

Lal Yetki Seçkin

Designer in Barcelona - Spain, She/Her

lalyetki.com

About

I'm a designer focused on building personalized brand identities, brand strategy and visual assets for startups and up-and-coming enterprises.

Side Projects

2022

Designer at TO's

Crafted a brand identity and vibrant textile patterns for a startup by two female entrepreneurs in Istanbul. Designed digital prints for high-quality scarves and bandanas that capture the brand's unique spirit and appeal to its audience.

Work Experience

2023 — 2025

Designer at Kraftend
Barcelona - İstanbul

I lead branding projects, creating fresh designs and supporting UI/UX with digital assets from the start.

2019 — 2023

Designer at İskelet Design Works
İstanbul - McLean VA

Ran my own branding studio, managing creative direction, deadlines, and budgets, while working with freelancers and studios to deliver standout projects.

2019 — 2020

Art Director - Creative Asset Manager at FDR Esports
İstanbul

Managed creative assets for gaming and esports, developing brand guidelines and design systems to bring events and sub-brands to life.

2016 — 2019

Designer at Flama Design House
İstanbul

Worked with a Creative Director, handling various creative challenges and learning the full design process from sketch to final product.

2015 — 2015

Design Intern at Awesome Bros
İstanbul

Worked in an in-house agency, sharpening my design skills and collaborating on large projects like immersive experiences, UI, and motion animation.

2013 — 2013

Design Intern at Havas Worldwide
İstanbul

Started my design journey by learning from Art and Creative Directors, building a solid foundation in design and creative thinking.

Education

2014 — 2017

Bachelor of Arts & Communication at İstanbul Bilgi
University
İstanbul

Contact

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