

# Miray Karaduman

## Creative Designer

Experienced graphic designer with 4 years of expertise in creating dynamic marketing assets and captivating motion graphics pieces for top-tier clients like Monzo, Tinder, Amex, and Google through contracting with different agencies.

### Employment History

#### Contractor Design Team Lead at Redbox Mobile, London

APRIL 2022 – PRESENT

- Leading and managing a small design team, fostering a collaborative environment, providing guidance, and ensuring high-quality deliverables
- Acting as the lead designer and creative project manager for major clients like Monzo and Tinder, delivering exceptional marketing design assets.
- Taking briefs, tracking project progress, communicating updates to clients, and developing design strategies.
- Conceptualizing and designing diverse app marketing materials, spanning organic and paid channels, including static images and motion graphics.
- Preparing creative analysis, strategy roadmaps, and A/B testing plans with design suggestions in line with best practices.
- Collaborating with various teams internally, contributing to sales and marketing efforts.
- Conducting regular 1-2-1 meetings to track goals and skill development, while effectively prioritizing and delegating design projects for timely completion.
- Planning for commercial growth opportunities, assisting in sales pitches and representing Redbox Mobile at events and webinars.
- Creating onboarding processes, task management systems, and briefing documents for the Design Team.

#### Freelance Graphic Designer at Redbox Mobile, London

MARCH 2021 – APRIL 2022

- Creating performance-driven app store and digital display assets like app icons, screenshots, and preview videos.
- Conducting qualitative and quantitative tests (AB Testing) to assess app store creative performance.
- Ensuring timely project delivery while managing creative optimizations from briefing to analysis, design, and client presentation.
- Developing diverse marketing materials including still images, motion graphics for social media, Google Ad Campaigns, banners, and more.
- Collaborating with designers to brainstorm and craft custom motion graphics that effectively convey ideas across digital platforms.

### Details

London, United Kingdom  
+447521731038

[miraykar@live.com](mailto:miraykar@live.com)

### Links

[Portfolio](#)

[LinkedIn](#)

### Skills

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Figma

Adobe InDesign

Adobe Acrobat Pro

Adobe Premier Pro

Microsoft Office Suite  
(Powerpoint, Word, Excel)

Google Workspace (Docs,  
Sheets, Slides)

Graphic Design

Motion Graphics

Promotional Material Design

Digital Illustration

## Freelance Graphic Designer at Mirai Digital Ltd., London

JANUARY 2020 – PRESENT

- Freelance graphic designer and motion graphics artist offering design services for different agencies, creating illustrations in various styles, designing branding, and promotional materials for digital and print, and crafting short animated videos and motion graphics.
- Working with clients including Redbox Mobile, Preen, University of Cambridge, INGED, Majo Productions, and others.

## Freelance Graphic Designer at Preen

MARCH 2020 – APRIL 2020

- Contributed to a freelance project for Discovery Education through The Nest Post, designing and creating animation elements for their show "Ask The Expert."
- Animated the assets designed for the show, applying expertise in motion graphics and design.

## Digital Illustrator & Motion Graphic Artist at Cherryduck Studios

JUNE 2019 – AUGUST 2019

- Contributed to an in-house project for Google, designing and animating vector elements for a series of six short animated videos.

## Fashion PR & Marketing Executive at LONDON ORGANIC PR, London

SEPTEMBER 2017 – JUNE 2018

- Graphic Design: Designed promotional materials, brochures, and social media posts, also edited and updated London Organic's beauty line labels.
- Videography: Shot and edited videos for London Organic PR's YouTube channel.
- Digital Marketing: Managed social media, engaged audiences, prepared mass emails, and sponsorship proposals.
- PR Management: Contacted fashion designers, influencers, models, and clients, also wrote press releases.
- Events Organization: Sourced and contacted potential guests, prepared guest lists, and coordinated with venues for events.

## Education

### Bachelor of Arts in Media Studies and Digital Media Arts at The University of Surrey, Guildford

2015 – 2019

### High School Diploma at Doga Highschool, Ankara

2011 – 2015

Video & Sound Editing

Creative Project Management

Task Management

Staff Onboarding & Training

Image Retouching

Design Strategy

Digital Marketing Design

ASO Design Practices

Google Ads Design

App Store Connect

Google Play Console

## Languages

English

Turkish

