

Damla Hacıoğlu

Designer;Product,Graphic

Contact

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Experience

Industrial & Graphic Designer / Polymetal

Sep 2023 – Present | Full-time | İzmir,TR | On-site

- Led end-to-end design projects for furniture and medical products, with a focus on metal and plastic materials.
- Designed modern **metal-wood furniture products** and developed supporting materials, including **catalogs, assembly instructions, packaging, exhibition stands, installation videos, and 3D visualizations**.
- Contributed to the brand's visual identity by **updating the logo** and supporting the **design of a brand-aligned website**.
- Produced visual content, including **studio product photography, factory production shoots, and fair stand photography**.
- Work was showcased at international design and industry fairs, including IMM Cologne, INDEX Dubai, INDEX Saudi Arabia, Decorex London, Hotel Show Athens, and WHX Dubai.

Founder / Pepper Creative Studio

Jan 2025 – Present | İzmir, TR

- Manage UX/UI design, social media management, and photo/video production projects.
- Designed the interface and user experience of the AI-powered storytelling application **TaleLand**.
- Contributed to the redesign of **ÜyeFit**, a web platform currently under development.
- Delivered visual design projects including **mobile app prototypes, social media content, brand identity work, illustrations, and digital assets**.
- Conducted **photography shoots** for venues such as schools, cafés, and restaurants.
- Produced **print materials**, including brochures and menus.

Industrial Designer / İzeltaş

Sep 2021 – Dec 2021 | Internship | İzmir, TR | On-site

- Developing an **axe design** for İzeltaş, ensuring compliance with functional and patent requirements, while supporting R&D processes and preparing the product for production.

UX & UI Designer / Arçelik

Jan 2021 – Apr 2021 | Internship | İstanbul, TR | Remote

- Developed a **mobile app** concept for Arçelik aimed at reducing carbon footprint, using Figma and Adobe XD.
- Assisted in the visual design of the **Arçelik 3D Print website**.

Skills

UX/UI & Collaboration

- Figma
- Adobe XD
- Miro

Visual & Motion Design

- Adobe Photoshop, Illustrator
- Lightroom Classic, Premiere Pro
- InDesign, Canva, Procreate

AI Tools

- Freepik AI
- Envato AI
- Chat GPT

3D & Industrial Design

- SolidWorks
- Autodesk Fusion 360
- Blender

Education

TOBB University of Economics and Technology

2017 – 2022 | Ankara, TR

Industrial Design

Honor & Awards

12th National Furniture Design Competition Finalist (Design for Export 2020)

Issued by Central Anatolia Furniture Paper and Forest Products Exporters' Association, Turkish Exporters' Assembly, Ministry of Trade of the Republic of Turkey
· Mar 2021

Certifications

Marketing : Customer Needs and Wants

IESE Business School | Jan 2020

Textual Elements of Design: Fonts, Typography, and Spacing

University of Colorado Boulder | Jan 2020

The Language of Design: Form and Meaning

California Institute of the Arts | Jan 2020

Graphic Elements of Design: Color Theory and Image Formats

University of Colorado Boulder | Jan 2020

Graphic Design

University of Colorado Boulder | Jan 2020

User Experience Design

Georgia Institute of Technology | Jan 2020

[You can view my other 8 certifications on my LinkedIn profile.](#)