

Halit Melih Ulus

Creative & Design Lead · Art Director · AI-Augmented Design

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PROFESSIONAL SUMMARY

I've spent 12+ years working across brand communications, art direction, and full-pipeline visual production. Wherever I've worked, I've operated as a one-person creative studio: taking a brief all the way through concept, photography, video, UI, print, and campaign delivery. At Inovenso, I transformed a brand with 400 LinkedIn followers into a globally recognised name in the electrospinning industry with 7,000+ followers over four years — growing the account through live production broadcasts, international webinars, and a fully designed industry conference (NART2021). My agency years included creative direction for Coca-Cola, Puma, Defacto, and Benetton. I'm now actively integrating generative AI tools into my workflows and expanding that expertise through structured training. I'm looking for a Design Lead or Creative Lead role in an international environment where strategy and hands-on craft go together.

EXPERIENCE

Art Director & Communication Lead · Inovenso Inc. | 2021 – Present · Istanbul

- Took full ownership of brand strategy and visual identity after redefining the company's entire corporate direction from the ground up.
- Grew Inovenso's LinkedIn presence from 400 to 7,000+ followers over 3–4 years through consistent content strategy, live broadcasts, and industry engagement.
- Pioneered a live electrospinning process broadcast on YouTube during COVID-19 — the first of its kind in the industry, widely referenced by competitors and later developed into a recurring international webinar series.
- Conceived, designed, and produced NART2021, an international electrospinning conference held in both physical and online formats: full visual identity, printed booklet, posters, signage, and professional live broadcast direction.
- Manage visual identity, digital campaigns, email marketing, web content, and product photography across Inovenso, Yellow Labware, and microsyringepump.com.
- Collaborate cross-functionally with engineering, production, and management — UI/UX for HMI displays, trade show materials, packaging, and annual marketing planning.
- Actively integrate Gemini, ChatGPT, and Adobe Firefly into production workflows.

Graphic Designer · Inovenso Inc. | Feb 2019 – 2021 · Istanbul

- Joined as graphic designer and progressively took on full creative and communication responsibilities.
- Initiated and led the overhaul of the company's visual identity, corporate tone, and all brand communications.
- Shot, directed, and edited video content independently; built the brand's video production capability from scratch.
- Photographed catalog and product imagery myself, handled post-production, and integrated into design deliverables.
- Directed external film crews: prepared storyboards, planned and managed shoot flow, and personally shot and edited product content when needed.

Lecturer – Visual Design & Multimedia · Istanbul Kultur University | Aug 2024 – Present · Istanbul

- Teach Visual Design and Multimedia Applications to approximately 28 students per term (4th semester).
- Incorporate AI-assisted design methods and generative tools into coursework with hands-on practical sessions.
- Ground assignments in real industry briefs and professional production standards.

Creative Art Director · Flosophia Pastry Company | Mar 2021 – Jul 2025 · Istanbul

- Built the brand visual identity system from scratch: color guidelines, typography, layout framework, and usage rules across all touchpoints.

- Directed photography on set, briefing photographers to ensure alignment with brand guidelines.
- Developed the social media content strategy and monthly calendar; produced all digital and print visual assets.
- Delivered all production end-to-end: packaging, in-store visuals, marketing materials, and digital campaign assets.

Graphic Designer · Bella Maison | Apr 2018 – Feb 2019 · Istanbul

- Carried art direction-level responsibility for concept development, visual identity application, label and packaging design.
- Delivered print design, die-cuts, product labeling, and website visual updates.

Art Director · The Others Agency | Feb 2017 – Mar 2018 · Istanbul

- Led the full PUMA ‘Bu Sensin’ collection campaign in Turkey: creative direction across citylight posters, magazine spreads, digital assets, and print — featuring Neslihan Atagünşel.
- Designed campus activation environments for Coca-Cola university campaigns across multiple locations.
- Coordinated in-store digital and print materials for Defacto retail locations nationwide.
- Produced event and street activation visuals for Illy, Caribou, Beefeater, and S. Pellegrino.

Freelance Art Director & Entrepreneur · Independent | 2013 – 2017 · Istanbul / Çankırı

- Continued freelance design work on an intermittent basis: brand identity, social media visuals, and digital content for various clients.
- Simultaneously took on entrepreneurial responsibilities within the family business: managed an Arçelik authorised retail store (3 years) and co-founded and operated a Coca-Cola distributorship (1 year).

Graphic Design Specialist · My MarkTeam | Sep 2012 – Mar 2013 · Istanbul

- Designed packaging, product boxes, and die-cuts for EMSAN and UHU brands.
- Produced print and social media graphics in a fast-paced studio environment.

TRAINING & DEVELOPMENT

Digital Design & AI Specialization · Talktowel | April 2025

4-module program: Content AI Studio (Canva AI, Adobe Express, Photoshop AI), Generative Voice & Video Studio (ElevenLabs, AI avatars), VFX Studio (After Effects, Premiere Pro), Generative AI Mastery (Midjourney, Leonardo AI, Runway, prompt engineering).

Midjourney AI Image Generation · Uretimhane | April 2025

UX / UI Certificate Program · Mindset Institute | Jul – Nov 2023 (36 hrs)

AI Mastery: ChatGPT & 20+ Tools (2025) · Udemy | December 2025 (5.5 hrs)

Design & Animation for Digital Advertising · Udemy | December 2025 (12 hrs)

B.A. Communication Design · Istanbul Kultur University | 2007–2011

English Language Program · Kaplan Aspect, San Francisco, CA | 2011–2012

SKILLS & TOOLS

Design & Direction: Art Direction, Creative Direction, Brand Identity Systems, Visual Storytelling, Typography, Layout

Production: Photography Direction, Video Shooting & Editing, Live Broadcast Production, Print Design, Packaging, UI/UX, Email Campaigns

AI Tools (Active): Adobe Firefly, Gemini, ChatGPT, Gamma, Canva AI

AI Tools (In Training): Midjourney, Runway ML, ElevenLabs, Leonardo AI, HeyGen

Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects), Figma, Canva, Notion

Languages: Turkish (Native), English (Professional)

PORTFOLIO

Strategic Presentation: <https://shorturl.at/aXZey>

Selected Works: <https://shorturl.at/rwEMQ>

Certificates: <https://shorturl.at/KnrbR>