

Yasemin K ro lu

Creative Group Head

Member of GMK (Turkish Society of Graphic Designers)

Creative Direction & Advertising, Istanbul | T rkiye

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After completing my education in art and graphic design, I began my advertising career at one of the premier advertising agencies in T rkiye. Since then, I have provided art direction services for numerous popular brands while working at some of the most renowned agencies in Istanbul. As Creative Group Head, I lead the creative team and oversee impactful campaigns, managing both the team and the brands I work with. I guide projects from concept to execution, with expertise in creative leadership, logo & corporate identity, packaging, video production, animation, social media content creation, real-time advertising and integrated advertising campaigns. Open to new opportunities worldwide.

Work Experience

Titrifikir (BUBU Creative Group)

Creative Group Head

DHMI | General Directorate of State Airports Authority, JETEX | İGA Luxury Private Aviation Terminal, İGA | Istanbul Grand Airport, Turkcell | T.Life, Turkcell Akademi | Gelece i Yazarlar, Gloria Jean's Coffees, T pra , Skyland HOM, Opet, Akda lar Group

March 2026 - Present | T rkiye

Jellybon

Creative Group Head (promoted April 2025; also leading Social Media)

T rkiye Finans, TotalEnergies | ELF, Ko  Holding, Ko  Emekli Vakfı, Yapı Kredi Spor Kul b , EY T rkiye, Flavus, SKIN401, Ege Profil, Pimapen, AKSA Do algaz, AKSA BESS, Novo Nordisk | Wegovy 

Sr Art Director (dual role)

T rkiye Finans, AKSA, OYAK, Gratis, Ege Profil, Pimapen, Evyap, SARAR Group, Sarev, KA UV, Yuppo, Ko  Holding, Ko  Toplulu u Spor Kul b 

October 2024 - February 2026 | T rkiye

Gliese Istanbul

Sr Art Director

İGA | Istanbul Grand Airport, İGA PASS | Istanbul Grand Airport's Premium Services, Hilton | Istanbul Bomonti Hotel & Conference Center, Greyder

January 2024 - October 2024 | T rkiye

Happy People Project

Mid Art Director

Opet, BtcTurk, S ta , Sırma, Hayat Su, Al Nashar Al Taj, Al Nashar FARM, Tarsim, Ziraat Bankası, Ziraat Katılım, Ford Trucks, Lassa,  koda, Ozmo, FUPS, LC Waikiki, TEV, Lila Ka ıt, Adem Terzi,   len, Amada Next, PIU Entertainment

December 2019 - December 2023 | T rkiye

BLAB Istanbul

Jr Art Director

Filomingo, Hedef Filo, TikTak, Hopi, Paycell, LAV

September 2019 - December 2019 | T rkiye

Alametifarika (Alamet Holistic | Neo-Alamet)

Art Director Intern

G lyalı Belediyesi, Ay-Mi Group, Garanti BBVA, Toyota Corolla, Toyota Hybrid, İpekyol, Machka, Twist, Bridgestone,  lker  kokrem,  lker Dido, Domino's

July 2019 - September 2019 | T rkiye

Anadolu University
Associate Degree in Photography and Camera Operation

Studied visual aesthetic, fundamental photography, history of photography, photography culture, history of moving images, photography, digital photography, film and video production, radio and television program production, digital photography processing techniques, digital photography printing techniques, areas of photography usage, digital imaging technologies, video fields usage, optical image, video project development and visual culture.

September 2023 - Present | Türkiye

Escole Superior De Disseny I Arts Plastiques
Bachelor's Degree in Graphic Design

Studied typographic design, bookbinding, projects in graphic design, interdisciplinary projects and "Artistic Workshops in Catalan Cities" — delivered across multiple cities in Catalonia.

Erasmus Plus Program
September 2015 - June 2016 | Spain

Anadolu University
Bachelor's Degree in Graphic Design

Studied fundamental arts, art history, graphic design history, art and design culture, logo design, corporate identity design, graphic pattern, calligraphy, typographic design, advanced typography, computer-aided text design, computer-aided image processing, new media, digital video editing, interactive graphic design, advertising, unique book design, graphic printmaking, packaging design, visual communication, desktop publishing, production techniques for graphic design, fundamental photography, advanced photography, interdisciplinary projects, conceptual thinking with alternative methods and portfolio design.

Actively participated in the "Artistic Reflections of Calligraphy and Typography" workshops with international artists, as well as the "Spring Meetings" and "Advertising on Campus" events featuring prominent industry professionals.
September 2013 - June 2018 | Türkiye

Anatolian High School of Fine Arts
Diploma in Painting

Studied general art history, imaginary drawing, still life painting, live model drawing, pastel painting, reproduction, fundamental art, two-dimensional art, three-dimensional art, 3D perspective, clay sculpture, museum education, computer-aided drawing with Adobe Freehand, charcoal drawing, abstract painting, watercolor, gouache, oil painting, pattern, graphic design, contemporary art and aesthetics.

Actively involved in student exhibitions and multiple art festivals nationwide.
September 2006 - June 2010 | Türkiye

Language

English Time
C1 English Certificate

Language Program
September 2023 - December 2023 | Türkiye

BCNLip
A1 Spanish Certificate

Language Program
September 2015 - June 2016 | Spain

Turkish
Native

Awards

Brandverse | "37. Koç Group Sports Festival" Campaign - KTSK, 2026
Brandverse | "Fups Diye Yönet" Campaign - FUPS, 2022
Effie | "Fups Diye Yönet" Campaign - FUPS, 2022
Effie | "Kolayca Bitcoin Al, Sat" Campaign - BtcTurk, 2021
Effie | "Opet'se Fark Eder" Campaign - OPET, 2020
Genç Kırmızı | "The Handmaid's Tale" Cover Design - Hürriyet Kırmızı, 2018

Creative Expertise

Team Leadership, Creative Direction, Art Direction, Corporate Identity, Campaign Development, Video Production, Social Media Content Creation, Real-Time Advertising, Integrated Campaigns, AI-assisted Creative Production

Creative Tools

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Premiere Pro, Adobe After Effects, Adobe Audition, Adobe Lightroom, ChatGPT, Google AI Studio, Google Flow, Midjourney, ElevenLabs, Higgsfield, DeepL, Kling