

Ömer Can Serbest

Graphic Designer / Art Director

Creating bold visual identities, packaging, campaigns, and digital experiences through concept-driven design and visual storytelling.

EXPERIENCE

SR. GRAPHIC DESIGNER
Jolly Tur **2022 - 2026**

Developed visual concepts and creative assets across branding, digital, social media, campaigns and packaging, maintaining consistent visual communication across projects.

ART DIRECTOR
Jolly Tur **2026 - Present**

Leading creative direction and visual development across branding, digital and campaign projects, overseeing concepts, design execution and the overall creative vision.

EDUCATION

RADIO & TELEVISION
Nisantasi University **2014**

Associate degree focused on radio and television production, media communication, and visual storytelling.

GRAPHIC DESIGN
Istanbul University **2022**

Graphic design education focused on visual communication, typography, branding, and digital design.

TOOLS

- Adobe After Effects
- Adobe Illustrator
- Adobe Photoshop
- AI-Assisted Workflows

EXPERTISE

- Art Direction
- Branding & Packaging
- Campaign & Commercial
- Social, Digital & Motion

CERTIFICATION

CalArts — The Language of Design: For Art & Meaning

INTERESTS

Neuromarketing · Psychology
Philosophy · Film & Visual Culture

CONTACT

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PORTFOLIO

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