

ŞAFAK GÜR

Creative & Art Director · Graphic Designer · AI Artist & Filmmaker

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L Istanbul, Türkiye

ABOUT ME

Istanbul-born artist with a background in graphic arts and fine arts, and ten years of experience in design and advertising. I imagine things, give them a shape, and share them with the world. Since 2022 I have been fully immersed in generative AI, working across the entire pipeline from concept and art direction to image and video generation, editing and ads, creating films and campaigns for brands and artists that have reached millions on social media. Open to relocation and remote work.

WORK EXPERIENCE

Creative agency & freelance, Istanbul | 2016 – Present

Graphic Designer & Art Director

Art direction, visual identity and campaign design for brands in banking, automotive, retail, fashion and education, from concept to final delivery across print, digital and social media.

Freelance & agency projects | 2022 – Present

AI Artist & Filmmaker

AI films, commercials and social content: concept, story, visual design, AI image and video generation, editing. Concert promos for Sami Yusuf and Umme Ozcan x Otyken in Istanbul, the viral short “Palace Rave”, and film series for Bellona, Boyner x Jeep and Okyanus Kolejleri.

Medina Turgul DDB, Istanbul · Language school, Valencia, Spain | 2016 – 2017

Graphic Design Intern

Agency internship on advertising campaigns in Istanbul; graphic design and visual communication for an international language school in Valencia.

EDUCATION

Anadolu University, Eskişehir | 2011 – 2016

Faculty of Fine Arts, Graphic Arts

Including a one-year English preparatory program.

Accademia di Belle Arti di Foggia, Italy | 2016

Erasmus Exchange, Fine Arts

SKILLS

Graphic Design · Visual Design · Branding
Creative Direction · Art Direction
AI Filmmaking · AI Ads · Prompt Engineering
Image & Video Generation · Editing

LANGUAGES

Turkish Native
English Advanced
German A2 (certified)
Spanish Beginner

TOOLS

Design Adobe Creative Cloud (Photoshop, Illustrator, After Effects, Premiere Pro)

AI Video Seedance, Kling, Wan, Veo, Runway · AI Image Midjourney, Seedream, GPT Image, Nano Banana ·

Platforms Higgsfield, Magnific

SELECTED CLIENTS

Akbank, Türkiye İş Bankası, Axess, Juzdan, Tosla, Ford Trucks, Jeep, Boyner, Atasay, Bellona, Papia, ino Beauty, Okyanus Kolejleri, Koruncuk Vakfı, T.C. Çevre, Şehircilik ve İklim Değişikliği Bakanlığı, TOKİ, Umme Ozcan, Otyken