

Ümit Kayabaş

Product Designer

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EXPERIENCE

Mar 2020
Aug 2015

Fresh8 Gaming Product Designer

Fresh8 is a marketing automation platform that allows sports betting operators to generate, publish and track their marketing content. I was responsible with running the Ad product, a dynamic ad tech system that generated relevant layouts, styled for the client, in a wide range of sizes.

Aug 2015
Mar 2013

Misc Initiative Digital Designer/Director

Misc. Initiative is a London based creative studio which provides digital and print services ranging from interface design to branding and motion design to startups around London. Some principal clients are;

Twizoo - Web design, marketing materials, illustrations

Kopiki - Motion design, branding, corporate identity design

Viewsy - UI and UX design

Mar 2015
Jun 2014

Fanbookz Editorial Designer

Fanbookz is a social platform for football lovers where they can share opinions and comment, meet rival fans and predict scores to win prizes. I worked with the editorial team and provided them with hero images for articles. I also undertook web design, print and motion design duties.

May 2014
Jul 2014

Contentment Product Designer

Contentment is a digital start-up, their flagship product being Padify, a digital platform that allows the users to transfer their traditional magazine content to digital formats. My duties consisted of designing layouts and graphic materials as well as providing custom css for certain clients.

Sep 2013
May 2014

Testronic QA Technician

Testronic is a sector leading QA business that provides quality assurance services to companies such as SEGA, Ubisoft, Sony Computer Entertainment, PopCap, Square Enix and Zynga. I was responsible with checking and correcting the user interfaces in various projects.

Jul 2011
Dec 2012

Fromatic Junior Digital Designer

A design agency in the heart of Istanbul, Fromatic provided full range service to a number of clients such as WWF, Watsons and VakifBank. I maintained a full-time designer role, taking on responsive web projects, explainer videos and applications.

Oct 2009
Feb 2010

7Kare Junior UI Designer

7Kare was a tech company whose leading project, NetteHayat, was a Second Life clone for the local audience. I was the lead graphic designer in the project, designing the game UI, promotional materials and splash screens for the game.

EXPERIENCE cont.

Oct 2008
Jun 2009

Istanbul Bilgi University Lecture Assistant / Graphic Counselor
Assisted prominent instructors, including a number of design professors from Domus Academy, Italy. The courses consisted of topics related to all things design from products to urban projects and design history. I also provided **graphic materials** to the **print and web needs** of the educational department.

Feb 2008
Jul 2008

Canlandırınlar Association Animator
Took part in the early stages of Canlandırınlar, an animation initiative that aimed to produce personal projects for various competitions such as Istanbul Animation Festival and Yildiz Short Film Festival (in which I won the 3rd place in **Best Animated Short prize** that year). I did extensive work and research on **digital animation** and **cel animation** during the course of the program.

Nov 2007
Mar 2010

Tiyatro Triole Graphic Designer / Audio Director
Tiyatro Triole was the first theater troupe of Istanbul Bilgi University. I was responsible with the **posters, invitations, teaser videos**. Additionally, I provided the live recordings for musical pieces, operation of live audio and lighting equipment and promotional materials for social media.

since Nov 2007

Freelancer
Starting with my college education, I have been working as a freelancer in a wide array of **graphic design projects** for different clients in **Istanbul and London**.

EDUCATION

2007
2011

Istanbul Bilgi University Visual Communication Design
Graduated with an Honours Degree

SOFTWARE

Sketch, Figma, Principle, Zeplin, XD, Photoshop, After Effects, Illustrator, Premiere, InDesign

LANGUAGES

English Fluent
Turkish Native

HOBBIES & INTERESTS

Synthesizers, comics, inks, brushes, After Effects plugins, sucking at tennis, doodling, pens, music theory, noodles, wikis, graphic novels, donuts.