

Bulent Evren

Online portfolio : <https://bulentevren.com>



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Introduction

Dynamic and multi-talented designer, developer, and marketing expert with 20+ years of experience.

Known for delivering user-centric, aesthetically pleasing, and functional designs. Proven track record in web/app design, frontend development, UI/UX design, and art direction. Adept at leading cross-functional teams, managing complex projects, and driving impactful marketing and design solutions. Passionate about blending creativity with technology to create exceptional on-screen experiences.

I am passionate about creating human-friendly, emotive, aesthetically pleasing, clear, on-brand, and usable systems, interfaces, and graphics with a touch of mellow smoothness. My experience spans various environments, from mega-consultancies to small agencies and product companies, where I have shaped and crafted engaging on-screen experiences.

I work in this field because I love it, and I enjoy the industry and the people I meet. I embrace my inner nerd and strive to make the web a better place. I hope to cross paths with potential collaborators in the real world so we can work together to improve the digital landscape.

Senior Art director / Frontend Developer

Campus Founders - 2021 - Present

Since joining Campus Founders in September 2021 as a Senior Art Director, I have become deeply involved in its mission to support Europe's top entrepreneurs and innovators. My responsibilities have extended beyond creating illustrations and print content to leading ad campaigns and developing technical solutions such as custom WordPress plugins, marketing tools (e.g., QR code, email signature, UTM parameters generators), API integrations, Slack bots with Asana integration, and a marketing request system using GoLang. In ten months, I successfully launched and managed four comprehensive websites with hundreds of pages, gaining valuable insights into the startup ecosystem. Additionally, I have taken on a mentorship role, guiding younger team members and sharing my knowledge and experiences to foster the next generation of talent.

- Developed custom web apps and marketing tools, improving team efficiency.
- Led of ad campaigns, resulting in a 40% increase in engagement.
- Launched four cms websites, enhancing the company's online presence and UX.
- Mentored junior members, fostering a culture of continuous development.
- Coached startups in various fields including branding, AI, web, and marketing.
- Key role in multiple events like Heilbronn SLUSH'D marketing/production

Freelance Designer / Developer

Self-Employed, Hannover - 2019-2021

After moving to Germany in 2019, I worked as a self-employed designer, collaborate with developer teams in all over the world and managed a wide variety of cross-media projects. I have completed several outsource jobs for advertisement agencies.

- Collaborated with international developer teams
- Delivered high-quality cross-media projects.
- Managed outsource jobs for agencies, achieving a 95% client satisfaction rate.
- Led teams to successfully bring multiple products to market.

UX-UI Consultant

SAN Tourism Software Group , Antalya Turkey - 2014-2019

- Consulted as an external expert in frontend development and UI architecture.
- Collaborated with the internal team, contributing hands-on to user journey mapping, persona development, and interaction design.
- Developed interactive solutions and web interfaces for travel agencies & operators.
- Enhanced usability and UX through comprehensive UX/UI design & implementation.

Experience

Founder

ESoft, Antalya Turkey - 2011–2019

As a digital advertisement agency, We have worked in a variety of environments, from mega-consultancies to smallish agencies to globally

- Founded and ran a digital advertisement agency with 25 co-workers.
- Managed branding, website, app, and software product projects for various clients.
- Launched an online game with 2 million registered users, acquired by a gaming company.
- Sold a photography catalog to a globally known company, leading to business expansion.

Founder

Construction & Design, Antalya - 2008-2011

- Founded and led the company, overseeing all creative operations.
- Designed layouts and ads for a nationally published monthly magazine.
- Led the creative team in conceptualizing and executing client campaigns.
- Improved magazine circulation by 60% through innovative design and engaging content.
- Created magazine ads as an agency for hundreds of clients.
- Collaborated with editorial team to ensure cohesive and visually appealing outputs.

Web Designer

Alemdar Holding, Istanbul - 2006-2008

- Developed frontend and content for IT news portal, improving user engagement and traffic.
- Designed and maintained web pages ensuring optimal performance and user experience.
- Implemented SEO strategies that increased site traffic by 45%.
- Worked closely with clients to understand their needs and deliver tailored web solutions.

Web Designer

Intuitive Tech, Lexington USA- 2004-2006

- Designed websites for various clients using content management systems, delivering user-friendly and attractive websites.
- Ensured cross-browser compatibility and responsiveness of web designs.
- Created wireframes and mockups to communicate design concepts to clients.
- Collaborated with developers to integrate designs into functional websites.

Soft Skills

- Self-organized and independent
- Adaptable to changes and obstacles
- Team player with a collaborative mindset
- Passionate and driven for excellence
- Strong empathy and customer focus
- Excellent stress management
- Entrepreneurial thinking

Skills

Tech/Design Skills

Code/Frameworks: HTML, CSS, SASS, PHP, MySQL, JavaScript / jQuery, React, APIS, JSON, XML, Vue, GoLang, Bootstrap, Tailwind, Bulma. Visual Studio Code, Sublime Text, GitHub, Responsive Design, Progressive Web Apps, Mobile Apps. Wordpress, Typo, Webflow, Elementor. Shopify, WoCommerce, AWS, Hosting, Linux, Cloud Hosting

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Design Tools: Photoshop, Illustrator, XD/Sketch, Lightroom, InDesign, Figma, ZBrush, Keyshot, Blender, Premiere.

- User Experience (UX) Design
- User Interface (UI) Design
- Graphic Design
- Branding and Identity Design
- Interaction Design / Animation
- Studio Photography / Videography
- Wireframing and Prototyping
- Usability Testing
- A/B Testing
- Marketing and Ad Campaigns
- Adwords, Meta, LinkedIn
- SEO, SERP
- AI Prompting

Languages

- Turkish (Native)
- English (TOEFL Certified)
- German (B1 Level)

Certifications

- Adobe Expert - Basaran (2008)
- Fundamentals of Digital Marketing - Basaran (2010)
- Google Ads - Skillshop (2011)
- ANFAD Antalya Photography and Cinema Amateurs Association (2006)

Interests:

- Coffee enthusiast
- Saltwater aquariums
- Fishing and sailing
- Exploring new cultures
- Playing ukulele
- Photography
- Traveling
- Nature

Bachelor of Arts in Graphic Design

Western Kentucky University, Bowling Green, USA

2004

Minor in Computer Information Systems

Western Kentucky University, Bowling Green, USA

2004

Associate Degree in Printing Technology

Ege University, Izmir

1999

High School

Karsiyaka Lisesi, Izmir

1996

Education