



EFE CAN AKAR

CONTACT

 www.efecanakar.com

 +90 544 443 5878

 Pendik/Istanbul/Turkey

 info@efecanakar.com

 [linkedin.com/in/efecanakar](https://www.linkedin.com/in/efecanakar)

LANGUAGE

English

Turkish

Bosnian

Serbian

SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe After Effects

Adobe Lightroom

Adobe XD

Figma

Canva

AI Tools

Office 365

PROFESSIONAL SUMMARY

I am a highly accomplished Designer with over ten years of professional experience, specializing in the Philosophy of Art. My Bachelor's degree in Philosophy equips me with a unique and thoughtful approach to creative work. Proficient in Adobe Creative Suite and various design tools, I consistently deliver innovative, high-quality solutions that exceed client expectations. I have successfully led numerous design projects for both international and local companies, driving significant brand growth and achieving exceptional client satisfaction. My rebranding initiatives and creative campaigns have notably increased brand recognition and sales performance by measurable margins. I am dedicated to continuous improvement and thrive in collaborative environments, fostering creativity and innovation in all my endeavors. Known for my strategic thinking and attention to detail, I have a proven track record of outstanding results, making me a valuable asset to any forward-thinking project.

EDUCATION & CERTIFICATE

Uskudar University (2018-2023)

Bachelor's Degree - Faculty of Humanities and Social Sciences, Department of Philosophy (Specialization in Philosophy of Art)

Graphic Design and Animation (EETAC Approved)

This certificate was given by Istanbul Gedik University and Kurumsal Kampus.
Certificate No: 203002808

PORTFOLIO

LINK:

www.efecanakar.com

QR:



PROFESSIONAL EXPERIENCE

Pin Drinks - Brand & Creative Manager 2024 - 2024

As the Brand & Creative Manager at Pin Drinks, I transitioned from my previous role as Brand & Creative Specialist, leveraging my achievements to drive brand strategy and creative direction. I led a team in creating innovative marketing campaigns that boosted brand visibility and consumer engagement. My responsibilities included strategic brand development, cross-functional collaboration, and cohesive brand messaging across all platforms. I played a key role in launching new products and maintaining a strong brand identity that resonated with our target audience.

Pin Drinks - Brand & Creative Specialist 2023 - 2024

As a Brand & Creative Specialist at Pin Drinks, I played a crucial role in shaping the brand's identity and creative direction. I was responsible for developing and implementing innovative marketing strategies that enhanced brand recognition and consumer loyalty. My key responsibilities included designing compelling visual content, managing social media campaigns, and collaborating with cross-functional teams to ensure cohesive brand messaging. I also conducted market research to identify emerging trends and consumer preferences, which informed our creative approach. My contributions in this role were instrumental in driving the brand's growth and success, leading to my promotion to Brand & Creative Manager.

PROJECTS

Pin Drinks Rebranding Initiative (2024)

Role: Brand & Creative Manager

Details: Led a comprehensive rebranding project for Pin Drinks, including the development of a new brand identity, packaging design, and marketing materials.

Results: Successfully increased brand recognition by 40% and boosted sales by 25% within the first six months post-rebranding.

LLBG Social Media Campaign (2023)

Role: Marketing Art Director

Details: Developed and executed a social media campaign for La Lorraine Bakery Group, focusing on engaging content and interactive posts.

Results: Achieved a 30% increase in social media engagement and a 20% growth in online sales during the campaign period.

Freelance Design Projects (2020-2022)

Role: Freelance Graphic Designer

Details: Provided tailored design solutions for clients in various industries, including technology, healthcare, and fashion. Specialized in logo design,

Results: Successfully completed over 50 projects, with high client satisfaction and several long-term client relationships.

VOLUNTEERING

Volunteer Instructor, Tasarım Atölyesi Kadıköy (TAK)

—2023

Conducted workshops on graphic design and creative thinking for youth and adults. Assisted participants in developing fundamental design skills.

Nature Education Programs, TEMA Foundation

—2021

Volunteered as an instructor in nature education programs organized by TEMA Foundation. Conducted awareness activities on natural resource conservation and sustainable living.

La Lorraine - Marketing Art Director

2023-2023

As a Marketing Art Director at La Lorraine Bakery Group Turkey & Middle East, I enhanced the visual appeal and marketing effectiveness of our bakery products. I created visual content, including packaging and promotional materials, aligning with the brand's identity. Collaborating with marketing and sales teams, I developed and executed creative campaigns. Conducting competitor analysis and consumer research, I ensured our strategies were innovative and impactful, significantly boosting brand visibility and sales performance across the region.

Bal Agency - Sr. Graphic Designer

2022-2023

As a Senior Graphic Designer at Bal Agency, I led the design team in creating compelling visual content for diverse clients. My responsibilities included developing innovative design concepts, overseeing high-quality graphic materials, and ensuring brand consistency. I collaborated with clients to translate their vision into effective designs and mentored junior designers. My contributions enhanced client satisfaction and boosted the agency's reputation for exceptional creative solutions.

Freelance - Graphic Designer

2020-2022

As a Freelance Graphic Designer, I worked with diverse clients across Europe and North America, providing tailored design solutions for various industries, including technology, healthcare, and fashion. I specialized in creating logos, branding materials, websites, and marketing collateral. This experience honed my ability to manage projects independently, communicate effectively with international clients, and deliver high-quality designs. Freelancing broadened my creative horizons and enriched my portfolio with successful projects.

LDS Ambalaj - Graphic Designer

2016-2020

As a Graphic Designer at LDS Ambalaj, a local packaging company, I ensured the accuracy and quality of print-ready designs. My role involved reviewing and correcting errors, collaborating with the production team to maintain high print standards. This position honed my skills in quality control and precision, ensuring all packaging materials met the company's and clients' expectations.

Opus Teknoloji - Jr. Graphic Designer

2014-2016

As a Junior Graphic Designer at Opus Teknoloji, a local company specializing in computer peripherals, I created visual content for marketing materials, including brochures and digital advertisements. I collaborated with the marketing team to ensure designs communicated our brand message effectively. This experience helped me develop foundational graphic design skills, understand brand consistency, and gain practical knowledge in design software, setting the stage for my future growth in the field.