

Halit Melih Ulus

Creative Director | Brand & Visual
Communication



Selected Brands



BELLA MAISON

CAPSULE

Inovenso

Technical Brand Communication Leadership

Web & Digital Infrastructure

Technical Documentation

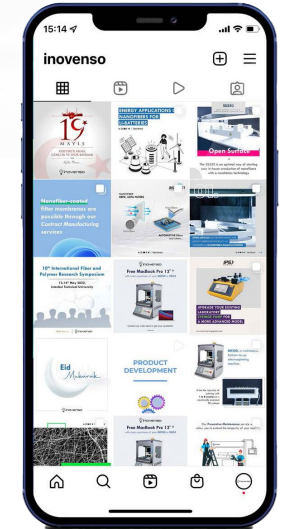
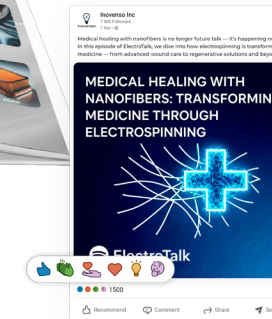
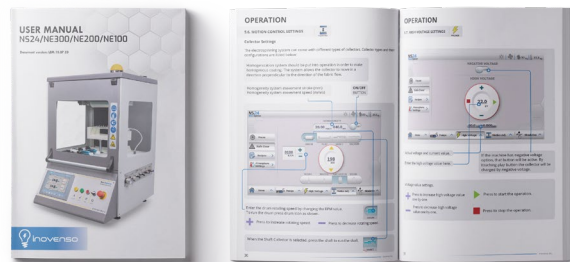
Catalog & Print System

Visual & Industry Communication



Integrated Product Communication System

- Digital Platform Architecture
- Structured Print & Catalog Systems
- Spatial Brand Communication
- Visual Production Oversight



Catalog & Print Communication System

- Product segmentation logic
- Technical data standardization
- Print & exhibition consistency
- Distributor-ready materials



Commercial clarity through structured product architecture

Digital Platform & Content Architecture

- Website information architecture
- SEO-driven product structuring
- Brand consolidation & digital ecosystem (Inovenso · Yellowlabware)
- Content production & global distribution

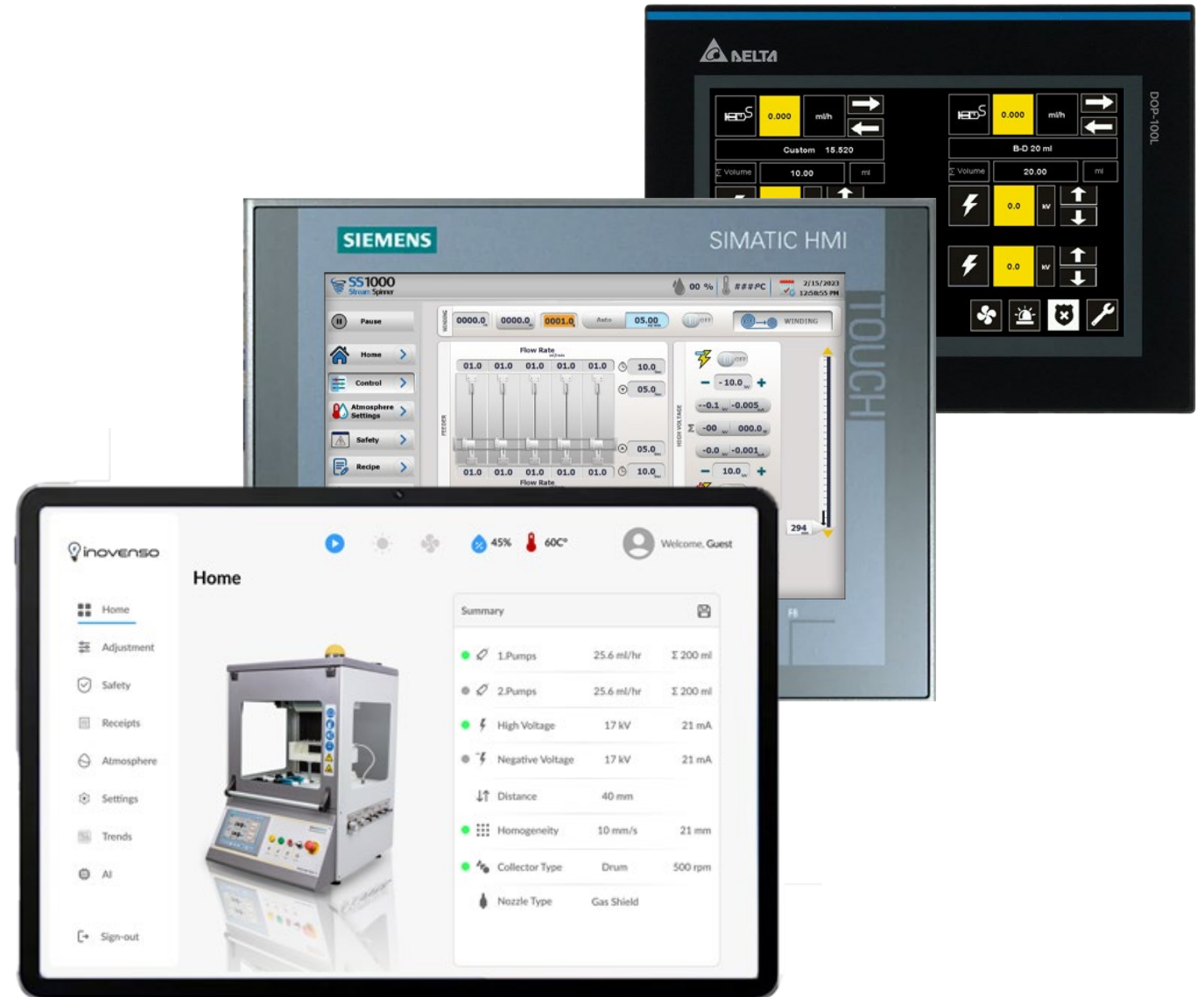


Scalable visibility through structured digital positioning

Product Interface & UX Evolution

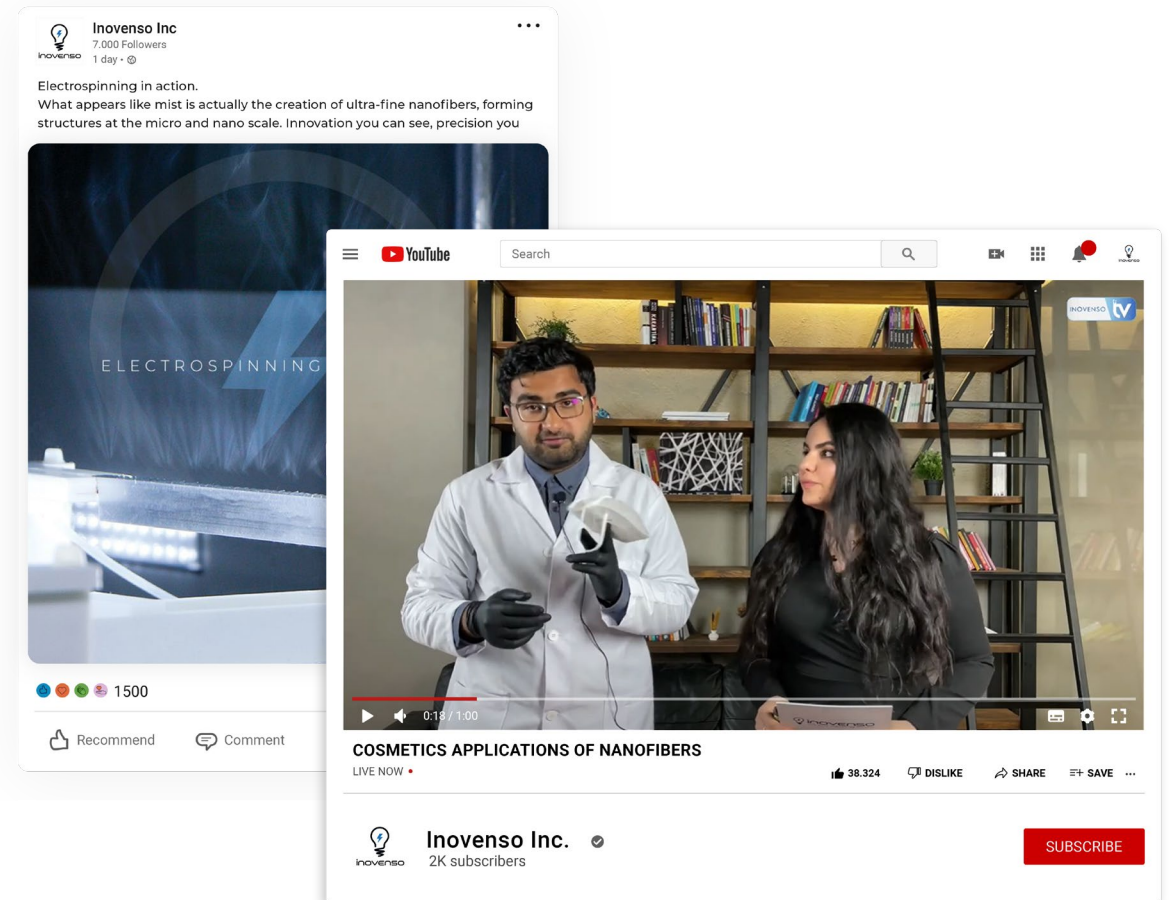
- UI restructuring & interaction clarity
- Parameter hierarchy simplification
- Developer collaboration
(Figma → implementation)
- User-centered control logic

From legacy HMI screens to a structured UI system



Social & Industry Visibility

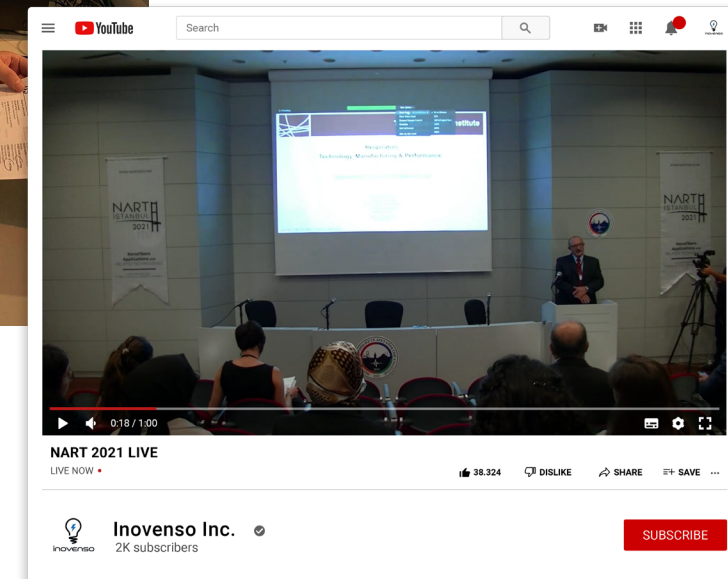
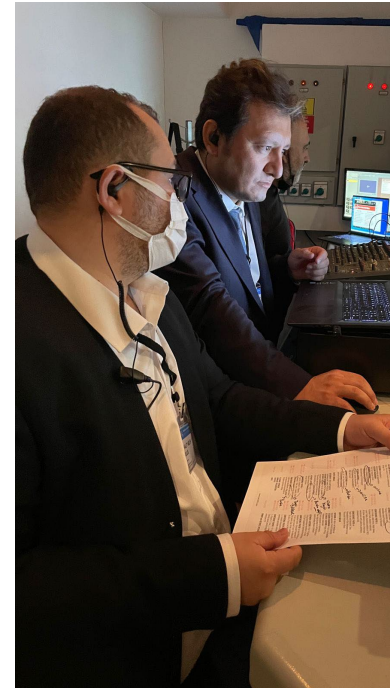
- B2B technical content strategy
- Industrial product storytelling
- Educational video & live broadcasts
- Organic growth & engagement scaling
- AI-assisted content preparation & scripting tools



From complex engineering to accessible industry communication

Industry Presence & Live Communication Leadership

- Industry-first live electrospinning broadcasts
- Conference communication direction (NART 2021)
- University technical live sessions
- Technical knowledge dissemination at scale



Extending technical communication beyond traditional marketing

Exhibition & Spatial Brand Experience

- Spatial brand communication strategy
- Large-format visual systems
- Trade show positioning & product clarity
- Consistent brand translation (digital → physical)



Extending structured product communication into physical environments

Yellow Labware



Bridging professional practice with structured design education

Brand identity creation (logo, color system, visual language)

Digital brand launch & website architecture

Amazon storefront design & product positioning

Distributor packaging guidelines & brand control



Brand Growth & Channel Activation

- Amazon storefront design & positioning
- Product catalog & sales materials
- Social media communication & content strategy
- Cross-channel visual consistency



Activating the brand across digital and sales channels

Academic Engagement & Design Education

From identity design to global distribution platform

Lecturer – Visual Design & Multimedia Applications

Project-based teaching methodology

Design as structured problem-solving

Mentoring future creative professionals



Beyond Industrial Communication

Brand systems across lifestyle and consumer markets

Filosofia – Brand System & Visual Direction

- Brand identity refinement & visual language
- Product photography direction
- Catalog & sales material design
- Agency coordination & brand supervision



Building a cohesive lifestyle brand across digital and print

Bella Maison – Visual & Brand Contribution

- Visual direction within an existing brand system
- Editorial & layout design
- Typography refinement
- Brand-consistent communication materials

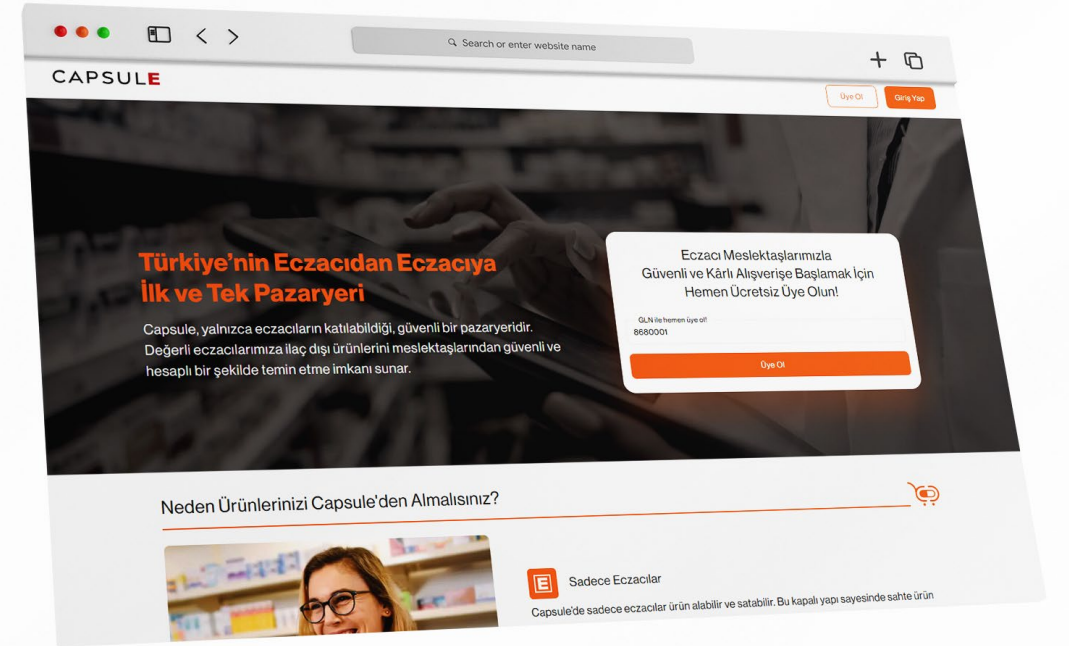


Contributing to an established retail brand ecosystem

Capsule – B2B Pharmacy Platform Branding

- Logo design & brand foundation
- Visual positioning within healthcare ecosystem
- Early-stage art direction support
- Collaboration with founding team

CAPSULE E



Early-stage brand identity & visual direction contribution

Atık Topla – Civic UX Implementation

- End-to-end UI design
- Real-user interaction flow
- Municipal collaboration & public deployment

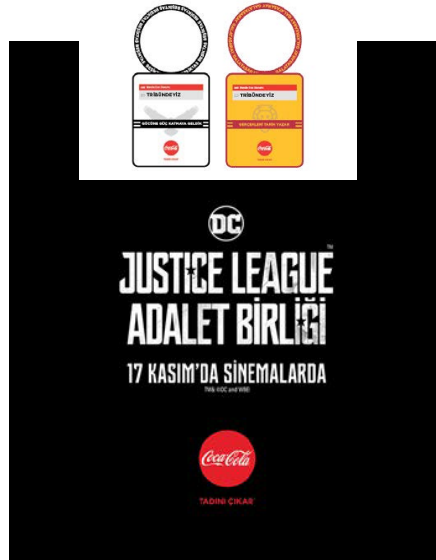


Designing a functional digital service used in real public environments.

Agency Collaborations

- Creative execution within global brand systems
- Campaign-based visual production

Coca-Cola



PUMA



DeFacto



Creative contributions within global brand ecosystems

Strategic Brand & Product Communication Leadership

Building structured communication systems

Translating complexity into clarity

Aligning brand, product and experience

Leading cross-functional creative execution

AI-Augmented Design

From industrial communication to intelligent creation

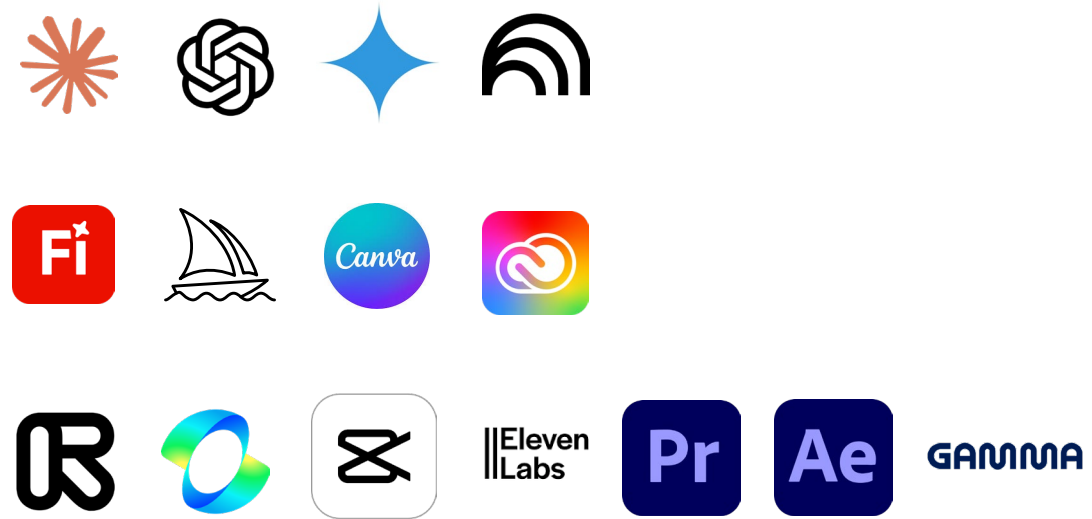
How I Work with AI

AI doesn't replace my thinking. It compresses it.

THINK: Claude · ChatGPT · Gemini · NotebookLM

CREATE: Firefly · Midjourney · Canva · Adobe CC

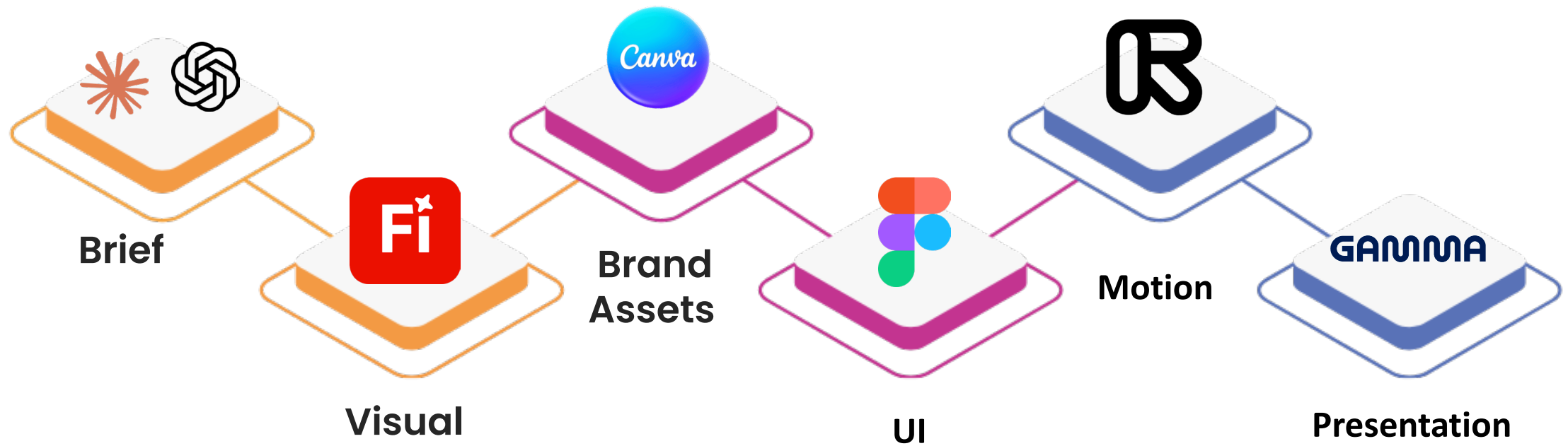
PRODUCE: Runway · Kling · CapCut · ElevenLabs
Premiere · After Effects · Gamma



Toolstack, workflow mindset, and creative decision-making

The AI Workflow

From brief to brand — one connected pipeline



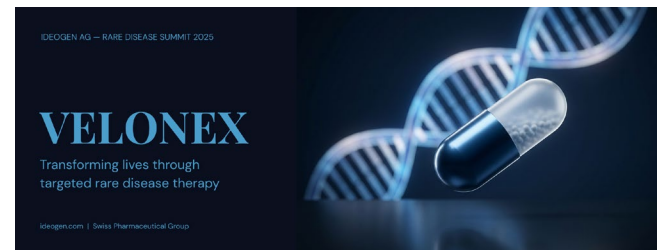
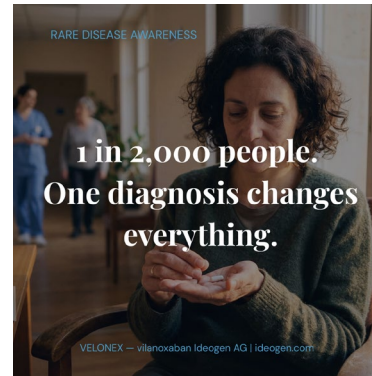
From brief to brand — tool by tool

Brand Output

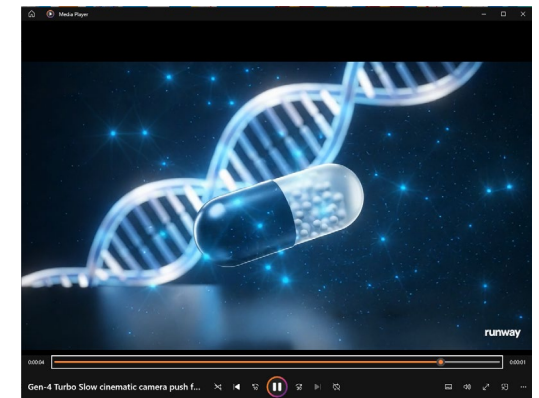
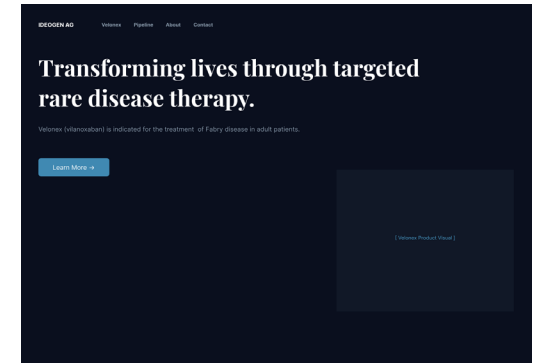
AI Visuals (Firefly)



Brand Assets (Canva)



Digital



Identity, visual language, and system coherence

Prompt → Decision → Output

PROMPT1:

"hopeful patient living with rare disease, warm golden light, soft bokeh background, European clinical setting, hands holding small white capsule, emotional and human, photorealistic, no text, documentary photography style"

PROMPT2: "Clean pharmaceutical product visual, soft blue and white gradient, abstract glowing cell structures, European medical branding, minimalist layout, professional and trustworthy"

Where AI ends and creative judgment begins

DECISION:

"documentary style" chosen to create authenticity and emotional resonance — critical for rare disease campaigns targeting both patients and HCPs.

DECISION:

Text included intentionally — to demonstrate how AI can generate first-draft packaging concepts before regulatory refinement.

OUTPUT:



OUTPUT:



Thank You!

Let's build clarity together.

Halit Melih Ulus

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halitmeliulus@gmail.com

linkedin.com/in/halitmeliulus/