

TEZAY KIR

Brand Designer & Creative Lead

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Brand thinking, art direction and hands-on design across agencies, gaming and my own studio. Experience leading a ten-person design team and carrying work from client conversations through identity, digital design and motion. Open to full-time brand and creative roles.

EXPERIENCE

Communications Designer

Aug 2024 - Present

FACTORY-C | Berlin | Part-time

Brand and event communication, visual concepts, animation, video and production coordination with internal teams and external partners.

Founder / Brand Designer & Creative Consultant

Apr 2020 - Present

Studio Tezay Kir | Berlin | Independent practice

Client consultation, brand concepts, visual identities, lettering, websites and motion. Selected work: FACTORY-C, Gaming Aid and Crowd Ukraine. Lettering workshops and teaching.

Design Department Team Lead

Aug 2018 - Jan 2020

Freaks 4U Gaming | Berlin

Creative and line management of a ten-person design team. Recruitment, development, resource planning and departmental budget planning with management.

Art Director

May 2014 - Apr 2018

BRAINS Werbeagentur | Berlin

Brand identities, campaign concepts and key visuals across print and digital communication.

Art Director

Oct 2011 - Nov 2013

DIE BOTSCHAFT Communications | Berlin

Campaign concepts and brand communication, including work for Pepsi Max and Homann.

Junior Art Director

Nov 2008 - Apr 2011

Publicis Berlin | Internship, then employed from May 2009

Campaign concepts and execution, including work for Berliner Sparkasse.

EDUCATION

Diplom in Communication Design | Berliner Technische Kunstschule, Berlin

2005 - 2008

EXPERTISE & TOOLS

Brand strategy and positioning; art direction; visual identity; lettering and typography; content structure; web design; video and motion; client presentations; creative team leadership.

Adobe Creative Cloud; Microsoft Office; CMS/web design; generative AI workflows.

LANGUAGES & ACTIVITIES

German, English and Turkish: fluent | French: basic

Speaker, Typism Summit 2023. Lettering workshops with STAEDTLER, Modulor and boesner.