Güzin Begüm Ökten

Senior Graphic Designer | Brand Identity & Visual Systems | Art Direction

Senior Graphic Designer with 9+ years of experience creating brand identities, visual systems and campaigns for Ferrero, Nutella, Hershey's and Haier Europe. Combine hands-on design with art direction across print, digital and motion, developing systems adopted across international markets.

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Experience

Senior Graphic Designer, MLC Design Consulting

Milan, Italy · Hybrid | Jan 2022–Present

- Lead art direction for Ferrero, Nutella, Hershey's AEMEA, Haier Europe and CNH, from concept to final delivery.
- **Casa Ferrero:** Lead creative development for Ferrero's Luxembourg headquarters across print, motion, digital and events; developed a motion identity and maintain guidelines used by external vendors.
- **Mission S/4:** Created the campaign identity for Ferrero's SAP S/4HANA rollout, supporting a change programme involving 10,000+ employees.
- **Nutella:** Created AI-generated hero imagery to reduce photoshoot needs; delivered European retail displays, three years of World Nutella Day campaigns and co-branded work with partners including Krispy Kreme, Burger King, KFC and 7-Eleven.
- **Hershey's AEMEA:** Built a modular brand and campaign system for markets across AEMEA, adopted by the regional team and local agencies.
- **Haier Europe:** Created the Campus and Academy identities and the sustainability mark for the 2023–24 reports; led sustainability and Christmas campaigns across motion, print and digital.

Graphic Designer, MLC Design Consulting

Milan, Italy · On-site | Aug 2017–Jan 2022

- Won the Casa Ferrero identity pitch against two established agencies (2019) by designing the logo and identity system, which scaled to digital-first in 2020 with no redesign.
- Produced infographics and data visualisations for Johnson & Johnson and Alibaba (2020).
- Developed startup visual identities, branded presentations, campaign materials and digital assets, from concept to final artwork.

Design Intern, PeLiDesign · Meneghello Paolelli · Giovannoni

Eindhoven, Netherlands & Milan, Italy | Oct 2015–Jun 2017

- Developed 3D prototypes, CAD and renderings, including the Queebo launch at Salone del Mobile.

Education

Master's Degree, Design & Engineering
Politecnico di Milano, Milan, Italy | 2013–2016

Bachelor's Degree, Industrial Product Design
Mimar Sinan Fine Arts University, Istanbul, Turkey | 2007–2012

Professional Diploma, User Experience Design
Experience Design Academy, POLI.design, Milan, Italy | Oct–Dec 2020

Certifications

Information Design & Data Visualisation UAL London College of Communication (2020) | **Adobe After Effects** IED Milan (2018)

Skills & Tools

Art direction, Brand identity, Visual systems, Brand guidelines, Campaign design, Motion design, Typography, Retail and environmental graphics, Information design

Adobe CC (Illustrator, Photoshop, InDesign and After Effects), Figma
Generative AI: Adobe Firefly, Nano Banana, ChatGPT

Languages

Turkish – Native | Italian – Fluent | English – Fluent