



Senior Brand & Visual Designer

Tarık Soysal

Education

Bachelor's Degree, Visual Communication Design

Anadolu University

Bachelor's Degree, Business / Commerce

Anadolu University

Skills

- Fg** Figma
- Ps** Adobe Photoshop
- Ai** Adobe Illustrator
- Pr** Adobe Premiere Pro
- Ae** Adobe After Effects
- AI** AI Image Generation
- AI** AI Video Creation

Expertise

- Brand Identity
- Campaign Design
- Static Ad Design
- Performance Creative
- Motion Graphics
- Art Direction
- Design Systems
- UI / UX Design
- Typography
- Visual Storytelling
- Design Thinking

Certification

UI/UX Design Specialization

Academy of Arts and Design, London

UX/UI

Mindset Institute

Portfolio

Bē

All my work
on Behance
[behance.net/togas](https://www.behance.net/togas)



Contact

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- Beyoğlu, Istanbul, Türkiye

Profile

7+ years of experience in campaigns, social media creatives and visual communication. Managing visual language, art direction and production quality end to end while carrying ideas from concept to execution; integrating AI naturally into the production process. Working independently and within teams, giving direction to the team.

- Developing creative concepts for campaigns and projects, carrying ideas through to execution
- Building a brand's digital voice through social media, banners, mailing, animation and video
- Photoshop, Illustrator, After Effects and Premiere Pro production; print preparation
- Figma UI design and asset production; UI/UX design certifications
- AI-assisted ideation, concept visualization, variations, video and motion production
- Setting a consistent, high creative standard in typography, composition, color and illustration
- Reading CTR and CPI data and improving creatives based on it
- Following design, technology and AI trends, proposing new tools and methods to the team
- Time planning, giving and receiving feedback, clear presentation, collaborative teamwork

Work Experience

Senior Graphic Designer

Bolt Insight · Remote, London, UK

Sep 2023 – Jun 2026

- Led brand and visual communication across product, marketing and digital channels.
- Built the company's visual identity system, including logos, color palettes, typography and cross-channel design guidelines.
- Created multi-market campaign, performance, motion and AI-assisted creative assets.
- Collaborated with leadership, product and marketing teams to deliver goal-focused visual solutions.

- Figma
- Design Systems
- Brand Identity
- Product UI
- Art Direction
- Motion Design
- Design Guidelines

Senior Graphic Designer

Yemeksepeti · Istanbul, Türkiye (Hybrid)

2018 – 2023

- Designed campaign visuals and digital assets for web, mobile and in-app channels.
- Led an approximately 11-person visual content team and supported production planning and quality control.
- Improved internal workflows, helping the team complete a six-month production target in approximately one month.
- Edited and added restaurant food images, banner and hero images across the platform.
- Communicated directly with chain vendors on visual content needs.

- Campaign Visuals
- Banner Design
- Photo Editing
- Visual Merchandising
- Design Thinking

Languages

Turkish

Native

English

Professional

Social Media

linkedin.com/in/tarik-soysal

behance.net/togas