

Mehmet Yunus Çoban

Graphic Designer

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ABOUT ME

I am a graphic designer focusing on visual identity design, brand strategy, and digital experiences. My core motivation in the design process is translating complex structures into a simple and functional visual language.

By blending theoretical depth from academic discipline with professional production, I use aesthetics for a strategic purpose. I view design not as a decoration process, but as a discipline of definition. My goal is not to adorn, but to construct a precise definition for every project.

EDUCATION

Haliç University / Graphic Design (Master's)

February 2026 - Present

Beykoz University / Graphic Design (Bachelor's)

September 2020 - July 2024

Named to the Dean's Honor List (2 times) and Rector's Honor List (1 time).

GPA: 3.25/4.00

I took an active role in exhibitions, symposiums, and various organizations.

Additionally, I founded a student club, served as its president for a period, and undertook the graphic design processes of some events.

Beykoz University | Academic Assistantship Support (Volunteer)

April 2023 - June 2023

Digital Design Tools (Dr. Orkun Yöntem): Guided students in the technical application processes of design software, providing technical support in the stage of putting theoretical knowledge into practice.

Japanese Animations and Anime (Assoc. Prof. Selen Çalık Bedir): Took an active role in material preparation processes and discussion sessions of the course content focusing on visual culture and narrative structures.

EXPERIENCE

MADEKRAFT - Digital Content Designer

October 2024 - May 2026

I worked primarily with brands in the B2B sector, creating a unique visual language suitable for each brand's identity.

I managed visual communication processes for product launches, fair booths, packaging designs, and social media campaigns from end to end.

- I have completed the production processes of more than 300 campaigns and launch visuals.
- I made a difference by focusing on the balance between message and design in product promotions.
- I visualized the stories of brands by working together with marketing and product teams.

Chill Cactus Studio - Graphic Designer

June 2025 - Present

I undertake the management of the visual language and UI/UX processes from the ideation stage to the prototype in game jams & projects.

Morrie Content Studio - Graphic Designer

February 2024 - September 2024

I took an active role in corporate identity and logo designs, visual identity creation, social media content, and planning.

I produced aesthetic and holistic designs that accurately reflected the message of the brands.

Freelance Graphic Designer

July 2020 - Present

Present In my freelance projects, I focus on designing visual identities, logos, and digital content that reflect the identity of each brand.

- I develop visual identity and logo designs from the idea to the delivery stage.
- I prepare visual content for social media and digital campaigns.
- I provide creative direction and design consultancy to content and marketing teams.

REFERENCES

Dr. Ali Çağan UZMAN

Illustrator & Academician
alicaganuzman@beykoz.edu.tr

Dr. Selen Çalık BEDİR

Associate Professor
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Tolga MERMER

Creative Director
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