

----- Resume

Esra Yalcin / Web+Graphic Designer

----- Portfolio

www.esrayalcin.com

----- Get in touch

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Summary

I am a versatile designer with a wide range of experience, from branding to graphic and web design to product development. I can take project through all stages from initial concept and marketing strategy to final production and approvals. Love to create concepts and design an entire story line around them in order to work out a project.

Specialities

----- Branding ----- Identity ----- Brand Guidelines ----- Print Collateral Items ----- Print Design ----- Web Design -----

Promotional Design ----- Advertising Campaigns ----- Packaging Design ----- Retouching ----- Photography ----- Design Thinking

Experience

Web Designer at Macy's – New York, NY ----- 2011 — Present

Conceptualizing and executing designs for macys.com homepage and email campaigns, special events mini-sites, and special seasonal/brand shops.

Web Designer at MAC Cosmetics: Estée Lauder – New York, NY

+Web Production: Retouching, cropping, resizing and preparing collection and product images for maccosmetics.com and international retailer websites.

Web+Graphic Designer at CBS Sports Network – New York, NY 2010 - 2011 — Present

CBS Sports Network Branding, Print Collateral Items, and The Alt Games Project. Building wire frames and graphical designs for the CBS Sports Network digital experience; including the website (cbssportsnetwork.com, thealtgames.com), mobile and tablet platforms. Responsible for the development of page layouts for web packages and other interactive media.

Graphic Designer at Virilion – New York, NY ----- 2009 - 2010

Freelance Graphic Designer to New York based design agency making projects worldwide. Working on projects of branding, web design, interior graphics, illustration, ad layouts and campaigns.

Clients: Blue Cross Blue Shield, South Carolina Department of Commerce, Sirius XL, ChristyTurlington Burns Campaign Every Mother Counts, NRA National Restaurant Association, Chix 6 Broadway Musical, R&R for Children in Court, PULP Project

Senior Designer at Alaaddin Adworks – Istanbul, Turkey ----- 2008 - 2009

Creating concepts and designing graphics for advertising campaigns. Collaboration with teams of art directors, copywriters, marketers and advertisers. Art direction and concept design, involving projects of branding, identity, copywriting, print, editorial, packaging and illustration for clients in culture, retail, hospitality and services industry.

Clients: Garanti Bank, American Express Card, The Centurion Card, Bonus Card, Shop&Miles Card, Procter&Gamble Co. Duracell, Sun Express Airlines, Absolut Vodka, Heineken, Bacardi

Graphic Designer at ICOM Fikir Merkezi – Istanbul, Turkey ----- 2005 - 2008

Clients: Metro Group, M1 Shopping Mall, Ulker Golf Ice-Cream, Vakifbank, Intergum, Love is... Bubble Gum, Johnson and Diversy, Doritos

Computer Skills

Adobe Creative Suit 5 (Photoshop, Illustrator, Indesign, Dreamweaver, Flash), Quark XPress,Power Point, Microsoft Office

Education

BA on German Teaching ----- 1998-2004 Anadolu University

Language

----- English ----- German ----- Turkish -----

Legal Status: Greencard Holder/Permanent resident of United States