



Mehmet Tüz
UI/UX & Brand Designer

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Portfolio: mehmettuz.com | LinkedIn: [linkedin.com/in/mehmettuz](https://www.linkedin.com/in/mehmettuz)

Professional Summary

UI/UX & Brand Designer with 10+ years of experience in user-centered design, web & mobile interfaces and brand identity creation. Skilled in Figma, WordPress, Bricks Builder and Webflow. Successfully led branding and UI/UX projects for local and national brands, including Mercedes-Benz, Renault and Hilton. Passionate about crafting seamless digital experiences through prototyping, user research and data-driven design.

Skills & Tools

- UI/UX Design & Prototyping
- Wireframing & User Flows
- Responsive Web & Mobile Design
- Branding & Identity Design
- Editorial & Advertising Design
- WordPress Development
- Design Systems & Components
- User Research & A/B Testing & Benchmark

Tools & Technologies

- Design: Figma, Adobe XD, Photoshop, Illustrator, InDesign
- Development: Webflow, Framer, WordPress, WooCommerce
- Builders: Bricks Builder, Elementor

Professional Experience

Salt Tasarım | Founder, Art Director, UI Designer | 2017 - 2024

- Led 50+ branding and UI/UX projects, improving client digital engagement.
- Designed and implemented user-centered UI/UX solutions for both startups and enterprises.
- Specialized in prototyping, brand identity design and editorial design.

Kiraz İletisim | Art Director | 2016 - 2017

- Led the development of advertising campaigns, editorial designs and brand identities.
- Managed projects for leading brands such as Mercedes-Benz, Renault, Harput Holding and BEBKA.

Professional Experience

Bigworks | Art Director | 2015 - 2016

- Developed detailed marketing presentations and political communication campaigns.
- Designed campaigns and print materials for leading political parties, private hospitals, UEDAŞ and BTM.

Photo Graphica Creative | Graphic Designer | 2014 - 2015

- Designed brand identities and press advertisements throughout all stages of magazine design.

Dajans | Graphic Designer | 2013 - 2014

- Designed advertising campaigns, logos, and editorial materials for Hilton, Durmazlar and Torunlar Holding.
Contributed to the launch and rebranding of various companies.

Pasaport Ajans & Medya | Graphic Designer | 2012 - 2013

- Produced press ads, book layouts, and logos published in national and local newspapers. My work has been featured in both national and local publications.

Education

BA in Communication & Publicity, Yaşar University, İzmir | 2006 - 2012

Cumhuriyet High School, Bursa | 2000 - 2004

Portfolio & Contact

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