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**UEMIT OEZCAN**  
**Senior Digital Creative**

**EXPERIENCE**

**2012 – Current    Digital Creative @ Barclays Bank PLC**

Responsible for digital creative output in the digital banking division at Barclays bank headquarters in Canary Wharf. Successfully created digital strategies & innovative solutions for variety of applications involving:

- UI design
- UX consultancy
- Creative webpage designs, campaign sites & banners
- Digital product conceptualisation & innovation

Achievements:

Ongoing

**2007 – 2012        Digital Creative Director @ Citizen Brando**

Responsible for digital creative direction in the London office of the international PR group Citizen Relations, offering traditional media relations, digital & social media and experiential marketing. Successfully created and directed digital communications strategies for a broad list of clients, including:

- Sony Mobile formerly Sony Ericsson (Microsites, online campaigns)
- Three UK (Facebook presence, applications & bespoke tabs)
- Bupa (Microsites, online campaigns)
- Dr. Oetker (Facebook presence, applications & bespoke tabs)
- Zurich (Microsites, online campaigns)
- Lloyds TSB (Online campaigns)
- Barclays (Microsites, online campaigns)
- British Red Cross (Facebook presence, applications & bespoke tabs)
- Jobsite (Microsites, online campaigns)
- Citizen Relations (Branding, website relaunch, collateral)

Achievements:

Strengthened & maximised the digital prowess of the agency, established collaborative relationships between the international offices and within the agency group. Involved in successful launches of numerous digital & social media campaigns resulting in a diverse choice of creative solutions for a variety of online and social networking platforms

**2007 Senior Digital Art Director @ Interresource New Media**

Developed successful online concepts following user-centred design principles and utilizing usability measuring methods (eye-cams, targeted user-group testing etc.) with a client list, including:

- The Conservatives (Website concepts & design)
- five.tv (Social networking concepts & design)

Achievements:

Helped to reshape the digital output and established touch points between the technical department and the creative team

**2007 Senior Digital Art Director @ Smarteez**

Successfully created and directed digital communication strategies for a broad list of clients, including:

- ROAD Communications (Website concept & design)
- The Flagmakers (Website concept & design)
- David Lloyd Leisure (Pitch concepts – website concept & design)
- The PC Guys (Website concept & design)
- Digital Rock (Website re-design)
- Marco Betti Photography (Website concept & design)
- Batchelors 'Cup a Soup' product website (Website design)
- Sportsworld (Pitch – website concepts & design)
- Reach (Pitch – website concepts & design)
- McNeil (Interactive CD-ROMs)
- Intuit (E-mail newsletters)

Achievements:

Conceptualised & created the entire digital creative output of the agency

**2006 Freelance Senior Art Director/Designer @ Forward Group, LIQUID 360, Spinnaker, Space Agency, Haygarth, Golley Slater and MRM worldwide**

Successfully worked on digital communication strategies for a variety of digital agencies and their illustrious client lists, including:

- Microsoft UK Licensing website (Website redesign) & promotional banners (Development & design)
- Oli (Website redesign)
- Gillette interactive promotional banners (Concepts)
- Tesco's Baby Club (Website development & design)
- South West Trains promotion (Microsite design)
- The National Bingo Game Association (Website design & coding)
- International Airline Passenger Association (Website design & coding)
- Sony Pictures intranet (Website design)
- Sony Pictures newsletter (Design)
- Dove (Website design & pitch presentation)
- Timotei (Website design)

**2006 Senior Designer @ Henrion Ludlow Schmidt**

Created and developed innovative corporate designs for a wide range of the agency's client list, including:

- Daimler Chrysler (Guideline maintenance)
- Meridian Delta Limited (Way finding system design & conception, naming)
- Dresdner Bank (Image brochure/literature)
- Bremer Landesbank (Corporate design)
- BASF (Annual report, pitch concepts)
- Atradius (Repositioning, naming)

Achievements:

Significantly engaged in every step of the process from strategic brand positioning to final designs

**2005 Freelance Art Direction @ Springer & Jacoby Design UK Ltd**

Mercedes-Benz (Welcome pack redesign)

**2004 Senior Art Direction @ Scholz & Friends Dialog Group / gkk Dialog Group**

- BMW Group (The BMW welcome pack, literature, DM, promotions, mailings, online/interactive)
- Vodafone (Newspaper-ads)
- American Express (Co-ops, print, promotions, mailings)
- Continental Truck Tyres (Pitch)
- Oppenheim Prumerica Private Banking (Pitch)
- USM Modular Furniture (Print)
- Philipp Morris (Pitch)
- MINI (BMW Group) (Literature, DM, promotions, mailings, online/interactive)
- DTC Diamond Trader Company/De Beers (Brochure, photo-shooting)
- Deutsche Bank/DWS Investments (Annual report, literature)
- Null Zwo (Logotype, online/interactive, advertising campaign)

**2002 – 2004 Art Direction @ J.W. Thompson**

- ish Broadband (corporate design, literature, advertising campaign)
- Beck's Beer (advertising posters, POS-material, promotions)

**2001 – 2002 Art Direction @ Ogilvy**

- Die Bahn AG (pitch)
- O2 (literature, brochures)
- IBM (literature, DM campaign)
- American Express (literature)
- Motorola (booklet)
- Deutsche Lufthansa AG (pitch)
- Game it! Software (advertising campaign, corporate design, online/interactive)

## **SKILLS & CRAFT**

**Perfectionist, bold, team-player** – Refreshingly open, thoughtfully honest & laughably vain

**Intelligent digital design direction** – Remarkable success in delivering solutions & concepts for desktop, digital & online, mobile, above & below the line.

**Strategic thinker** – An integral member of several successful new business pitch teams

**Media neutral** – Extensive experience in a wide range of online & offline disciplines

**Core Skills** – Originating ideas. Developing concepts. Building engaging ideas for desktop, mobile, online & offline media

**Profound technical background** in desktop, web & mobile development – from budgeting, resourcing, scoping & wireframing to build, Q&A/cross platform & browser testing, deployment & support

**Practical experience** in HTML 4/5, CSS 2/3 and working knowledge in JavaScript, PHP & MYSQL/LAMP server environments, Flash and emerging web & mobile technologies

**Vast experience** with popular APIs and open source technologies, software & content management systems

**Strong expertise** in user-centred design, information architecture and usability & accessibility

**Excellent knowledge** of all current creative- & office application-suites, including analytical & online monitoring software applications, web development-, wireframing- and project management-suites

**Internationally recognised** – Personal online portfolio been featured in UK's best selling internet magazine ".net magazine" issue 164 (print edition) in the column "10 hottest websites of the month". Websites designed and developed have been featured on over 20 international web design showcase galleries

## **PERSONAL**

\*8th of March 1974 in Mainz, Germany  
Nationality: German

## **EDUCATION**

1995-2000 Studies of Communication & Design @ the **University of Applied Sciences, Mainz, Germany – October 2000 Graduation as Designer (MA)**

## **FURTHER EDUCATION**

1997 First Scholarship @ the **Royal Academy of Fine Arts in Brussels** in Oil painting, Drawing, Illustration and Photography

1999 Second Scholarship @ the **Ichthus University in Rotterdam** in International Finance, Marketing, Law & Strategic Marketing

## **EMPHASIS OF STUDIES**

Design Management @ Professor H.-F. Krebs

Design History @ Professor U. Simons

Psychology & Marketing @ Professor M. Riedel

Advertising @ Professor J. Ostersphey

Corporate Design @ Professor O. Leu

Packaging Design @ Professor P. Becker & Professor M. Döbler

Web Design @ Professor L. Pulch

Photography @ Professor H. Lott

Typography @ Professor H.P. Willberg and Professor D. Quay

Illustration @ Professor U. Rissler

International Finance, Marketing & Law @ Ichthus University of Rotterdam, Netherlands

Strategic Marketing @ Ichthus University of Rotterdam, Netherlands

Degree dissertation @ Professor O. Leu in Advertising Campaign, Product Design, Corporate Design and Multimedia/Interactive

## **LANGUAGES**

German, English, French, Turkish

## **REFERENCES**

References available on <http://www.linkedin.com/profile/view?id=11643640#recommendations>