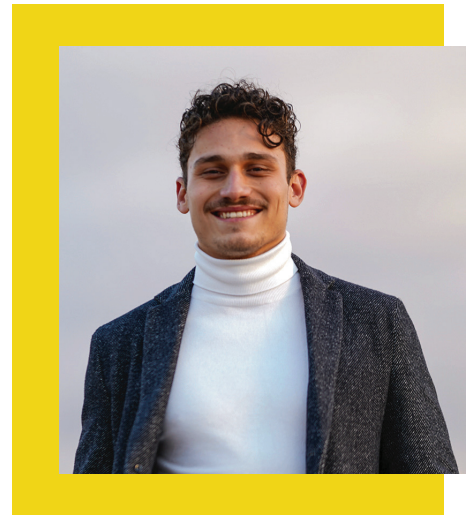


visual designer



## ABOUT ME

I am an experienced visual designer with a passion for creating engaging and effective visual identities. With a Bachelor and Master in Visual Arts and Communication Design, I have developed expertise in UX/UI design, digital vector graphics, branding, and visual design. While my primary focus is on visual design and branding, my experience in UX/UI design has allowed me to develop a deep understanding of how design can impact user experience. My experience as a freelancer and consultant for corporate firms has allowed me to hone my skills and deliver exceptional results to clients. As a lecturer in digital design, I have shared my knowledge and expertise with students and received recognition for my excellence in teaching. I am dedicated to delivering high-quality work that meets the unique needs of each client and am always on the lookout for new techniques and trends that can help me create even better designs.



# BAYSAL S Ü M E R

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## EXPERIENCE

- Lecturer - Ux UI Design**  
International University of Sarajevo / BiH  
Lecturer of User Experience and User Interface design at International University of Sarajevo. I organize lectures based on theory and practise.
- Graphic Designer**  
Grafiket Adworks / Izmir  
Collaborating with various firms, providing advertisements. Majority of the concepts are social media and branding.
- Visual Designer/Branding Consultant**  
Upmax Digital Marketing Agency / USA  
Mostly graphic design works that includes; branding, fair design, social media, and graphic design works that increases credibility.
- Designer/Academician**  
International University of Sarajevo  
Academic graphic designer. Creating new structure of visual identity for Visual arts and Communication Design Department.

## EDUCATION

**Bachelor Degree**  
International University of Sarajevo

**Master Degree**  
International University of Sarajevo

## SOFT SKILLS

Problem Solving      Critical Thinking  
 Effective Communication      Creativity  
 Attention to detail      Time management  
 Adaptability      Human Centered Design  
 Leadership      Open-mindedness  
 Research      Design thinking

## HARD SKILLS

Adobe Photoshop      Adobe Illustrator  
 Figma      Adobe XD      Adobe Premiere  
 Adobe Indesign      Adobe Lightroom  
 Adobe After Effects      Blender      Miro  
 Wordpress      Microsoft Word      Sketch

## LANGUAGE

English      Turkish      Bosnian  
 Fluent      Native      Beginner

# PROJECTS AND ROLES - FREELANCE/CONTRACT

## Package Designer

Wild Atlantic Ireland  
Pet food packaging design, Poster and Infographic design for pet food fair.

## Brand Designer

Bona Lingerie  
Creation of the branding that includes name, logo design, packaging design, social media design and brand strategy.

## Head designer

Cryptosocy Analytics Systems  
Logo redesign, intro videos, advertisement design.  
<https://www.cryptosocy.com>

## Social Media Designer

Orfa the Standart Vegan  
Social media, poster and various poster designs.  
<https://www.thestandardvegan.com>

## Brand Designer and Consultant

Balkansgo Travel Agency  
Branding and visual identity design and brand consultants for Balkansgo web design (wordpress based).  
Social media and campaign design.  
<https://balkansgo.com>

## Visual Designer - Consultant

Özyurt Arms Industry  
Corporate identity design of Özyurt Arms Industry that includes Logo design, brand guidelines, vizitcard, stationery design, fair design.  
<https://ozyurtsilah.com.tr>

## Designer

International Univeristy of Sarajevo - Visual Arts and Visual Communication Design Department (VACD)  
Visual Identity that includes;  
VACD logo design - Logo design of the Visual Arts and Visual Communication Design Department. Identification of the elements to be used in the visual identity of the department such as; logo, color, typography, and images.  
Logo animation - Animated logo design of the VACD Department.  
Corporate identity of the VACD Department - Shape and Form, Theme lines of; Presenation design, notebook, folder, bags, envelope, letterhead, pen, visitcard and other stationary products.  
Wall Design - Wall design of VACD Multimedia and TV Broadcasting LAB.  
VACD Youtube Channel - Multimedia design of VACD, Visual identity of VACD in Youtube Platform.  
Social media campaigns,  
<https://www.behance.net/gallery/150747581/International-University-of-Sarajevo-Social-Media>

## Brand Designer - Consultant

Bursa Kebap Sarayi / Germany  
Full branding design, brand strategy and web design.  
<https://bursakebapsarayi.de>

## Visual Identity - Graphic Designer

BMZ Defence  
Corporate identity design of Özyurt Arms Industry that includes Logo design, brand guidelines, vizitcard, stationery design, fair design. <https://bmzdefence.com>

## Visual Designer

Istasyon Outlet  
Visual identity of Istasyon Outlet Clothing store. Web design, Social media design and branding.

## Social Media Designer

Trendandyou  
Social media design for instagram.

## Visual Identity and Jersey Designer

International University of Sarajevo  
IUS Wolves basketball teams logo design.  
Jersey and training jerysey design.  
<https://www.behance.net/gallery/134027311/IUS-Wolves-Jersey-Design>

## Visual Identity Designer

Lezzet Mediterranean Restaurant - USA  
Visual identity design that includes, menu, visitcards, service materials, stationery design and poster design.

## Portfolio Links

<https://www.behance.net/baysalsmer>  
<https://www.baysalsumer.com>