

# Ata Berkol

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## Skills

Adobe Suite  
Sketch and Figma  
Google Database  
Microsoft Office  
HTML/CSS

User Interface Design  
Wireframing  
User Flows  
Empathy Maps  
Persona Generation  
Rapid Prototyping  
User Interviews  
Market Research

Web Design  
Branding Collateral  
Style Guides

## Exhibitions & Awards

Aura Art Hub - Solo Show 2021  
Cultural Center Chicago 2021  
Fiverr Rising Talent Award 2021  
SAIC Presidential Merit Grant '14  
SAIC ArtBash Winner 2014

## Work Experience

### Visual Designer Clout LLC, Chicago

Jan 2022-Present

CLOUT is a public relations and corporate communications agency. Their mission is to empower companies that elevate people and serve their communities.

- I design client-facing presentation decks as well as consumer facing content such as banner ads, web animations and post layouts for Facebook, Tiktok, Twitter and Instagram.
- I stand on-call to support the graphic needs of the social marketing team with a rapid turnover rate.

### Freelance Visual Designer Artisan Talent, Chicago

Jun 2020-Present

I work as an independent contractor offering digital design services to help Artisan's partner clients cultivate brand loyalty and communicate their ideas and values to large audiences.

### Visual Marketing Intern Koleksiyon LLC, Istanbul

May-Aug 2017

Koleksiyon is a contemporary furniture design company based in Istanbul, Turkey.

- I designed magazine page layouts, covers, colors and typography in Adobe Illustrator and inDesign.
- Created digital animations for their web and social media presence in Adobe AfterEffects.

### Art Direction Intern Punch BBDO, Istanbul

May-Aug 2016

Punch BBDO is an advertising agency located in Istanbul.

- I designed billboard and digital banner ads for reputable brands like Mercedes and Pepsi communicate with their audiences in the Turkish market.
- I cooperated with Art Directors, Writers, Photographers and Film Directors on ad shoots for broadcast on live TV.

## Education

### School of the Art Institute of Chicago

Aug 2014 - Aug 2018

BFA in Visual Communication and Design  
ExTV Student President - SAIC's TV Broadcast Platform