GİZEM KORUCU

Visual Communication & Graphic Designer | Industrial Designer

Ankara, Türkiye | Open to relocation
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PROFESSIONAL SUMMARY

Visual Communication & Graphic Designer with 5+ years of experience producing campaign, e-commerce, print and exhibition materials for marketing teams. Industrial Design background adds product, 3D and production-process awareness, with hands-on experience taking work from concept to production-ready execution.

CORE SKILLS

Graphic Design | Visual Communication | Campaign Design | Brand Communication | E-commerce Design | Print Production | Packaging | Exhibition Design | Industrial Design

PROFESSIONAL EXPERIENCE

Patis Food Group / Patiswiss | Graphic Design Specialist

Apr 2025 - Feb 2026 | Ankara

- Designed multi-channel marketing assets for Patiswiss, Patisinno, Patislove and Patis Food Group across social media, web, e-commerce and corporate communication.
- Created e-commerce assets for the Patiswiss website, Trendyol, Hepsiburada and Migros, plus recurring campaign e-mailings averaging 3-4 per month.
- Produced exhibition graphics and collateral for 6 trade fairs (5 international, 1 domestic), alongside approximately 5 brochures and revisions to 4 product catalogues.
- Prepared print-ready corporate and promotional materials including vehicle graphics, staff ID cards and influencer gift packaging.

Pazaryeri Converter | Graphic Designer

Aug 2024 - Nov 2024 | Ankara

- Created social media, digital advertising, website visuals and promotional video assets for eTrendPazar.

DELİ BİLSEV | Visual Communication Designer

Mar 2024 - Aug 2024 | Ankara

- Developed social media and advertising materials; conducted competitor research and benchmark presentations to help define Deli Store's visual direction.
- Supported 2 brand events, contributing to organization, venue graphics and photography.

PROFESSIONAL EXPERIENCE

ENNE Furniture | Visual Communication Designer

Mar 2022 - Feb 2024 | Ankara

- Designed social media, catalogues, magazine advertising, showroom graphics and retail communication for ENNE.
- Designed 2 major annual product catalogues and seasonal window/in-store graphics for domestic and international showrooms, adapting artwork to location-specific dimensions.
- Produced international trade fair communication including Salone del Mobile Milano, plus recurring print ads for Maison Française and ELLE and seasonal billboard campaigns.
- Managed direct print-supplier communication from production preparation through delivery; also developed packaging concepts for accessory collections.

Arlentus Control | Industrial Designer

Apr 2021 - Feb 2022 | Ankara

- Worked across product design, product catalogues, icon systems and supporting brand identity materials.

Bionluk | Freelance Designer

Jul 2020 - Apr 2021

- Created brand identities, packaging, logos, illustrations and 3D models for freelance design projects.

EARLIER DESIGN EXPERIENCE

Venn Industrial Design Consultancy | Industrial Design Intern

Sep 2019 - Dec 2019 | Ankara

UX/UI and 3D product design support.

Vestel, R&D, UX/UI Design Group | Design Intern

Jan 2019 - Apr 2019 | Manisa

Benchmark research, automotive-app wireframes, baby-monitor design and 3D SLA prototyping.

Bürosit, R&D, Design Unit | Design Intern

May 2018 - Aug 2018 | Bursa

Furniture concepts, ergonomics testing and manufacturing-process exposure.

ADDITIONAL CREATIVE EXPERIENCE

Karga Tiyatro | Social Media Designer

2024 - Present

Ongoing social media visuals and communication materials for theatre productions, events and announcements.

Kız Başına | Social Media Designer

Feb 2021 - Jun 2021

Social media design and research/news-based visual content for the women-focused digital community.

EDUCATION

TOBB University of Economics and Technology | Industrial Design, B.Des. | 2015 - 2020

Anadolu University | Public Relations and Advertising | 2020 - 2025

DESIGN TOOLS

Adobe Illustrator | Adobe Photoshop | Adobe InDesign | Rhinoceros 3D | KeyShot | Figma | Canva

LANGUAGES & INTERESTS

English - Professional Working Proficiency | TOEFL ITP: 543 | Theatre