

EKIN ERGOK

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EDUCATION

PRATT INSTITUTE
New York, NY
Graphic Design · 2018
A.O.S.

**MIMAR SINAN UNIVERSITY
OF FINE ARTS**
Istanbul, TR
Graphic Design · 2012
B.F.A.

WELLINGTON COLLEGE
Berkshire, UK
English & Art · 2003
Certificate

SKILLS

Adobe Creative Suite
Figma
Procreate
Google Workspace
Microsoft Office 365
Ableton Live

Drawing & Illustrating
Typography
Branding
Package Design
Music & Image Sourcing
UI & UX Design
Basic HTML & CSS
Web Design
Social Media Content

Creative Concepting
Collaboration
Problem Solving

LANGUAGES

English - Fluent
Turkish - Fluent

EXPERIENCE

ICP (International Center of Photography), New York
Freelance Graphic Designer | Aug 2022 - Present

- Lead designer on ICP branded apparel and merchandise from concept to production.
- Designed digital menu layouts for ICP Café.
- Designed printed marketing collateral for the exhibitions.

COMING SOON FOOD GROUP, New York
Creative Director | Mar 2019 - Present

The Creative Lead of the Coming Soon Food Group (CSFG) – a brand incubator of luxe QSR concepts– and its sub-brands. Designed the investor pitch deck presentations that won the company brand investors.

Zazzy's Pizza (Hospitality)

- Created brand identity, designing all print collateral & packaging, designing web & app for ordering, designing digital assets, and overseeing the interior & exterior design process of the stores.
- Developing strategic partnerships with Reb Bull, and BackMarket to create engaging experiences.

Innocent Yesterday (Hospitality)

- Created brand identity, designing all print collateral & packaging, designing the website, designing digital assets, oversee the interior & exterior design process of the store.

Double D's Dirty Dogs (Hospitality)

- Created brand identity, designed all print collateral, designed digital assets for social media platforms, and oversee the exterior design process of the store.

EKIN ERGOK STUDIO, New York
Freelance Graphic Designer | Aug 2016 - Present

Working with companies, brands, and clients, from conception to execution. Creating brand identities, and editorial & social content for digital and printed media. Giving design consultation to the various venture groups for branding and investor presentations.

Somme Slovi (Fashion)

- Created branding –logo, tone, identity–, designed website, print collateral, social media content, and collaborated with the Creative Director with prints for the brand's next collection.

International Center of Photography (ICP) (Museum)

- Created digital menu designs for ICP Cafe, and designed printed marketing collateral for the exhibitions.

Hudson Capital Group Ventures (Hospitality)

- Lost in Paradise Rooftop & Lounge NY | Created branding –logo, tone, identity–, designed print collateral.
- Sucker Punch Sports Bar NY | Designed the investor pitch deck that won the company investors.

Laetitia Soulier Studio (Artist Studio)

- Created social media content and motion graphics for Instagram, Facebook, and TikTok.
- Retouched studio photos using Adobe Photoshop, and Lightroom.

UNION 22 (Hospitality)

- Created branding, designed print collateral, designed website, led the social media campaigns from conception to execution, and oversee the interior & exterior design process of the store in Istanbul.

Joonbug (Hospitality)

- Created poster, flyer, and brochure designs to be published for the events and organizations of the well-known venues, restaurants, and hotels such as Cipriani, 1OAK, Blind Dragon, Mahiki London, Gotham Hall, The Gray Hotel, Marquee, Vandal, Ziegfeld, Ainsworth NY, and Bounce Club.

Other projects that I led from concept to execution (Various Industries)

- **W Hotel Minyon Bistro-Bar** | Created branding –logo, tone, identity–. designed printed menus.
- **Red Bull** | Designed NYC Pride March 2022 Red Bull poster collaboration with Zazzy's Pizza.
- **Hidden Lane NYC Bar** | Created branding –logo, tone, identity–. designed printed menus.
- **Lost in paradise Rooftop** | Created branding –logo, tone, identity–. Social media, and printed collateral.
- **Aging Young Rebel** | Designed logo, and single covers for Spotify & Apple Music.

MOTAWORD, New York
Creative Director | Mar 2020 - Feb 2021

The Creative Lead of MotaWord Worked directly with the management team, translators, copywriters, sales teams, and marketers to create a vision for products sold. Plan to advertise, created digital graphics for the website, oversee the creative process, and give guidance to the team.

ALAMETIFARIKA CREATIVE AGENCY, Istanbul
Assistant Graphic Designer | Feb 2013 - May 2016

- Assisted the design team in creating new ideas and concepts for ad campaigns and published media for Pirelli, Turkish Airlines, Istanbul Jazz Festival, and Garanti Bank BBVA.
- Researched and edited photos for the ad campaigns of Pirelli, Turkish Airlines, Istanbul Jazz Festival, and Garanti Bank BBVA.
- Provided design sketches and storyboards for the marketing, and strategy teams.