

# GIZEM U. OZCIGER

Senior Art Director | Senior Visual Designer | AI Explorer

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## Summary

Senior Visual Designer and Art Director with 7 years of experience crafting impactful **brand identities, user interfaces, and cohesive campaigns for global brands**. Skilled in **leading design teams, integrating innovative concepts like AI-driven solutions**, and **delivering creative strategies that enhance visibility and engagement across platforms**.

## Experience

### Razor Group GmbH

Berlin, DE

#### Senior Art Director

2022 - 2024

- Strengthened leadership by effectively managing a 6 member multidisciplinary team.
- Championed the creation of unified brand identities that improved aesthetic appeal and recognition, leading to a 30% annual revenue growth through premium design execution.
- Increased e-commerce sales through scaling successful 25 Amazon brands as a leading aggregator.
- Provided marketing solutions to prestigious brands, significantly enhancing their outreach in competitive markets.
- Enhanced user engagement and increased sales for premium brands through user-focused website designs.

### Glamly Agency

Istanbul, TR

#### Senior Art Director / Graphic Designer

2020 - 2022

- Created and implemented integrated marketing plans to increase brand visibility and customer engagement.
- Expanded audience reach using targeted outdoor and digital campaigns for brand awareness.
- Achieved narrative cohesion in commercial shoots through conceptualising and storyboarding innovative ideas.
- Directed creative aspects of commercial shoots, ensuring alignment with brand goals and campaign objectives.
- Delivered high-performing campaigns by merging analytical thinking with creative vision.

### 4129 Grey Agency

Istanbul, TR

#### Art Director

2018 - 2020

- Elevated marketing impact for international brands including Nike, Huawei, Maybelline through effective partnerships.
- Fostered stronger audience connections by localising global campaigns to reflect Turkish culture.
- Enhanced brand outreach through the development of engaging outdoor and digital campaigns.
- Ensured engaging narratives in commercial shoots through compelling concept design.

### The Gang Agency

Istanbul, TR

#### Jr. Art Director

2017 - 2018

- Designed impactful advertising campaigns for PepsiCo brands including Lay's, Cheetos and Ice Tea through collaborative efforts.
- Maintained brand consistency by producing social media visuals across various platforms.
- Bolstered brand presence with visually striking creative solutions that resonated with audiences.

## Technical Skills

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Brand Development, UI/UX Design, Creative Strategy, Digital & Print Media, Art Direction, Motion Graphics, AI Innovations,  
3D Design, Team Leadership

## Hard Skills

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Adobe Suite (After Effects, Illustrator, InDesign, Photoshop, Premiere Pro), Figma, Canva, MidJourney, Spline 3D

## Education

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**IED**  
**Arts Management**  
*%75 Scholarship*

**Master Degree**  
**Rome & Florence, IT**

**Yasar University**  
**Graphic Design**  
*%100 Scholarship*

**Bachelor Degree**  
**Izmir, TR**