

# MURAT SON

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## EDUCATION

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### İZMİR UNIVERSITY OF ECONOMICS

#### Bachelor of Arts in Visual Communication Design

Relevant Coursework: Interactive Media Design, Video Techniques and Production, Packaging Design

İzmir, TURKEY

Sep 2018 - Jun 2024

### İZMİR UNIVERSITY OF ECONOMICS

#### Associate Degree in Graphic Design

Relevant Coursework: Typography, Digital Illustration, Web Design, Advertising Design, Multimedia Design

İzmir, TURKEY

Sep 2016 - Jun 2018

### HILDERSTONE COLLEGE

#### English Studies Centre

Developed advanced English communication skills, academic writing, and cultural understanding.

Kent, UK

Sep 2015 - Apr 2016

## WORK EXPERIENCE

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### YDİ YAPI

#### Graphic Designer

- Created catalog designs and product photography for aluminum joinery and glass facade systems.
- Developed and implemented marketing strategies to successfully promote the company's products and services.
- Enhanced the company's visual identity by producing creative content for advertising campaigns and branding projects.

İzmir, TURKEY

Jan 2023 – Current

### ROPA WEARABLE ART

#### Founder & Designer

- Designed unique hoodies and t-shirts sold on platforms like Etsy, Amazon, and Trendyol.
- Created the entire corporate identity, website, and product designs for the brand.
- Managed e-commerce operations and customer relationships to establish a successful brand.

İzmir, TURKEY

Jul 2020 – Sep 2023

### PABLO ARTISAN COFFEE

#### Promotional Film Advertising and Social Media Management

- Managed advertising films and social media for the branches.
- Created content and campaigns to promote products.
- Increased brand awareness and customer engagement.

İzmir, TURKEY

Jun 2019 – Mar 2020

## RECENT PROJECTS

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### CLENGO

- Developed an on-demand mobile car wash service app offering premium car wash experiences at user-specified locations. The app allows users to schedule and track services in real-time, providing convenience and quality through eco-friendly products and professional service. Focused on creating a user-friendly interface and a seamless booking system, enhancing the overall user experience.

June 2023

### AGEWELL ASSIST

- Designed and implemented a mobile application enabling users to order medications from partnered pharmacies with free home delivery services for individuals aged 65 and above following hospital visits.

June 2022

## ADDITIONAL

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**Technical Skills:** Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Figma, Adobe XD, Wix Studio, WordPress, Microsoft Office. **Languages:** B2 level in English, A2 level in German.

**Certifications & Training:** UI / UX Design Essentials (Udemy), Advanced English Certificate (Hilderstone College), Republic Of Turkey Young Entrepreneurship Certificate