

MELAHAT ÇAKIR

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EXPERIENCES

10.2020 - (-)

Oriflame, Print & Production Supervisor

- Supervising catalogue Print&Production process in terms of translation, formatting, proofing, retouching, printing and desktop publishing of 6 different countries including Turkey, Tunisia, Morocco, Egypt, Nigeria, Ghana in Turkey&Africa region.
- Coordinating creation and production process between internal departments (Campaign Planners, Creative Team)and markets according to milestones in time schedule.
- Managing the team of 4 people including 2 Retouchers and 2 Text Layout Editors and collaborating with translators to translate all catalogues into Arabic and French languages
- Creating Catalogue Plans for all markets yearly regarding all special effects and additional applications will be used in printed catalogues and sharing Production Plans with print houses according to markets' monthly print plan.
- Communicating with print houses in Poland, Egypt, Turkey, and Nigeria and managing the print process in terms of controlling final print materials and giving approval for print.
- Controlling varnish stocks in print houses and ordering an adequate amount of varnish from the supplier considering catalogues quantities for every campaign and for every market separately and monitoring and approving invoices accordingly.
- Coordinating dates with shipping companies according to catalogue printing and launching dates and supervising all process from print to delivery of catalogues to all locations in Africa.

11.2018 - 11.2020

BIOCORE Biomedical, Senior Art Director

- Having an active role in marketing and communication strategies of brand and local design implementations of every product under brand according to the needs of the market and customers.
- Designing all necessary corporate identity tools from logotype to website design, directing copywriters, photographers and all responsible people from the materials through all brand creation processes.
- Working directly with the Marketing Manager during brand building and positioning process.
- Collaborating with the developer team and being in charge of design/user-oriented improvements and their successful implementation of the designs by the team.

08.2015 - 02.2018

AVON, Senior Art Director

- Managing all creative processes of Fashion&Home department including product and model photography concept and designing creative layouts in line with the creative brief.
- Creating new concepts for every campaign and designing clean and understandable catalog layouts.
- Deciding creative still-life photography concept and providing proactive guidance to the regional photography team and managing the whole shooting process.
- Working effectively with the regional category team and understanding their needs to create relevant layouts according to their strategy.
- Staying in contact with other markets' art directors and adopting new learnings and best practices to maintain the company's global design approach.
- Cooperating with the UK photography team to improve model image quality by giving all the necessary feedbacks according to regional needs.
- Updating the photography database monthly with new product and model images and sharing them with other markets' art directors.
- Cooperating with the regional Print Production team to improve print process and quality.

04.2015 - 08.2015

Collective Istanbul, Managing Art Director

- Managing design and print production processes of 12 sectoral magazines from various sectors including health, automotive, food, textile and so forth; as well as creating cover designs for each.
- Leading the creative team and managing the workflow between clients and all the art directors.

05.2013 - 04.2015

CO Produksiyon, Art Director

- Creating new concepts and editorial layouts for monthly magazine Xoxo The Mag, as well as two other sectoral magazines, being in charge of managing the whole design and print production process from the beginning to end.
- Designing all editorial pages and creating strong layout concepts by collaborating with editors and photographers for editorial and fashion photography files in line with the magazine's editorial design approach.
- Producing brand-oriented advertorials compatible with the design identity of advertisers like H&M, IWC, Bang&Olufsen, Toni&Guy, etc.
- Designing elegant fashion look books, newspapers and magazines for well-known brands like Mudo, Japan Tobacco International, Borusan Automotive, etc.
- Executing the print process by collaborating print production team; setting colors of images and resolutions to print, controlling mock-up print documents and giving all necessary color and layout feedbacks to enhance print results.

04.2011 - 10.2012

Koleksiyon Mobilya, Graphic Designer

- Preparing all necessary print and digital design materials including catalogs, ads, mailing, etc.
- Collaborating with all relevant departments and photographers in line with design approaches.
- Creating new concepts for national and international design fairs.
- Working with third parties such as public relations, advertising and social media agencies effectively and providing all necessary materials in the direction of brand identity.

EDUCATION

09.2009 - 06.2010

ZLIN TOMAS BATÀ UNIVERSITY, Graphic Design Department
Erasmus Programme

09.2008 - 06.2010

YEDITEPE UNIVERSITY, Graphic Design Department
3.41 / 4.00 (Double Major)

09.2004 - 06.2009

YEDITEPE UNIVERSITY, Advertising Design and Communication
On full scholarship
3.52 / 4.00 with highest honor

PROGRAMMES

Adobe Indesign
Illustrator
Photoshop
Microsoft Word
Excel
Html&CSS
WordPress
Mac OSX ve Windows platform knowledge.

LANGUAGES

Turkish Native
English ●●●●●●
German ●●●●●●
Russian ●●●●●●

HOBIES/ INTEREST

- Teaching and practicing yoga
- Cycling, hiking, climbing, camping
- Scuba diving (2* certification)