

Bora Akgun

Visual Communication Designer

Maastricht, Netherlands (EU Citizen)

contactakgun@gmail.com

boraakgun.com

linkedin.com/in/boraakgun

I'm Bora Akgün, a results-driven Visual Communication Designer with 10+ years focused on digital marketing strategy and execution across digital marketplaces, FMCG, hospitality, retail and art centers. I design strategic visual systems that connect brand story to measurable outcomes: clearer product communication, higher engagement and faster campaign delivery.

As an EU citizen based in Maastricht, Netherlands, I am open to design opportunities across Europe (remote or on-site). I combine hands-on pixel work with team leadership, cross-department coordination and practical AI/automation to speed visual production.

Portfolio: boraakgun.com

Core Skills

Creative

Visual Communication Design · Branding & Identity · Art Direction · Marketing Design · Typography · Layout Design · Motion Graphics · Campaign Design

Tools

Adobe Photoshop · Adobe Illustrator · Adobe InDesign · Adobe After Effects · Adobe XD · Figma · Cinema 4D · Keynote · AI Design Tools (Firefly, Midjourney)

Collaboration

Cross-department Coordination · Brand Strategy · Visual Storytelling · Content Design · Design Systems · Social Media Design

Experience

Visual Design Specialist

Arkas Holding - İzmir, Turkey | May 2025 – Present

- Lead visual design for Arkas Holding's hospitality portfolio (hotels & restaurants) and Arkas Art centres, delivering both print and digital assets aligned with brand standards.
- Own creative decisions for promotional and on-site materials from concept to final print/production coordination.
- Collaborate with marketing and operations to ensure visual consistency across guest touchpoints and events.

Contract Graphic Design Expert

Mercor (USA) - Remote | Jul 2025 - Aug 2025

- Authored detailed design prompts and evaluated AI outputs to train generative systems for design tasks; reviewed and fine-tuned AI responses to match design standards.
- Helped build a repeatable prompt + review workflow used to teach the AI model domain-specific visual decisions.

Visual Communication Design Lead

Farmazon - İstanbul, Turkey (Remote) | Feb 2022 - Nov 2024

- Led end-to-end design for internal & external projects: product pages, marketing campaigns, presentations and social media.
- Managed cross-department design needs and coordinated visual strategy with product & marketing teams.
- Implemented AI-assisted workflows and automation for repetitive visual tasks, accelerating asset production and enabling the team to focus on creative strategy.
- Promotion: joined as Visual Communication Designer; promoted to Lead (Sep 2022) in recognition of process improvements and team coordination.

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Graphic Design Specialist

Fresh360 Creative & Media Planning - İzmir, Turkey | Mar 2020 - Aug 2021

- Developed creative solutions and campaign assets across digital and print channels; prepared case studies and content that aligned with client marketing goals.
- Consulted on brand strategy and visual storytelling to improve campaign performance and client communications.

Graphic Design Specialist

Jimmy Key - İzmir, Turkey | Jul 2018 - Oct 2019

- Created brand identities and retail materials for in-store displays and product launches; coordinated visual presentation across domestic & international locations.

Art Director (Founder / Lead)

bavyeraworks - İzmir, Turkey | Sep 2016 - May 2018

- Ran a boutique creative studio delivering branding and marketing strategies for SMB clients.
- Led a multidisciplinary team (web, copy, design) and handled client relationships and project pipelines.

Graphic Designer

Zarf Creative - İzmir, Turkey | Jan 2015 - Jun 2015

Graphic Designer

waytosay - İstanbul, Turkey | Jun 2014 - Oct 2014

Graphic Designer

Kayatur Optik - İstanbul, Turkey | Nov 2013 - Jun 2014

Education

İzmir Ekonomi Üniversitesi

Bachelor of Arts (BA), Industrial and Product Design
2008 – 2013

İzmir Ekonomi Üniversitesi

Master's Degree, Design Studies (not completed)
2016

Languages

English: Full Professional Working Proficiency

Turkish: Native

- EU Citizen — eligible to work across the European Union
- Open to relocation, hybrid, or remote roles