

ECEM OZTURK

Art Director

Toronto, ON · ecem.world · hello@ecem.world · [LinkedIn](#)

Multidisciplinary designer and creative director with an MDes in Digital Futures and a BA in Product Design. I work across brand identity, art direction, and immersive digital experience — owning both the concept and the craft, then prototyping and shipping what I design. My practice spans visual identity systems, editorial and campaign direction, UI/UX, and 3D/VR, backed by the production discipline to carry creative work from first idea to launch.

CORE SKILLS

Creative Direction & Brand

- **Art Direction:** Concept development, visual storytelling & campaign direction.
- **Brand Identity:** Building visual identity systems & brand architecture.
- **Editorial & Copy:** Tone of voice, copywriting & narrative design.
- **Creative Strategy:** Positioning, moodboarding & a clear aesthetic point of view.

Craft, Tools & Making

- **Design Tools:** Figma, Blender, Unity & the Adobe ecosystem.
- **AI Creative Pipeline:** Firefly, ComfyUI, Vizcom & generative workflows.
- **Creative Coding:** Prototyping interactive and web-based pieces.
- **Material Craft:** Machine knitting & hands-on textile experimentation.

Visual & Experience Design

- **Typography & Layout:** Editorial layout, type systems & composition.
- **UI/UX & Systems:** Interface design & design systems in Figma.
- **3D & Immersive:** Environment & object design in Blender; VR in Unity.
- **Motion & Interaction:** Interaction logic & animated, interactive experiences.

Production & Delivery

- **End-to-End Delivery:** Taking creative projects from concept to launch.
- **Agile Production:** Sprint operations & roadmap prioritization (Jira).
- **Stakeholder Alignment:** Coordinating design, engineering & clients.
- **Global Launches:** Managing international product & brand rollouts.

PROFESSIONAL EXPERIENCE

Freelance Designer & Graphic Designer | Independent

Remote · Toronto, ON · 2023 – Present

- Designed and built Shopify-integrated e-commerce websites and an Amazon brand presence — shaping visual identity, layout, and conversion-focused product pages.
- Created packaging design for home-appliance product lines, taking artwork from concept through to print-ready production.
- Produced e-commerce-ready product photography and a full suite of marketing collateral — catalogues, flyers, banners, and social media content — with a consistent brand look across channels.
- Designed sales pitch decks and presentation materials supporting client sales and market-expansion efforts.

Project Coordinator | Vretta Inc.

Toronto, ON, Canada · Feb 2026 – June 2026

- Coordinated delivery of a digital assessment tool for Canadian K-12 schools, running weekly stakeholder meetings and keeping design, product, and engineering teams aligned to schedule.
- Managed timelines, documentation, and cross-functional communication across the full project lifecycle.

Brand & Creative Lead (Market Expansion & Localization) | Master Ev Gereçleri – Freelance

Istanbul, Turkey · Jun 2025 – Present

- Lead brand and visual direction for international kitchen-appliance and cosmetics lines — shaping identity, packaging, and e-commerce presentation across global markets.
- Art-direct prepress and production across Turkey-China supply chains, tightening visual consistency and reducing revision cycles.
- Direct the design of e-commerce platforms, from visual identity and conversion-focused UX through to back-end integration.

Creator & Art Director — Anatolian Futures: A Feminist Folklore (VR) | OCAD University – Toronto, ON, Canada

September 2024 – March 2025 (Defended Apr 2025)

- Directed the full creative vision of an immersive VR experience in Unity — narrative, world-building, visual identity, and interaction design.
- Designed environments, 3D assets, and UI systems in Blender and Figma for a cohesive immersive aesthetic.
- Engineered interactive systems with AI-assisted C# scripting, balancing creative intent against technical performance and hardware constraints.
- Iterated the experience through user testing and feedback loops, from prototype to public technical defense.

Associate Product Designer | Passion Punch Studio – Istanbul, Turkey

April 2023 – July 2023

- Designed UI/UX and brand assets for a mobile gaming platform, aligning visual and product direction across Design, Product, and Engineering.
- Maintained visual and design-system consistency across features and brand rollouts within Agile sprints (Jira).
- Ran QA reviews to keep visual and technical execution cohesive across multidisciplinary teams.

Mobile Game UX Consultant | Superheart – Remote

May 2024 – June 2024

- Advised on UX, gameplay feel, and product positioning for a free-to-play title.

Game Design Intern | Passion Punch Studio – Istanbul, Turkey

December 2022 – March 2023

- Reworked UI/UX and core gameplay flows for a match-3 title, smoothing friction to improve session quality and retention.
- Translated product goals into wireframes and design assets for clean hand-off to engineering.
- Benchmarked casual-game and monetization trends to inform design and feature direction.

EDUCATION & CERTIFICATIONS

Master of Design, Digital Futures (2025) | OCAD University, Toronto ON

Specialized in emerging technologies, immersive design, and human-centered innovation.

Bachelor of Arts in Design, Product Design (2022) | NABA (Nuova Accademia di Belle Arti), Milan, Italy

Data Analyst Certification – DAC (2024) | BrainStation, Toronto ON

SQL, Excel, and Python for data-driven decision making.

Summer Term, Physics | Bogazici University, Istanbul, Turkey

High School Diploma | American Robert College, Istanbul, Turkey

Graduated from Turkey's top high school, admitting students in the top 0.5% nationwide via a competitive entrance exam.