

ORHAN SILAY ÖZDEMİRHAN

CREATIVE DIRECTOR | ART DIRECTOR | SENIOR GRAPHIC DESIGNER

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PROFESSIONAL SUMMARY

Creative Director and Art Director with 10+ years of experience across brand identity, integrated campaigns, graphic design, motion graphics, video production, and AI-assisted creative workflows. Six years of experience in healthcare marketing, including leadership of a 13-person creative team and end-to-end delivery for international, multilingual audiences. Combines hands-on Adobe Creative Cloud expertise with team leadership, stakeholder communication, and high-volume campaign production.

CORE COMPETENCIES

Creative Direction | Art Direction | Team Leadership | Brand Identity | Integrated Campaigns | Graphic Design | Motion Graphics | Video Production | Video Editing | Social Media Content | Performance Creative | Storyboarding | Copy and Script Development | Stakeholder Management | International Client Communication | AI-Assisted Production

PROFESSIONAL EXPERIENCE

Dr. Cinik Medical Center

Creative Director | 2024 - 2026 | Full-time

- Led and mentored a 13-person multidisciplinary creative team, managing workload, quality control, brand consistency, and deadlines.
- Directed integrated campaigns across social media, performance marketing, email, print, motion graphics, video, and product communication.
- Partnered with marketing, medical, production, and management stakeholders to translate business objectives into clear creative concepts.
- Integrated generative AI tools into ideation and production workflows to accelerate concept development and content adaptation.

Doku Clinic & Dr. Serkan Aygin

Creative Director | 2024 | Full-time

- Directed creative output for two healthcare brands across brand communication, social media, paid campaigns, and patient education content.
- Developed campaign concepts, scripts, storyboards, content calendars, and platform-specific creative assets.
- Coordinated graphic design, video, motion, photography, and copy to maintain consistent messaging across high-volume deliverables.

Adwide Creative Agency

Creative Art Director | 2023 - 2024 | Remote

- Provided remote art direction for multiple client accounts, translating briefs into campaign concepts, key visuals, social assets, and motion content.
- Presented creative routes, incorporated stakeholder feedback, and supervised adaptations through final delivery.

Dr. Cinik Medical Center

Art Director | 2020 - 2023 | Full-time

- Produced brand, campaign, social media, video, print, and event materials for international healthcare markets.
- Contributed to approximately 300 multilingual email marketing assets delivered across seven languages while maintaining brand consistency at scale.
- Art-directed photo and video production and collaborated with cross-functional teams from briefing through final approval.

EARLIER EXPERIENCE

RealWorks Advertising Agency

Visual Producer | 2019 - 2020 | Full-time

- Produced campaign key visuals, digital content, and cross-format adaptations for agency clients.
- Supported production planning and maintained visual standards across high-volume deliverables.

CMP Film Production

Co-Director & Film Editor | 2018 - 2019 | Full-time

- Co-directed film projects and edited video from media ingest and narrative assembly through motion graphics and final delivery.
- Worked with production teams to translate scripts and storyboards into coherent visual narratives.

Factorybyks Advertising Agency

Junior Art Director | 2017 - 2018 | Full-time

- Supported campaign ideation, key visual development, social content, and production-ready adaptations.

Izmir University of Economics - Communication Faculty

Video Editor Intern | 2014 - 2016

- Edited faculty video content and supported post-production for academic and communication projects.

MUN Advertising Agency

Junior Art Director Intern | 2014 - 2015

- Assisted with art direction, concept development, and preparation of advertising materials.

EDUCATION

Izmir University of Economics

Bachelor's Degree, Media and Communication - Broadcasting Track | 2016

Full Scholarship | English-taught program

Bahcesehir University

Graduate Studies, Communication Design | Thesis phase not completed

50% Scholarship | English thesis track

TOOLS & TECHNOLOGY

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom

Generative AI: Kling AI, Runway, Seedance, Higgsfield, Sora, Adobe Firefly

Production: Art direction, video editing, motion graphics, storyboarding, campaign adaptation, presentation design, print and digital production

LANGUAGES

Turkish - Native | English - Professional working proficiency

PORTFOLIO

Selected work: behance.net/orhansilay3ae0