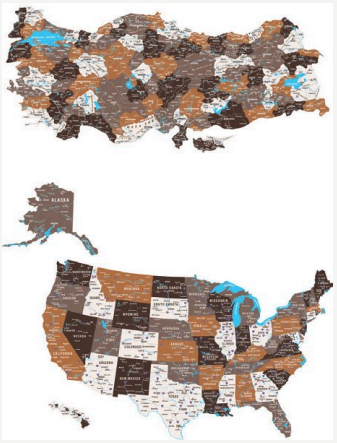
Country & Continent Maps

Layered Wood and Metal Country/Continent Maps
Vector Illustration, Production Prep, Material Knowledge









PROCESS

On the Türkiye, Europe, Italy and USA maps, province, state and country borders were drawn as separate layers; each region became a closed vector so it is cut as an independent piece. The regional icon sets that ship with the products (buildings and landmarks) share the same line style. Color palettes were optimized separately for UV printing so they look consistent on wood and metal.

05

Metal Wall Art

Metal Wall Art

AI-Assisted Illustration, Production Prep, Material Knowledge



PROCESS

The designs were optimized for UV printing and CNC/laser cutting so they could go straight into production. UV bleed was calculated and cutting tolerances set to production standards. For multi-piece works, center-of-gravity checks guided the balance and hanging points. Parts were nested on the metal sheets for the most efficient layout, cutting material waste; likely print and cut errors were prevented at the design stage.

Note · The illustrations were made with AI assistance; the product concept, the split into parts and all production files are my own work.

05 *Metal Wall Art*





06

Islamic Serveware & Decor

Islamic Serveware and Decor Product Design

Industrial Product Design, Vector Drawing, 3D Thinking, UV Printing, Laser Cutting, Material Knowledge









PROCESS

A product family for Ramadan and holiday tables: iftar stands, cutlery holders, napkin holders, incense burners and tabletop decor. Parts are laser-cut from acrylic sheets and slot together; joint tolerances were set by material thickness. Arabic calligraphy and geometric patterns were vectorized so fine detail survives cutting without breaking.

Note · The product designs are mine; the presentation images are AI-assisted visualizations of the physical products.

07

AI-Assisted Visualization

Product Imagery for Islamic Products and Tabletop Decor
Prompt Engineering, Image Optimization, Post-Production



PROCESS

To lift conversion on e-commerce platforms, AI visualization was used as an alternative to traditional product photography. Structured JSON prompts gave precise control over ambient lighting, depth of perspective and surface texture. Raw outputs were finished with typography and Adobe Photoshop post-production into lifestyle images ready for international sale.

07 *AI-Assisted Visualization*





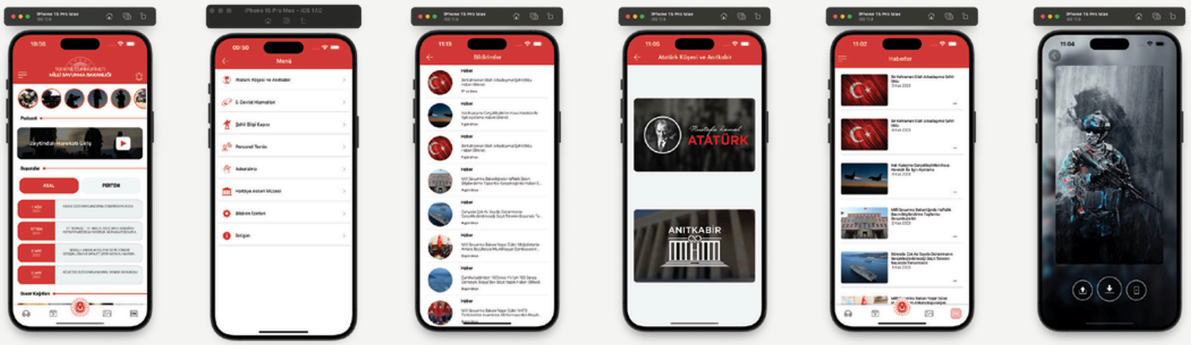
Left: the dimensioned product image. Right: AI-assisted lifestyle variations of the same product in different scenes and lighting.

08

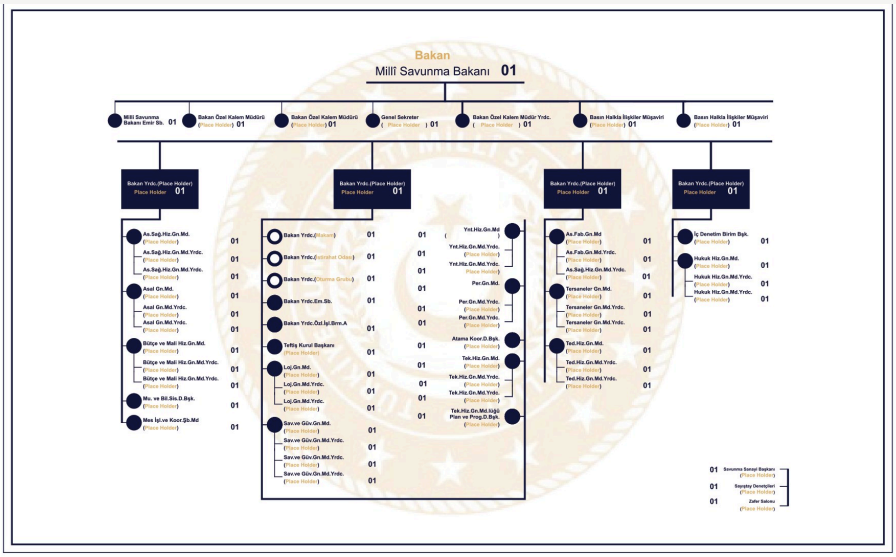
Ministry of National Defence

Mobile App Interface · Executive Office Phone Directory
UI & UX Design, Icon Design, Information Architecture

08.1 *Mobile App Interface*



08.2 *Executive Office Phone Directory*



PROCESS

The app's home, menu, news, gallery and media screens were designed as one interface system tied to the Ministry's identity, with shared color, typography and icon language. For the executive phone directory, a multi-level hierarchy became a legible org chart where any unit can be found quickly. Names and numbers are shown as placeholders for confidentiality.

09

Logo Design

Logo Design, Typography, Brand Identity



09.1 *Konsept VİP Fen Bilimleri*

Orbiting dots stand for science and VİP at the core for the institution; used in vertical, horizontal and tagline versions.



09.2 *MSB Software Technologies*

The crescent and star connect to software through lines that recall circuit traces; the circular seal form keeps institutional gravity.



09.3 *Novis*

Two leaf forms join to make the letter N; a simple, strong mark that reads at small sizes.



09.4 *Furni Treasure*

The frame-shaped icon suggests furniture and interiors, balanced with a strong, tight typeface.



09.5 *FiNC Yapı & Mimarlık*

The N is built from column and arch forms, giving the logotype an architectural character.



09.6 *Doko*

A drop and a leaf merge into one silhouette for a natural, simple mark.

10.1

Campaign Posters

Konsept VİP Practice Exam Club · On Off Coffee
Poster Design, Print Design, Prepress



Practice Exam Club · 50×70 cm poster



Coffee's on Us with Dessert · 50×70 cm poster



Practice Exam Club · 150×50 cm banner

PRACTICE EXAM CLUB

To read from a distance outside the branches, the headline, grade level and call to action form the first layer; publisher logos, phone and a QR code sit below. The design was adapted to poster and banner sizes, middle and high school, and two branches: 8 print-ready files.

ON OFF COFFEE

A bold, condensed headline is paired with a handwritten line, so the offer reads in two seconds. A croissant and coffee on a cream ground make a simple, appetizing scene. The same campaign was animated for the café's LED screens (see 03).

10.2

Anti-Poaching Poster

Poster on Illegal Hunting
Adobe Photoshop, Adobe Illustrator



PROCESS

To raise awareness of illegal hunting, a brown bear silhouette was combined with a forest photograph using double exposure. Seeing the habitat inside the animal shows, in one image, that the loss goes beyond a single species; the message is set in simple type that doesn't compete with the image.

Thank You

Thank you for taking the time to review my portfolio. Feel free to get in touch about new projects and collaborations.

PHONE	+90 553 980 92 49
EMAIL	ferdiozkaya@outlook.com
WEB	ferdiozkaya.com
LINKEDIN	linkedin.com/in/ferdiozkaya
LOCATION	Ankara, Türkiye

ADD TO CONTACTS
Scan with your camera