



# YÜKSEL ADIGÜZEL

## GRAPHIC & WEB DESIGNER

I am a multi disciplined creative designer with experience in online, offline and digital platforms. I offer a comprehensive range of crafted design and combine a wealth of business experience. I have superior technical knowledge, natural flair and desire to design. I believe in the importance of user centred design and feel that any designed product should combine cognitive, cultural, physical, and social factors. As a designer with humane approach my aim is to enable the user/s to access, retrieve and navigate through aesthetically effective information easily in any form.

## EXPERIENCE

### GRAPHIC DESIGNER

**Telgraf Newspaper** *May13 – Continuing*  
Designing page layouts for a weekly Turkish and Kurdish community newspaper based in London. Supporting the newspaper by creating client adverts and web banners.

### SENIOR ONLINE DESIGNER

**Michael Page** *Jan14 – Aug15*  
Designing internal and external websites, email campaigns and online advertising for all online media for PageGroup and their clients. Supporting design group with creative ideas, design concepts, and designs for offline collateral.

### GRAPHIC DESIGNER

**Borro.com** *Aug11 – Mar13*  
Working as the sole designer, in charge of all aspects of web and print design for the company. These included designing for both B2B and B2C sections of the company and updating the company websites, landing pages, weekly e-newsletters, email shots, flash banners and many more. Print work included designing for direct mail campaigns, weekly offers, leaflets, magazine and newspaper advertisements and company banners for conference stands.

### MULTIMEDIA DESIGNER

**CIEH** *Oct08 – Aug11*  
Worked on various projects that range from e-marketing communications, web to interactive media work. Major duties included the regular flow of updating e-mail campaigns, e-banners, e-newsletters and e-books. Also created designs for websites, including graphic elements, site navigation and layout of content for the company's websites'. Additionally to increase the companies' visual identity as a part of duties made recommendations for improvements; these include, the re-design of various e-newsletters and e-mails marketing. Developed new skills by creating e-learning courses; this new experience has expanded knowledge in user interaction, navigation and mapping.

### WEB DESIGNER

**Only Finance** *Mar07 – Aug08*  
Working in a fast-paced finance company with many departments and company partners. The day-to-day duties included creating and updating commercial e-mail campaigns, e-banners and presentations. Additionally responsible for designing and building company websites, partner websites and landing pages. Ensuring projects are created accurately and on schedule. I had worked closely with all parts of the business including directors, managers and developers.

### WEB DESIGNER

**Accidents Direct** *Mar07 – Aug08*  
Working alongside marketing team and the business developer's, to meet their requirements. Duties included creating and updating commercial e-mail campaigns, e-banners and e-newsletters to expand companies' visual identity.

### GRAPHIC DESIGNER

**Duncan Lewis & Co Solicitors** *May06 – Feb07*  
Working for a solicitors firm with several legal departments, was responsible for all aspects of the firm's visual appearance both internal and external. Providing professional and elegant solutions to all their requirements, these included the design of their printed marketing collateral, advertisements and contributing ideas in improving their brand identity.

### JUNIOR GRAPHIC DESIGNER

**Matbaa Design & Print** *Aug05 – Jun06*  
Has created various types of print solutions ranging from leaflets, brochures, magazines, flyers and many more promotional products, with a large selection of stationeries from scratch to finish.

### ICT TRAINER

**5E Limited** *Aug01 – May06*  
Giving ICT tutorials, preparing and carrying out different levels of MS Office workshops to adult's from various age groups.

## EDUCATION

University of Westminster  
**Graphic Information Design BA (Hons)**  
*Oct01/Jul04*

London College of Printing  
**Graphic Design Foundation**  
*Sep00/Jun01*

City & Islington College  
**A Level's**  
*Sep98/Jun00*

George Orwell Secondary School  
**GCSE's**  
*Sep96/Jun97*

## SKILLS

### WEB DESIGN

Creating customer centric, design-focused sites from initial design to build into a responsive, simple to use and user-friendly websites that are optimised for the best desktop and mobile experiences.

### DIGITAL MARKETING

Designing e-marketing materials (e-mail, e-newsletters), social media marketing materials, e-books and flash banners to promote or market products and services to consumers and businesses.

### PRINT DESIGN

Creating print designs which reflect both traditional applications as well as today's online and digital platforms. Good knowledge in use of typography, colours, paper and Adobe Illustrator, InDesign and Photoshop and Quark Xpress applications.

### SOFTWARE

Photoshop, Illustrator, After Effects, InDesign, Dreamweaver, Fireworks, Flash & QuarkXPres  
HTML 5, CSS 3, JavaScript, jQuery, Bootstrap & WordPress  
MS Office: Word, Excel, PowerPoint