BARIŞ IŞIK

SENIOR ART DIRECTOR / UX UI DESIGNER

ART DIRECTION / DIGITAL PRODUCT / BRAND SYSTEMS



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01 **PROFESSIONAL SUMMARY**

Senior Art Director and UX/UI Designer with more than a decade of experience across financial services, media, healthcare, and digital content. Combines art direction, brand identity, product design, design systems, motion, and multimedia to create clear, user-centered experiences. Led cross-functional delivery across web, mobile, kiosk, campaign, and corporate touchpoints, with responsibility for DestekBank and Destek Asset Management.

02 **CORE SKILLS**

DIRECTION	Art Direction	Visual Design	Brand Identity
	Corporate Identity	Campaign Design	Motion Design
PRODUCT	UX Design	UI Design	User-Centered Design
	Design Systems	Prototyping	Information Architecture

03 **PROFESSIONAL EXPERIENCE**

Aug 2026–Sep 2026

Senior Art Director & UX/UI Designer

DESTEKBANK / Istanbul, Türkiye · Hybrid

- Led visual direction and UX/UI for DestekBank and Destek Asset Management across digital products, web and mobile interfaces, campaigns, and corporate communications.
- Developed visual concepts and design systems that translate both brands' goals into consistent, accessible customer experiences.
- Managed design work end to end with business and technology teams, balancing usability, accessibility, conversion, and brand standards.
- Provided art direction and design guidance to creative teams.

May 2026 – Aug 2026

Senior Art Director

ON DIGITAL (BURGAN BANK) / Istanbul, Türkiye · Hybrid

- Led visual direction for integrated brand communications and advertising campaigns across digital, social, and offline channels.
- Translated business objectives into creative concepts, key visuals, and campaign assets while strengthening the corporate visual identity.
- Partnered with marketing, content, and production teams from brief to final delivery, maintaining quality, consistency, and schedules.

Jan 2025 – Jan 2026

Senior Art Director & UX/UI Designer

MISYON BANK / Istanbul, Türkiye

Jan 2024 – Feb 2025 PREVIOUS ROLE **Art Director**

- Led visual brand communication and interactive experience strategy for Misyon Investment Bank and its subsidiaries across websites, mobile applications, kiosks, digital marketing, print, and corporate materials.
- Designed user-centered product experiences and high-fidelity interfaces, balancing functionality, brand expression, and the operational realities of regulated banking.
- Evolved identity systems, reusable templates, and design patterns to maintain consistency across product and campaign touchpoints.
- Led multidisciplinary work at the intersection of design, strategy, and technology, aligning user insight with business goals.

03 PROFESSIONAL EXPERIENCE CONTINUED

Feb 2022 – Jan 2024

Graphic Designer İNFO YATIRIM MENKUL DEĞERLER A.Ş. / Istanbul, Türkiye · Hybrid

Created financial-services campaign and communication assets across digital, social, print, presentations, and internal channels; developed concepts with marketing and business teams and produced motion graphics and video.

Jun 2021 – Mar 2022

Graphic Designer | Videographer STABLEX / Istanbul, Türkiye

Designed campaign, social, and brand assets and managed video work from planning and filming through editing, color correction, sound, and motion graphics.

Jun 2020 – Jun 2021

Graphic Designer | Videographer ROMATEM / Istanbul, Türkiye · Hybrid

Produced brand, marketing, and healthcare communications across digital design, video, and motion; translated healthcare topics into clear content and managed production through post-production.

Dec 2019 – Mar 2020

Freelance Graphic Designer | Videographer NEO SKOLA / Istanbul, Türkiye

Created visual and video content for digital learning and promotion, supporting concept development, filming, editing, motion graphics, and multi-format delivery.

Aug 2017 – Jul 2019

Assistant Producer AC FILM / Istanbul, Türkiye

Coordinated schedules, locations, equipment, crew, research, and production communication across pre-production, shoots, and post-production.

Apr 2017 – Sep 2017

Long-Term Intern REUTERS TV / Istanbul, Türkiye · On-site

Supported newsroom video editing, research, footage organization, and multimedia delivery in an international, deadline-driven editorial environment.

Jul 2015 – Aug 2015

EARLIER EXPERIENCE **Assistant Scriptwriter** AĞUSTOS FILM / Istanbul, Türkiye · Hybrid

04 SELECTED PROJECTS

01 2024 – 2026

Misyon Mobil (formerly myBanka) BRAND & UX/UI DESIGN

Led improvements to information architecture and key journeys across transfers, product discovery, and investment marketplaces. Created scalable patterns for search, filtering, comparison, and selection.

AWARD **2025 Golden Spider Awards** / Mobile App – Finance/Fintech / **3rd Place**

02 2024 – 2026

AnaKasa BRAND & UX/UI DESIGN

Owned the identity system across logo, color, typography, and corporate applications, then refined hierarchy, component use, and key flows within Misyon Bank's design system for custody banking.

03 2024 – 2026

Misyon Kripto (renamed Inveo Kripto) **and TokenBull** BRAND & UX/UI DESIGN

Developed identity directions and core brand building blocks for Misyon Kripto, subsequently renamed Inveo Kripto, and TokenBull. Provided UX/UI consultancy that made crypto, tokenization, and fractional-ownership concepts clearer across product and marketing touchpoints.

04 2024 – 2025

myBanko BRAND AND EXPERIENCE DESIGN

Owned creative direction across identity routes, wayfinding, kiosk menus, and print and digital materials, turning a multi-institution financial service model into a cohesive system.

05 EDUCATION

Galatasaray University Faculty of Communication — Jan 2012 – Sep 2016

Galatasaray High School Lycée de Galatasaray / High School Diploma — Sep 2007 – Jun 2012

06 CERTIFICATIONS

UX / UI Certificate Program Mindset Institute / Credential ID M001 BU02 0003 0036 1124 — May 2025

Video on Demand and Online Video Training Certificate Digiturk — Sep 2014

60th Anniversary Public Broadcasting Certificate TRT — Feb 2014

07 TOOLS

Figma / Adobe Creative Suite / Photoshop / Illustrator / InDesign / After Effects / Premiere Pro / Framer

08 LANGUAGES

Turkish Native or bilingual

English Professional working

French Professional working