



Funda Ovaci Kahyaoglu

Senior Graphic Designer Brand & Marketing Design

Senior Graphic Designer with 12+ years of experience creating brand identities, marketing campaigns, digital experiences, and large-scale event assets for global fintech, SaaS, technology, and advertising companies. Skilled in translating complex ideas into clear visual communication across digital and print channels.

funda.design

me@funda.design

+31 (0)6 34 02 54 02

Education

Anadolu University

Fine Art Faculty, Graphic Design

Anadolu University

Public Relations & Advertising

Skills

Design

Global events, Corporate identity redesigns, Design systems/guidelines, Stakeholder management, Fintech/SaaS experience

Tools

Photoshop, Illustrator, InDesign, After Effects, Adobe Premiere Pro, Final Cut, Figma, Wordpress, Keynote, PowerPoint, Google Slides

Experience

2018 - 2024

BACKBASE - Visual Designer

- Contributed to the redesign of Backbase's global corporate identity.
- Played a key role in the delivery of 5 global ENGAGE events, creating event branding, signage, brochures, maps, and stakeholder presentation assets.
- Designed digital marketing assets, landing pages, social campaigns, and print materials.
- Collaborated closely with marketing, sales, HR, and external vendors to ensure brand consistency across all touchpoints.
- Supported the redesign of the Backbase website.
- Developed scalable design assets for recruitment, employer branding, and internal communications.
- Collaborated with global stakeholders to ensure brand consistency across marketing, event, and presentation communications.
- Created and maintained social media design guidelines used across multiple teams.

2013 - 2017

OPEN BUSINESS SOFTWARE SOLUTIONS Art Director

- Led the redesign of the company's corporate identity and website.
- Designed marketing materials including social media assets, recruitment campaigns, advertisements, and event collateral.
- Created branding and marketplace assets for Atlassian products.
- Collaborated closely with developers to design mobile applications, games, and web experiences.
- Contributed to the design of 15+ mobile applications published on the App Store.

2012 - 2013

GRAPHN - Jr. Art Director

- Developed branding, packaging, and campaign visuals for global brands including Coca-Cola, Frito-Lay, and Milka.
- Designed brochures, posters, exhibition stands, booth graphics, and corporate identity materials.
- Collaborated closely with photographers, copywriters, and production teams to deliver integrated marketing campaigns.