

# melissa akkoc

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## LANGUAGE

English / Fluent

Turkish / Native

German / B1

Dutch / Beginner

## SOFTWARE

Figma

Adobe Photoshop, Adobe  
Illustrator, Adobe Indesign

Adobe After Effects, Premier

Meta Spark / Lens Studio

MidJourney

TouchDesigner

Blender

Keynote

Semplice/ Wordpress

## EXPERIENCE

**JUST, DEN HAAG** , Digital designer Sept 2022 - Ongoing

- Designed apps, websites, identities and campaigns for a wide range of clients from non-profit organisations to cultural foundations like Paleis Het Loo, Literatuur Museum, JOGG, cbf.nl, Stout Groep, Teaching with Objects.
- Participated in the all parts of the process from strategy & research to creative ideation & testing, using the methodology of Discover, Define, Design, Develop, Deliver
- Lead photography and campaign projects for brand videos and campaigns.

**Mullen Lowe, NEW YORK** , Art Director Intern March- June 2021

- Worked as the main Art Director on the lingerie brand Maidenforms rebranding campaign:
- Developed print and digital advertising campaigns for the accounts Merz Aesthetics Maidenform; American Woodmark.
- Performed A/B testing using proprietary data

**DONER, DETROIT** , Art Director Intern Oct 2020- March 2021

- Developed print and digital advertising campaigns for the accounts Fiat Chrysler Automobiles, Fair Life Milk, TCF Bank and Hackensack Meridien Health
- Developed in store Point of Sale Kits for FCA Automobiles. (Print)

**VMLY&R, ISTANBUL** , Art Director Intern June- August 2019

- Worked closely with the creative team on developing advertising campaigns
- Designed print materials such as print ads, story-boards, magazine layout designs, social media posts for brands bein-connect, migros supermarkets and burger king.

**DDB, ISTANBUL** , Art Director Intern June- August 2018

- Worked with the creative team focusing on the brands Doritos, KFC, Lipton and Volkswagen
- lead extensive research to formulate the creative concepts for Advertising Award Shows such as Crystal Apple (Kristal Elma)

**BBDO, ISTANBUL** , Art Director Intern July- August 2017

- Completed a five week internship program organized by Executive Creative Director and Developed a speck 360 campaign and rebranded the company Kahve Dunyasi.
- Wrote and published headlines for the impactful campaign of famous clothing brand Fabrika.

## EDUCATION

**HOGESCHOOL VAN AMSTERDAM** Sept 2021/ June 2022

Amsterdam, NL

Masters in Digital Design

Developed digital solutions from websites, Augmented Reality exhibitons to audio-reactive stage design for a wide range of clients such as Amsterdam Public Library (OBA), Dutch Electric Aviation Center and an acid jazz band.

**SCHOOL OF VISUAL ARTS** Sept 2016/May 2020

NEW YORK

BFA Advertising & Graphic Design, Honors Student

Coursework: Advertising and Culture, Brand Identity Design, Motion Graphics, Typography

## AWARDS

**CLIOS / SILVER**

FuckMen by Durex

**NEW YORK FESTIVAL/ FINALIST**

Tourist Mode by Apple

**ONE SHOW / Young Ones MERIT**

Brooks Ploggathon

**SVA Department Merit Scholarship**

4 Years

**NY ADDY**

Tourist Mode by Apple

**Development in Arts Awards**

Robert College 2016  
out of 200 people in class

## SKILLS

UI/ UX Design

Brand Identity Design

Art Direction

Campaigns

Motion Design

Print Design

Design for Social Media

AR Design

Concept