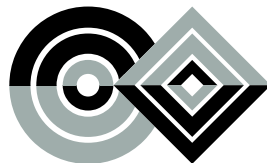


**P**OLİNKUYUMCİYAN**S**TUDIO

P O R T F O L I O



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## AWARDS

### 2024, The Corporate LiveWire Innovation & Excellence Awards

Office Stationery Retailer of The Year - Turkey

### 2023, Corporate Vision - Small Business Awards

Best Typographic Design Products 2023, Istanbul

### 2022, Indigo Design Award

Silver Award in Branding Category

### 2022, Indigo Design Award

Silver Award in Integrated Graphic Design Category

### 2021-2022, A' Design Competition

Iron Award in Graphics, Illustration and Visual Communication Design Category

### 2020-2021, A' Design Competition

Iron Award in Packaging Design Category

### 2021, Indigo Design Award

Bronze Award in Packaging Design Category

### 2019-2020, A' Design Competition

Bronze Award in Art Materials, Stationery Supplies and Gift Items Design Category

### 2018, Le Color Notebook Competition

First Prize

## COURSES & CERTIFICATES

### Figma UI UX Design Essentials Course

UDemy — Certificate issued in March 2024

## SKILLS

### Design

Branding, Typography, Packaging Design, Presentation Design, UI & UX Design

### Software

- Adobe Creative Suite: Illustrator, InDesign, Photoshop, Dreamweaver
- Microsoft Office: Word, Excel, PowerPoint
- Figma — Beginner

## WORK EXPERIENCE

### Prose on Pixels — Prague, Czechia

Graphic Designer (full time)— 2024 - Present

Takes existing visuals and localises them for markets worldwide. Works within the boundaries of brand guidelines and format limitations and finds innovative solutions to address these challenges.

### Polin Kuyumciyan Studio — Istanbul, Turkey & Prague, Czechia

Founder and Designer — October 2014 - Present

Gives freelance graphic design service mainly in the areas of brand identity, packaging and print based design. Some of the past and current local / global clients include: Güçlü Kirtasiye, Epsilon Yayınevi, Hacı Bekir, Tepta Aydınlatma, İKSV, Keskin Color, Zenbase and more.

### PK Design, Stationery with a Sense of Humor — Istanbul, Turkey

Founder and Designer — October 2015 - Present

PK Design is a line of colorful and typographical stationery products that use slang language mixed with a sense of humor. As of 2024, the brand is on sale at pkdesign.com.tr, trendyol.com, hipicon.com and various stationery shops and cafes around Turkey.

### Hogarth Istanbul — Istanbul, Turkey & San Francisco, CA, USA

Freelance Channel Production Artist — April 2017 - October 2020

Attended workshops for the launch of new Apple products. Worked with a group of graphic designers, editors and project managers for the Turkish adaptations of all printed and online channels.

### Istanbul Foundation for Culture and Arts (İKSV) — Istanbul, Turkey

Graphic Designer — October 2012 - August 2014

Was responsible for all printed and digital channel applications of the key visuals including outdoor, publication ads, website banners and posters. Designed the foundation's new e-bulletins and El Sistema Youth Orchestra's 2014 key visual and printed materials.

### Ogilvy&Mather — Istanbul, Turkey

Art Director Intern — 2011-2012

Gained experience in customer pitches and concept development in areas such as TVC, print and outdoor. Worked with brands like Cappy, Fanta, BP, Ford. Designed the agency credentials and agenda.

## EDUCATION

### Rhode Island School of Design, RISD — Providence, RI, USA

BFA, Graphic Design, 2007-2011, 3.616 GPA

### Uskudar American Academy — Istanbul, Turkey

2003-2007, 82.00 GPA





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# AKS OTOMOTIV

AKS Otomotiv is a leading company in the automotive industry, with customers from all around the world. 2018 mini catalogue presents the company with a few bullet points and informs the reader of AKS' essentials. I used the big

and bold captions next to the magnified photos of products and told the company story through this visual harmony. The aim was to focus on every aspect of AKS' process from history to production to service quality.

CATALOGUE DESIGN  
2018



# AKS OTOMOTIV



# AKS OTOMOTIV



# ALICE IN WONDERLAND

This personal project is an interpretation and re-design of Lewis Carroll's world-famous "Alice in Wonderland".

The book resembles the shape of a child-drawn house and is covered with purple paper. The color is associated with magic along with power and mystery. Throughout the book, there are

pages in which typography gets exciting and different than in a usual book. The world of Alice gets more and more psychedelic and so does the typography. It is designed in order to evoke emotions within the reader.

The book is perfect bound with hard covers and a bookmark.

BOOK DESIGN &  
BOOKMAKING  
2010

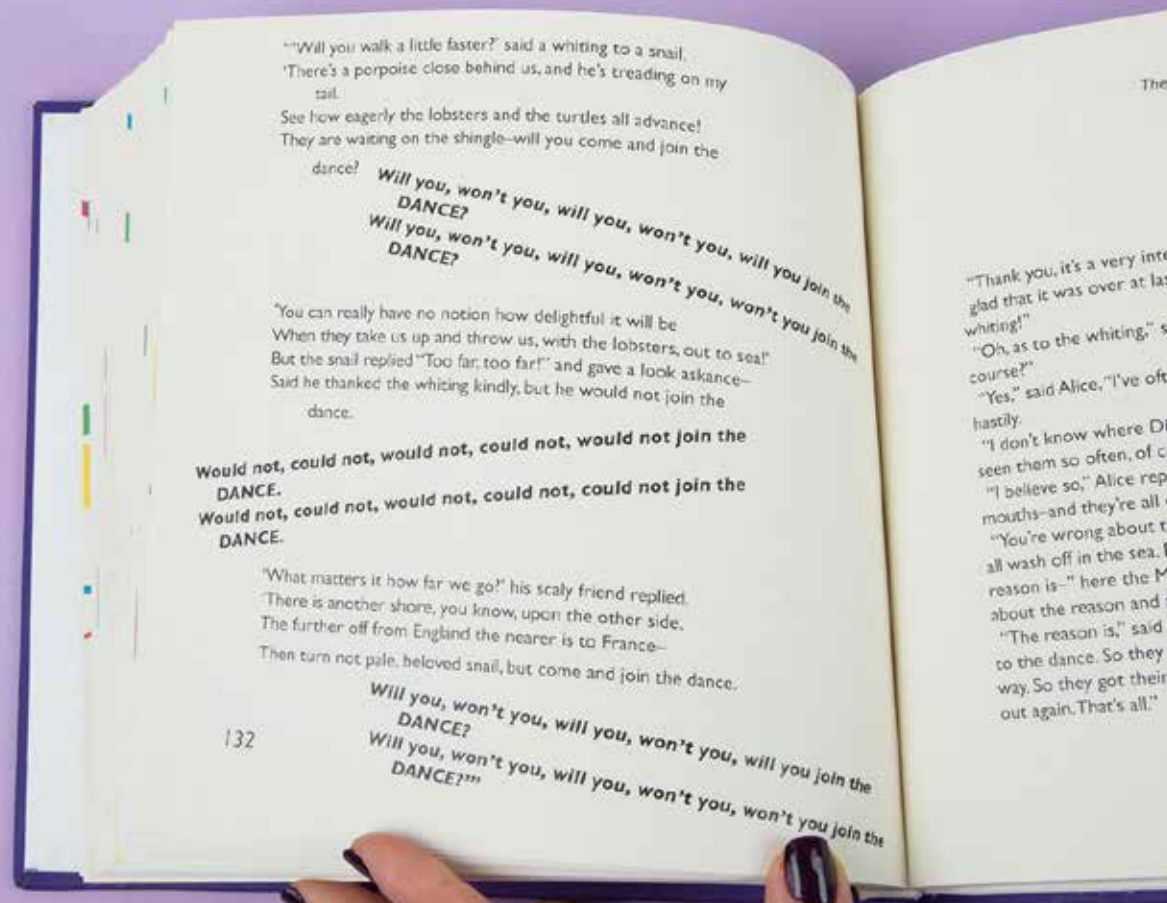


# ALICE IN WONDERLAND

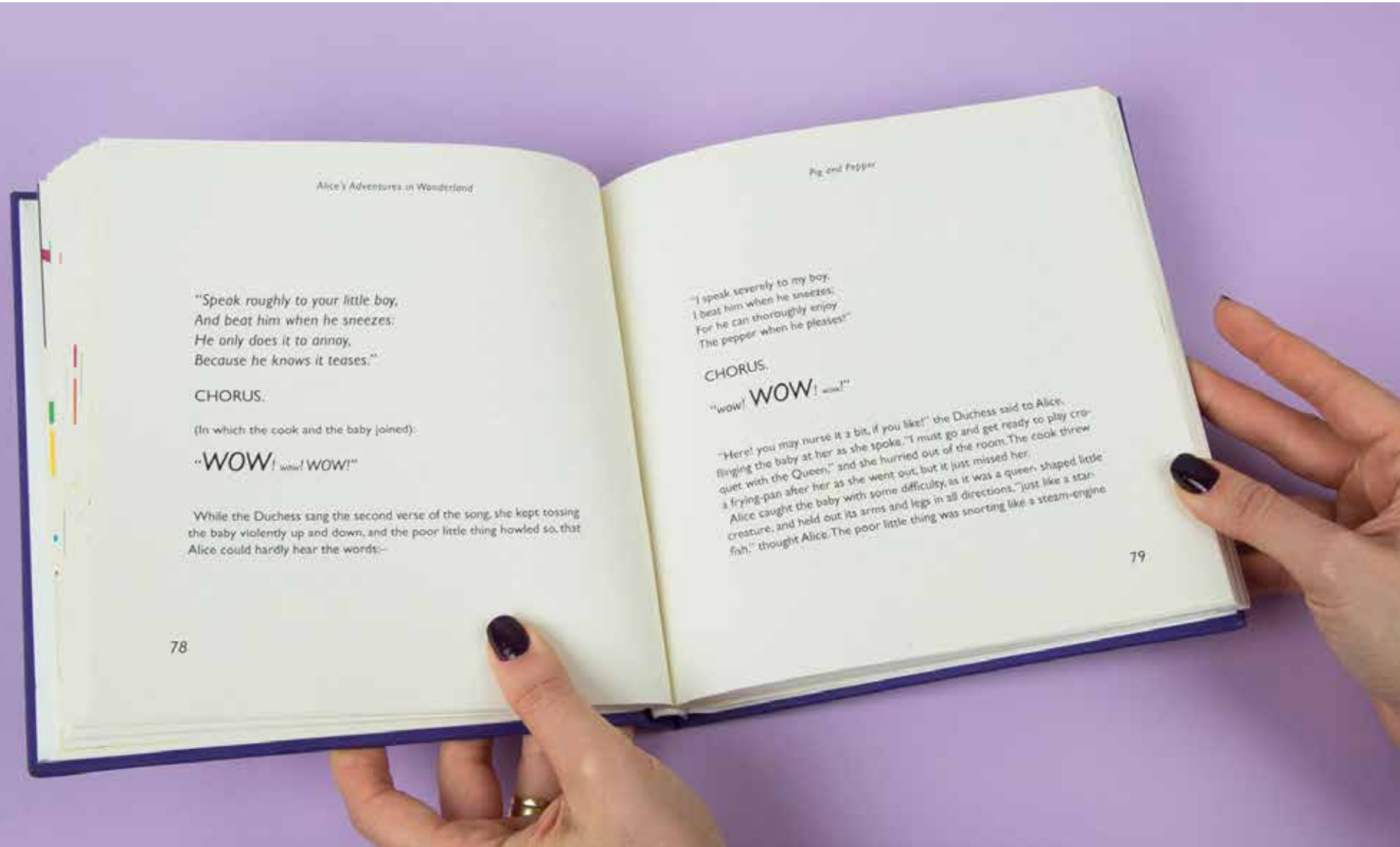




# ALICE IN WONDERLAND



# ALICE IN WONDERLAND



# ANAGEN PLUS

Anagen Plus is a Turkish brand of anti hair loss product line. The project began with the logo. The bottles were white and the customer asked for a clean and simple design, with very little color. The shampoo

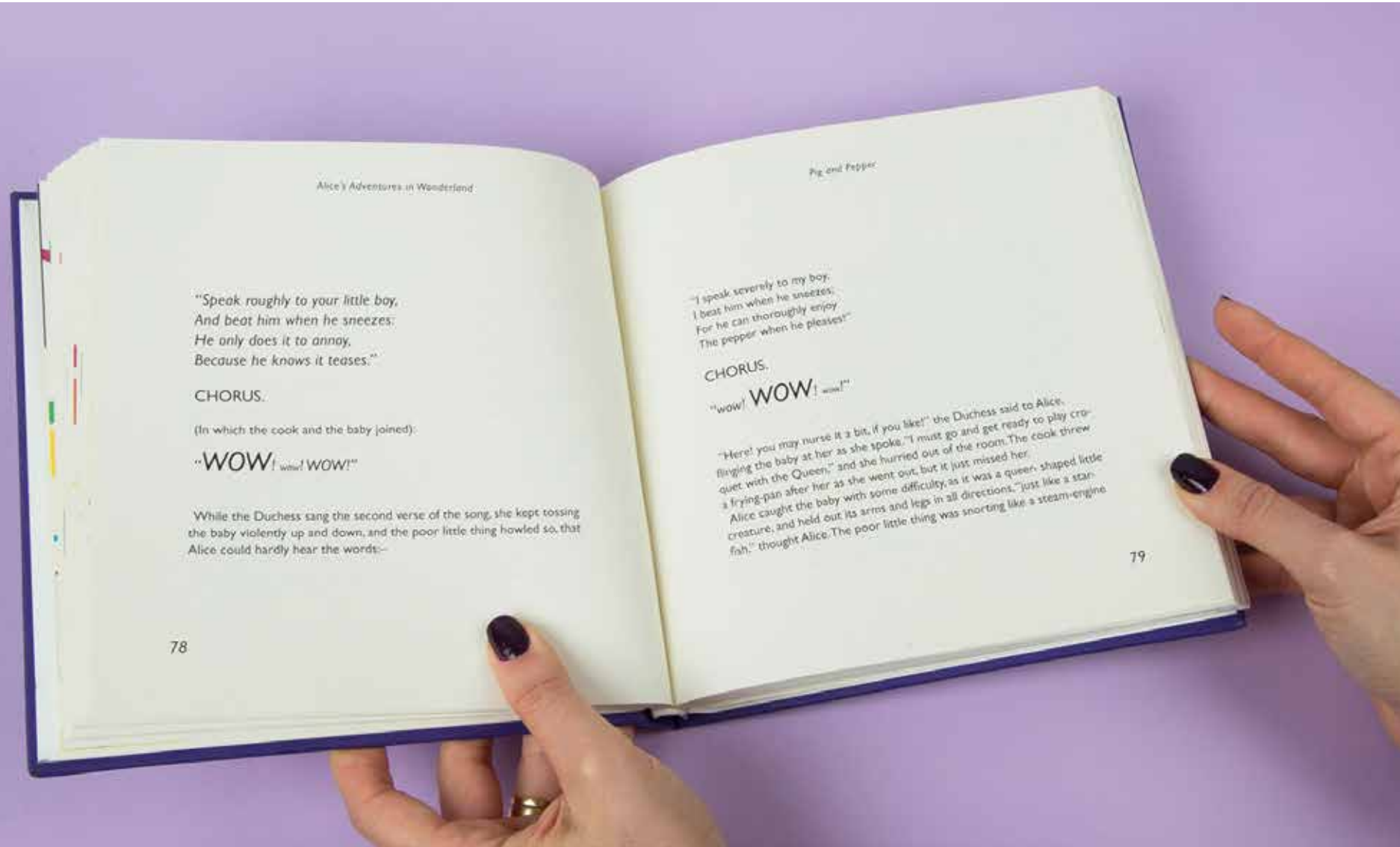
and conditioner duo aimed for a high-end customer base, so an element of luxury, silver tones, were integrated into the packaging design.

LOGO & PACKAGING DESIGN  
2021



# ANAGEN PLUS

LOGO & PACKAGING DESIGN



19

# BUGECE BRAND

BUGECE is an Istanbul based event management and organization company. They had a previous brand guide but it was outdated as the company evolved and so had to be updated and redesigned to suit the evolving face of the company. BUGECE had started out as a young and amateur brand and by time, it became a dominating name within the music industry,

especially in Turkey. So they decided to update their brand guide accordingly and have a sleeker look. Being active in the nightlife scene, black was the most suiting color for the whole design, as well as BUGECE's core color, yellow. The simple layout and bold font choice was appropriate for the maturing character of BUGECE.



BRAND IDENTITY  
2019

# BUGECE BRAND

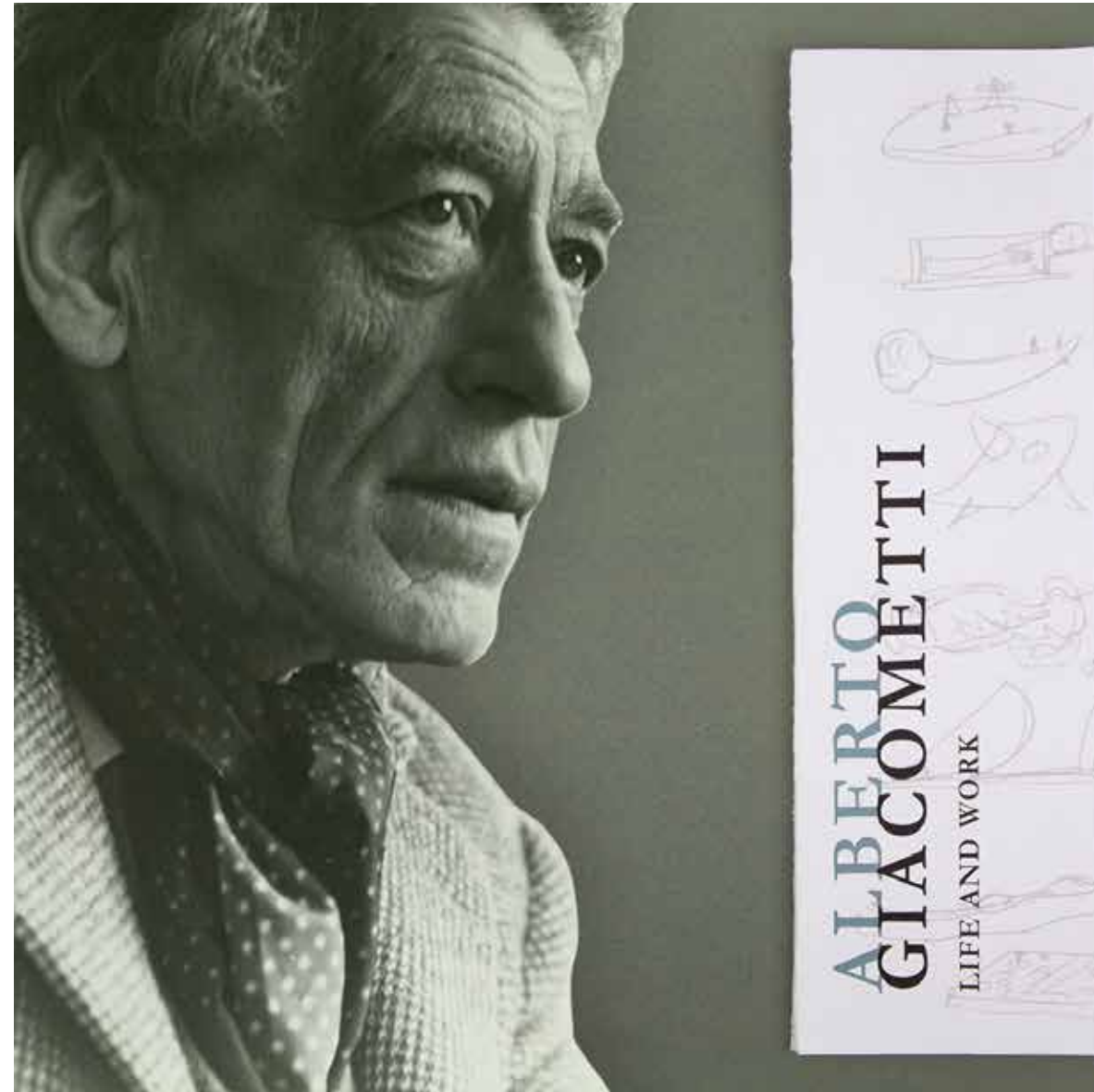


# GIACOMETTI BOOK

This is a personal project on Alberto Giacometti's life and body of work exhibited in MOMA. The book is specifically designed as a long and narrow book so that it would represent Giacometti's famous human figure sculptures. The layout

changes throughout the book in order to address the artist's multiple fields of work. As one of many fans of Giacometti, I wanted to catch the essence of his work and reflect a portion of it onto paper.

BOOK DESIGN &  
BOOKMAKING  
2011







# GIACOMETTI BOOK



# GIACOMETTI BOOK



## image list

The following is a listing of the works in the book, listed according to their page numbers.

- 11 *Torso (Torso)*, 1925  
Plaster  
22 13/16 x 9 13/16 x 9 7/16" (38 x 25 x 24 cm)  
Alberto Giacometti-Stiftung, Zürich, GS 1
- 12 *Seated Woman (Femme-cuillère)*, 1926-27  
Bronze  
5 1/2 x 2 1/4 x 8 1/4" (14.8 x 51.4 x 21 cm)  
The Museum of Modern Art, New York  
Acquired through the Mrs. Rita Silver Fund in honor of her husband Leo Silver and in memory of her son Stanley R. Silver, and the Mr. and Mrs. Walter Hochschild Fund, 1986
- 14 *Gazing Head (Tête qui regarde)*, 1928  
Plaster  
15 3/8 x 1 9/16 x 2 3/16" (39 x 37 x 5.5 cm)  
Alberto Giacometti-Stiftung, Zürich, GS 10
- 15 *Reclining Woman Who Dreams*  
(*Femme couchée qui rêve*), 1929  
Painted white  
15 1/16 x 5 5/16" (24 x 43 x 13.5 cm)  
Alberto Giacometti-Stiftung, Zürich, GS 17
- 27 *Head-skull (Tête-crâne)*, 1929  
Plaster  
7 5/6 x 7 7/8 x 8 7/8" (18.5 x 20 x 22 cm)  
Alberto Giacometti-Stiftung, Zürich, GS 20
- 33 *Man Pointing (L'Homme au doigt)*, 1930  
Bronze  
70 1/2 x 40 3/4 x 16 3/4" (178 x 104 x 42 cm)  
The Museum of Modern Art, New York  
Gift of Mrs. John D. Rockefeller 3rd, 1969
- 34 *Femme Leaning Back (Femme penchée en arrière)*, 1930  
Bronze  
10 1/2 x 10 1/2 x 10 1/2" (26.5 x 26.5 x 26.5 cm)  
The Museum of Modern Art, New York  
Gift of Mrs. John D. Rockefeller 3rd, 1969

# HACI BEKIR HALVA BOXES

Haci Bekir decided to update their products' packaging and prints in order to catch up with 21st century trends and appeal to a younger customer group as well.

Halva is a very traditional dessert but is now becoming very hip again. So Haci Bekir wanted to utilize halva's popularity and be able to address to the new generation. The new packaging

design uses the hip stripe patterns and pop colors in order to modernize the traditional taste of halva.

***Bronze Indigo Design Award  
in Packaging Design Category  
in 2021 period***

***Iron A' Design Award  
in Packaging Design Category  
in 2020-2021 period***

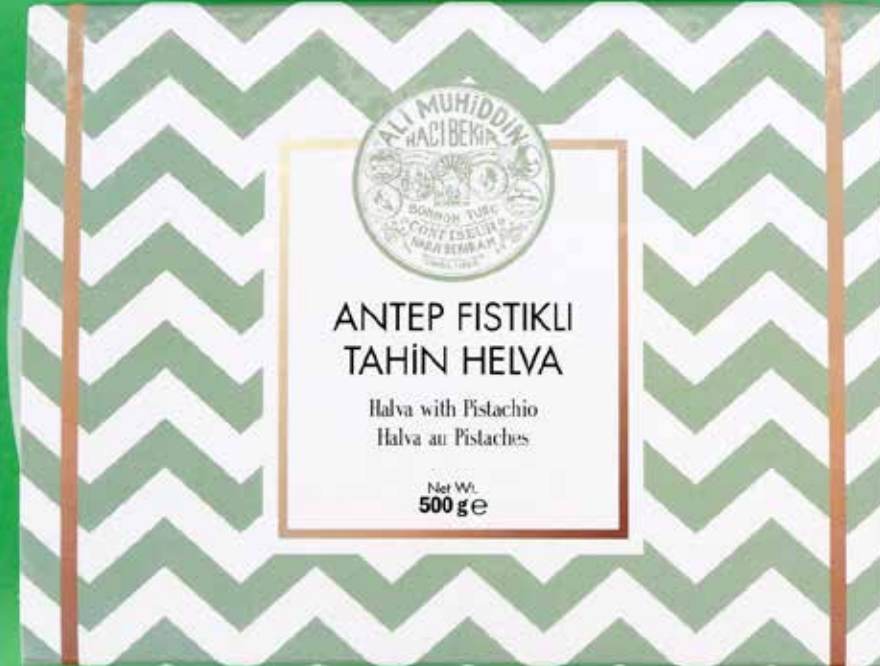


PACKAGING DESIGN  
2020

# HACI BEKİR HALVA BOXES



# HACI BEKIR HALVA BOXES



# HACI BEKIR TURKISH DELIGHTS

Haci Bekir decided to modernize their products' packaging in order to catch up with 21st century trends and appeal to a younger customer group as well. My approach is to keep the traditional side of the century-old brand and approach it with a modern eye, including typography, utilization of colors, patterns and Haci Bekir logos. This trio of Turkish Delights is all about traditional but yet unpredicted tastes. They have spicy flavors such as ginger, cinnamon and clove. Since these three were going to be marketed

as a group, their packaging also needed to be unified at some level. The number one thing I put into my design was the specific colors. Even if you have not read the box covers, you would get a sense of the warm but spicy ingredients. Second element was the pattern and it was the key for unifying the trio into one group. The pattern consists of the three plants' pictograms. Although the pattern is same on each of them, it has a different plant highlighted on every one of them, in order to match the taste in the box.



PACKAGING DESIGN  
2017

# HACI BEKIR



# HACI BEKIR





# IDEA & PLAN

The stationery brand that I've founded, PK Design, made a collaboration with one of the biggest print houses and stationery brands in Turkey, Keskin Color. We wanted to collaborate on a concept that could be applied to multiple products. PK Design's product line mainly consists on typographical designs which are based on certain concepts. So I wanted to reflect that style on this project as well. IDEA and PLAN series are essentially based on the need to organize thoughts, weekly plans and keep track of one's daily life.

Therefore, I have come up with new meanings for these two words and shaped my design accordingly: IDEA, Intelligent Dreamer's Everyday Approach, and PLAN, Personal Layout About Necessities.

Concept & Design by PK Design,  
Production & Distribution by Keskin Color

**Bronze A' Design Award  
in Art Materials, Stationery  
Supplies and Gift Items  
Design Category in 2019-2020  
period**

STATIONERY DESIGN  
2019



# IDEA & PLAN



# IDEA & PLAN



# ILTER UZEL'S BOOK ON ORTHODONTICS

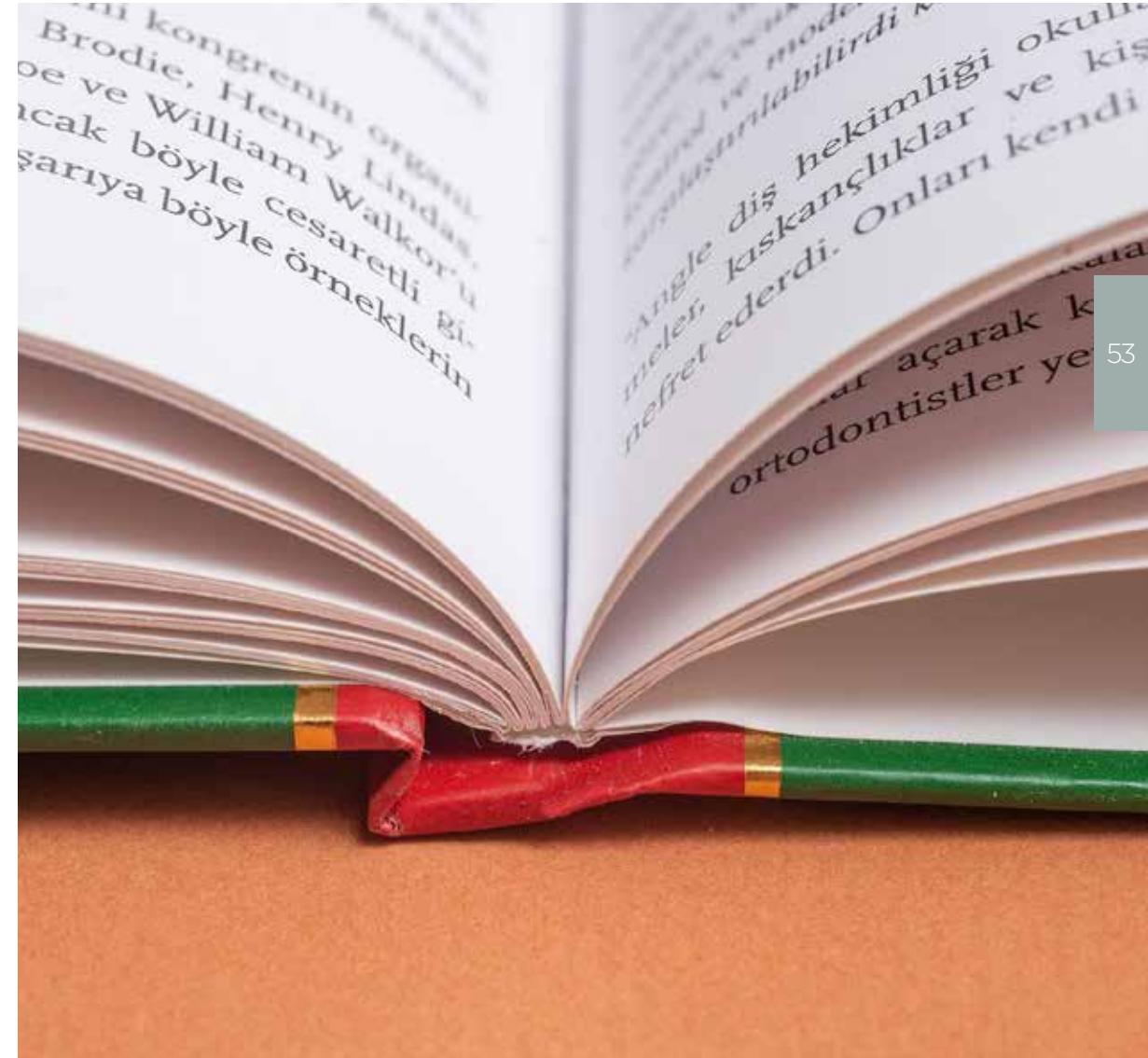
Prof. Dr. Ilter Uzel has written a book on the development of orthodontics throughout the world in the past century. The professor wanted to have an old school look for his book, mimicking an encyclopedia. I received the text with a file full of hard copies of images. Images needed editing since they were only found clips from various sources.

To capture the encyclopedia feel, my strategy was to have a clean and straightforward design with serif fonts. I created a very quiet layout, one that would not outshine the information on the page. For the cover, I decided to imitate the style of old school book covers and fulfill the professor's brief.

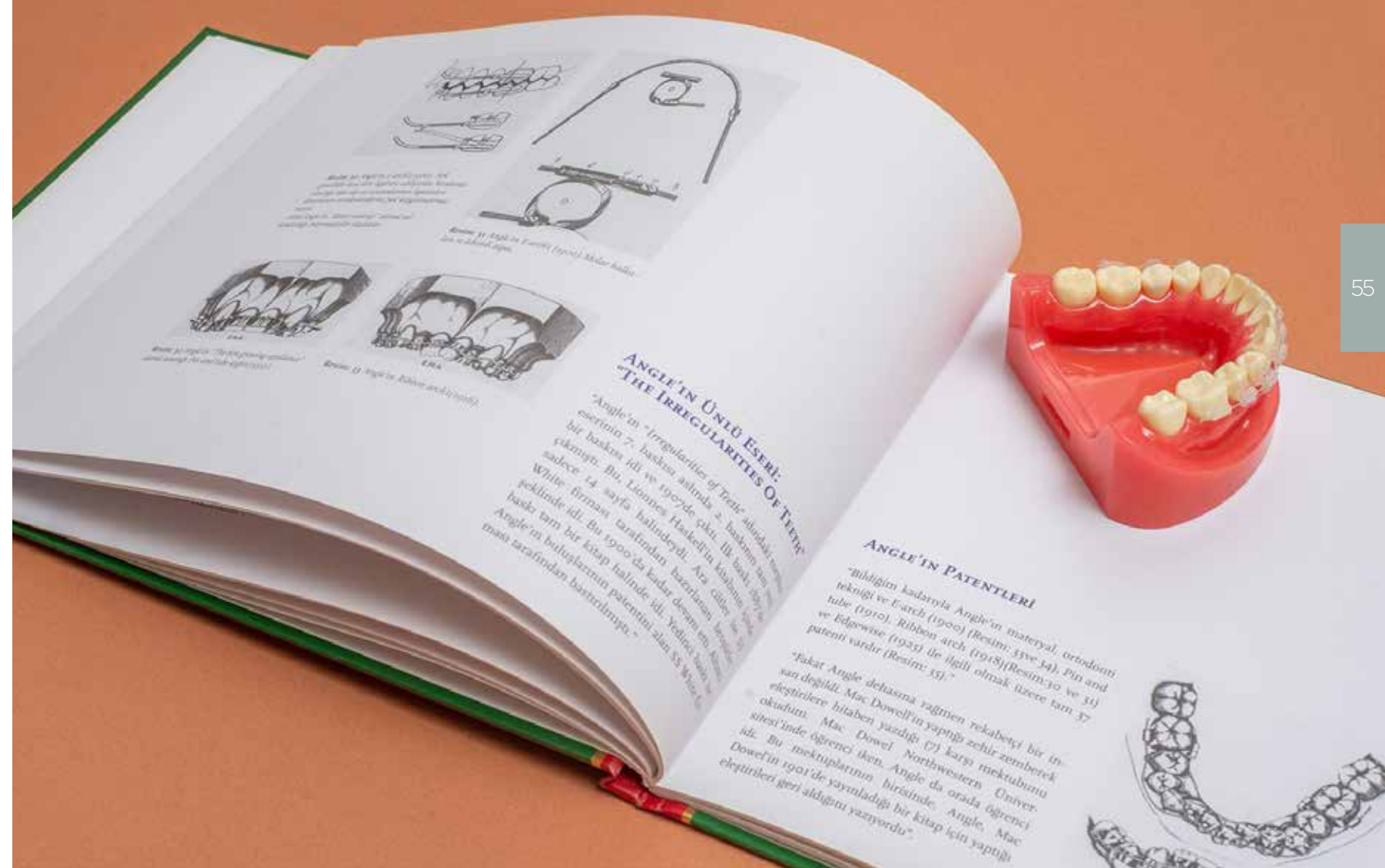
BOOK DESIGN &  
IMAGE EDITING  
2016



# ILTER UZEL'S BOOK ON ORTHODONTICS



# ILTER UZEL'S BOOK ON ORTHODONTICS



# iodes

iodes is a boutique fashion brand, founded by Irem Ozyurtcu, that specializes in silk products with colorful prints. For each season, Irem briefs me with the new mood board and I find the right imagery and create the patterns

for each product line with revisions and commentary from Irem. For the coloring of each print, Irem again delivers a set of colors and we put together a mix&match until the line is set for final print.

TEXTILE &  
PATTERN DESIGN  
2015-2022



iodes

TEXTILE & PATTERN DESIGN





iodes



iodes

TEXTILE & PATTERN DESIGN



iodes



iodes



iodes



# KAIZEN

KaizenTech was founded by two Telecom & Retail industry experts. Company founders believe in tech investment and always strive for the newest, fastest and most efficient developments.

As the company grew, they wanted to have give special stationery gifts to the customers, designed to highlight Kaizen's motto: Change for Better.

Initially the project started out as a classic A5 notebook format but that didn't fit well with the company's ideals. A different and fun approach made more sense. Thus, the three notebook set. Ending with a powerful and empowering quote, each notebook is individual and yet, when all three are put together, they make the motto: Change for Better.



NOTEBOOK DESIGN

2020

# KAIZEN



# KAIZEN





# KAIZEN

“

It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.

Charles Darwin

”

“

Longevity in this business is about being able to reinvent yourself or invent the future.

Satya Nadella

”

“

Intelligence is the ability to adapt to change.

Stephen Hawking

”

# KOLLEKTIF

Kollektif is a Chicago based design studio that works with independent designers from around the world and in their own words “create one pronounced voice, a ‘kollektif’.” The studio wanted to update its logo and business card. The goal was to capture the soul of the studio and what it stands

for. The harmony of irregularity symbolizes the unique voice each designer has and ultimately, they unite to become one. The colors reflect both the different characters their designers have, and also the quality of the products they sell in their shop and studio.

LOGO DESIGN &  
BUSINESS CARD  
2019



# KOLLEKTIF



KOLLEKTIF



# LA BOTTEGA

Birsin Engineering firm requested a kitchen catalogue for LABOTTEGA. It was designed as a magazine since it not only has pictures and information about different kitchen types but also is full of useful and fun facts related to fine living, cooking and Italy. In order to keep the flow of the catalogue interesting and entertaining, in between two product families, different information pages are thrown in.

The design process was both systematic and organic. The product pages are decorated with geometric patterns with an interview page marking the end of each product group. These pages follow a certain design strategy and are based on layouts that would work for all product pages. While the other pages on fun facts are each designed with a different layout, specific for that very topic.

CATALOGUE DESIGN &  
IMAGE SELECTION  
2016



# LA BOTTEGA



# LA BOTTEGA

CATALOGUE DESIGN & IMAGE SELECTION



# LA BOTTEGA



# LOGOS

Various logo designs from selected customers.

LOGO DESIGN  
2019-...





# LOGOS



PRETTY OBVIOUS



maika



MATARIKI



MEDCASE



private dining & catering

# NOVOCRIN THERAPY

Novocrin Therapy is an initially Belgium based, then Turkish owned brand. The packaging went through certain changes throughout the years and by 2020, the packaging graphics have found their latest layout in the Studio.

The shampoo bottles stand out with their blue and green colors

and I wanted to go further with the coloring and added one more on each bottle in order to differentiate one variation from the other. Since the brand has many shampoo options depending on the type of scalp and hair, color-coding has become the sole differentiator.

PACKAGING DESIGN

2020



# NOVOCRIN THERAPY



# PETROPOINT

Established in 2018 in Istanbul, Petropoint serves many international companies in the field of petrochemistry. The company needed a new logo and branding.

The main purpose of this renewal was to have a clean and modern

looking logo. Among many color options, blue tones were customers' favourite. Mimicing the double P in the company name, the icon consists of mirroring letter "P"s and dual colors.

LOGO DESIGN & BRANDING  
2021

- PANTONE 541 C
- PANTONE 545 C



# PETROPOINT



# PETROPOINT



# POLIN & HERMAN WEDDING

This one is for myself! Herman and I got married in August 2021 and I had the chance to design for us this time.

The invitation design was followed by digital invitation design. After these two, menu, table cards, Photobooth exterior and photo frames, bottle tags, photograph envelopes and cocktail menu followed. Everything was in green and beige tones and decorated with big palm leaves and pampas in order to match the decoration

**Silver Indigo Design Award  
in Branding Category  
in 2022 period**

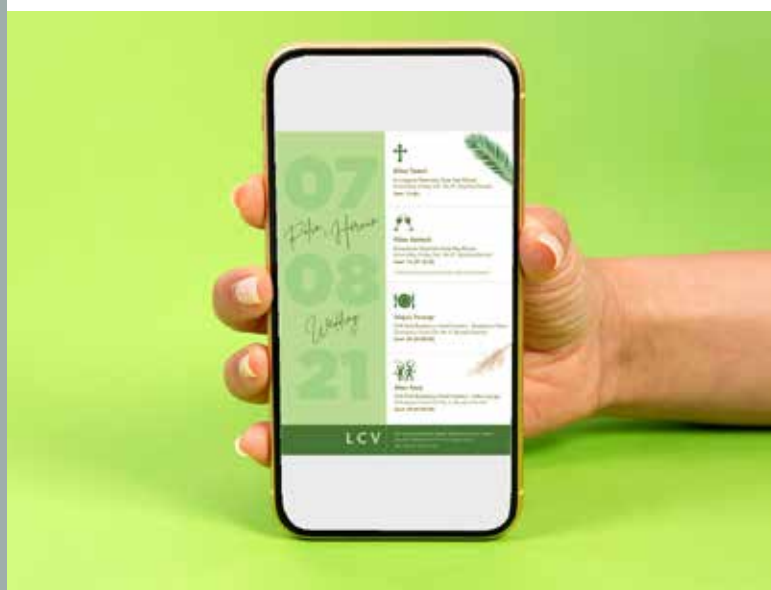
**Silver Indigo Design Award  
in Integrated Graphic Design  
Category  
in 2022 period**

**Iron A' Design Award  
in Graphics, Illustrations and  
Visual Communication Design  
Category  
in 2021-2022 period**



WEDDING PACKET DESIGN  
2021

# POLIN & HERMAN WEDDING





# POLIN & HERMAN WEDDING



# POLIN & HERMAN WEDDING



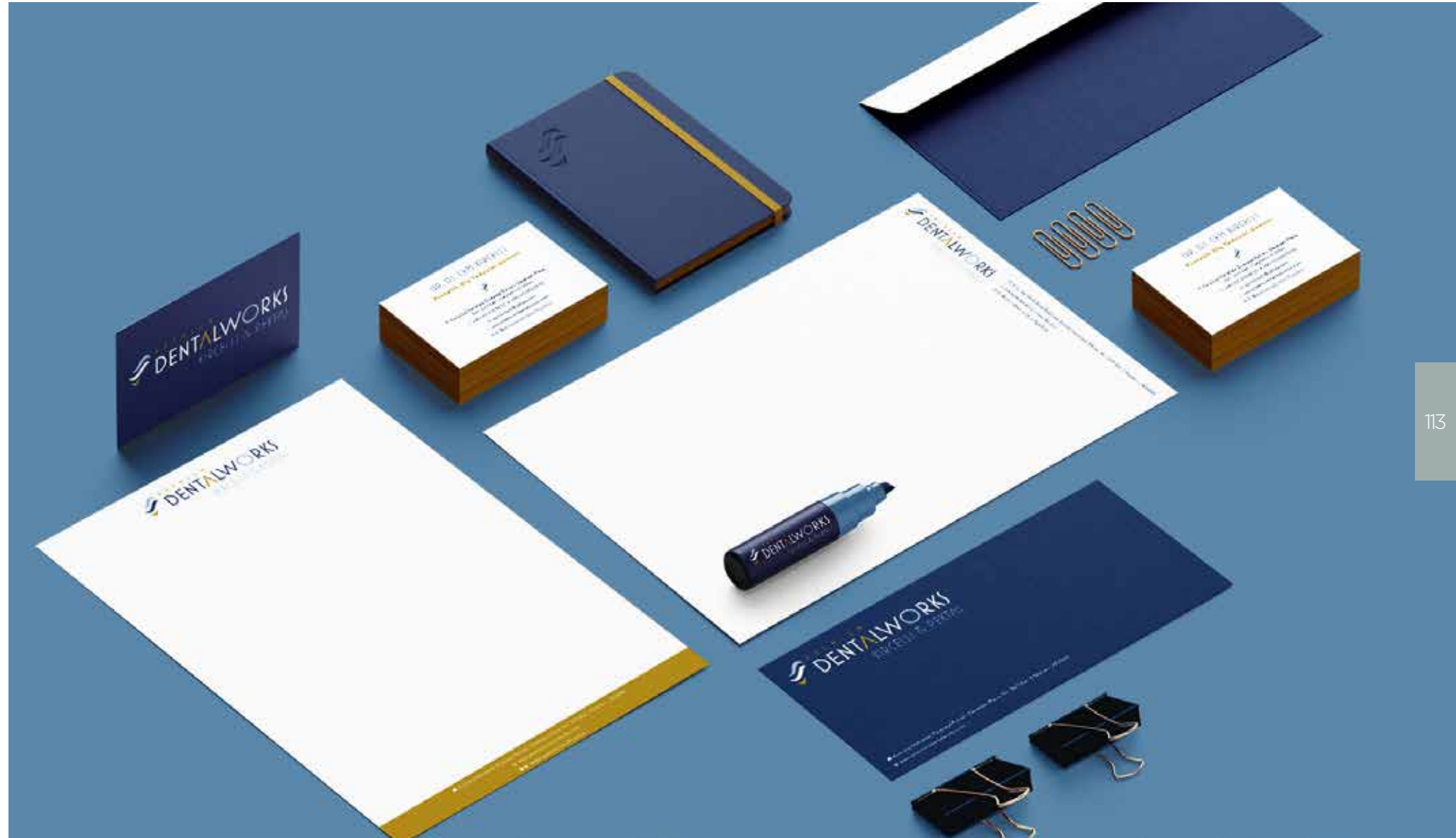
# PREMIUM DENTALWORKS

Established in 2021 in Adana, Turkey and founded by three professionals, an orthodontist, a prosthetic dentistry specialist and an oral and maxillofacial surgent, Premium Dentalworks is a top-notch private clinic.

The dentists were looking for a logo and a branding design to match their excellent clinical services. The idea was to begin with an icon that would unify

the whole design and the colors were picked to match the interior design of the clinic. It is made up of three different waves that form a stylized “tooth”, symbolizing the three dentists. The design is applied to branding stationery, website and interiors of the clinic and offices.

LOGO DESIGN & BRANDING  
2021



# PREMIUM DENTALWORKS

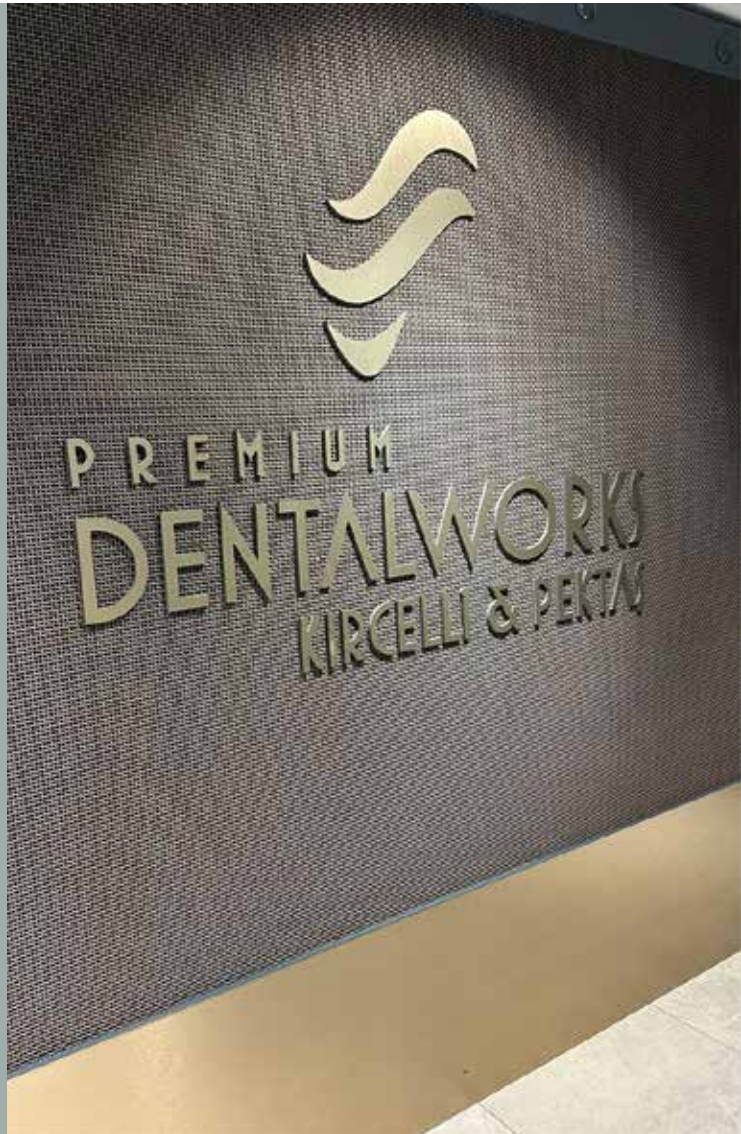


# PREMIUM DENTALWORKS

LOGO DESIGN & BRANDING



# PREMIUM DENTALWORKS



# SIMBART PROJECTS

Shizzle is a boutique creative agency that gives service in many areas including brand communication, content creation and creative campaigns. They previously designed their logo but lacked a brand identity to complete the company's characteristics.

Working on Shizzle's branding meant to be free with colors given their creative identity.

Since they were three people, I chose three dominant colors for the brand identity and utilized them throughout the brand guide. Each color stands for a partner and symbolizes the role of that person. The colors were specifically dark and bold colors because all three of them held important jobs that were crucial for the agency's workflow.

LOGO DESIGN, BRAND IDENTITY &  
SOCIAL MEDIA IMAGERY  
2017-...



# SIMBART PROJECTS



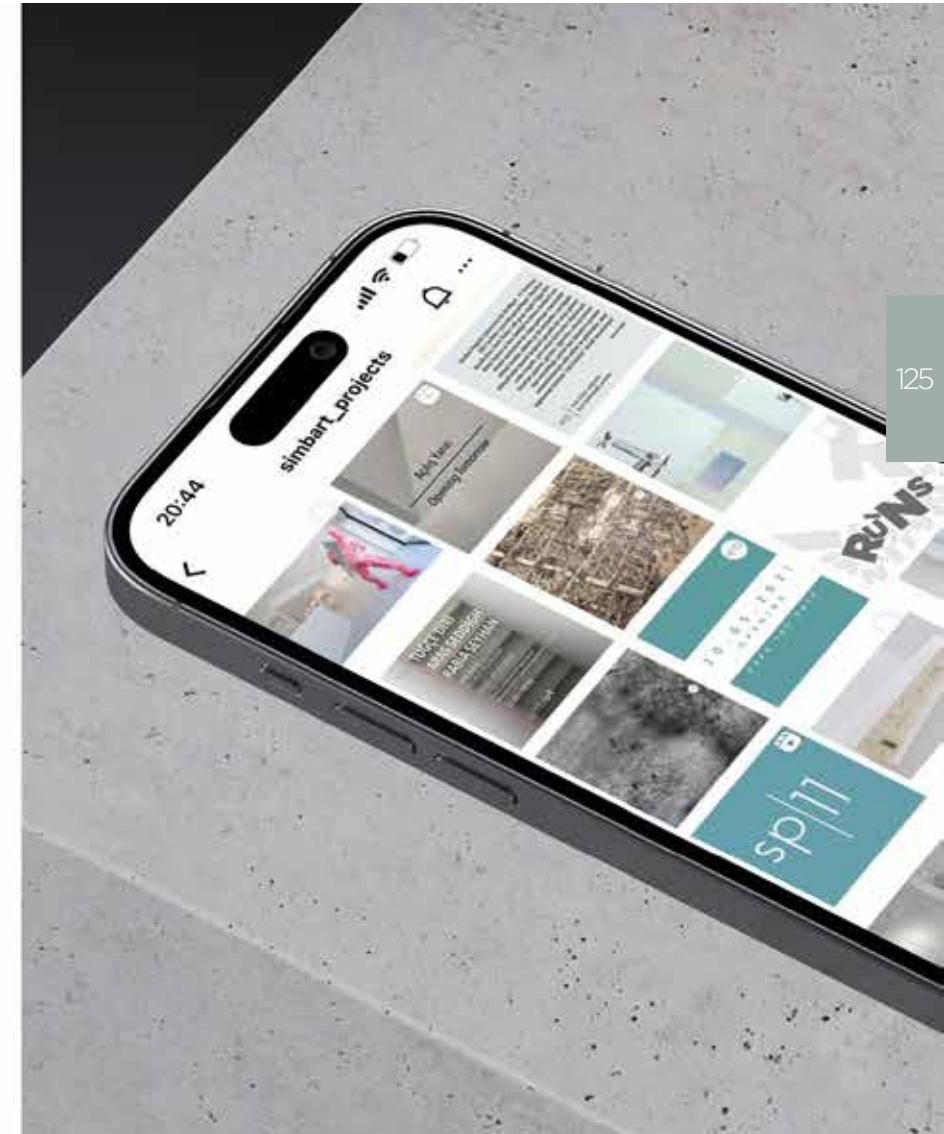
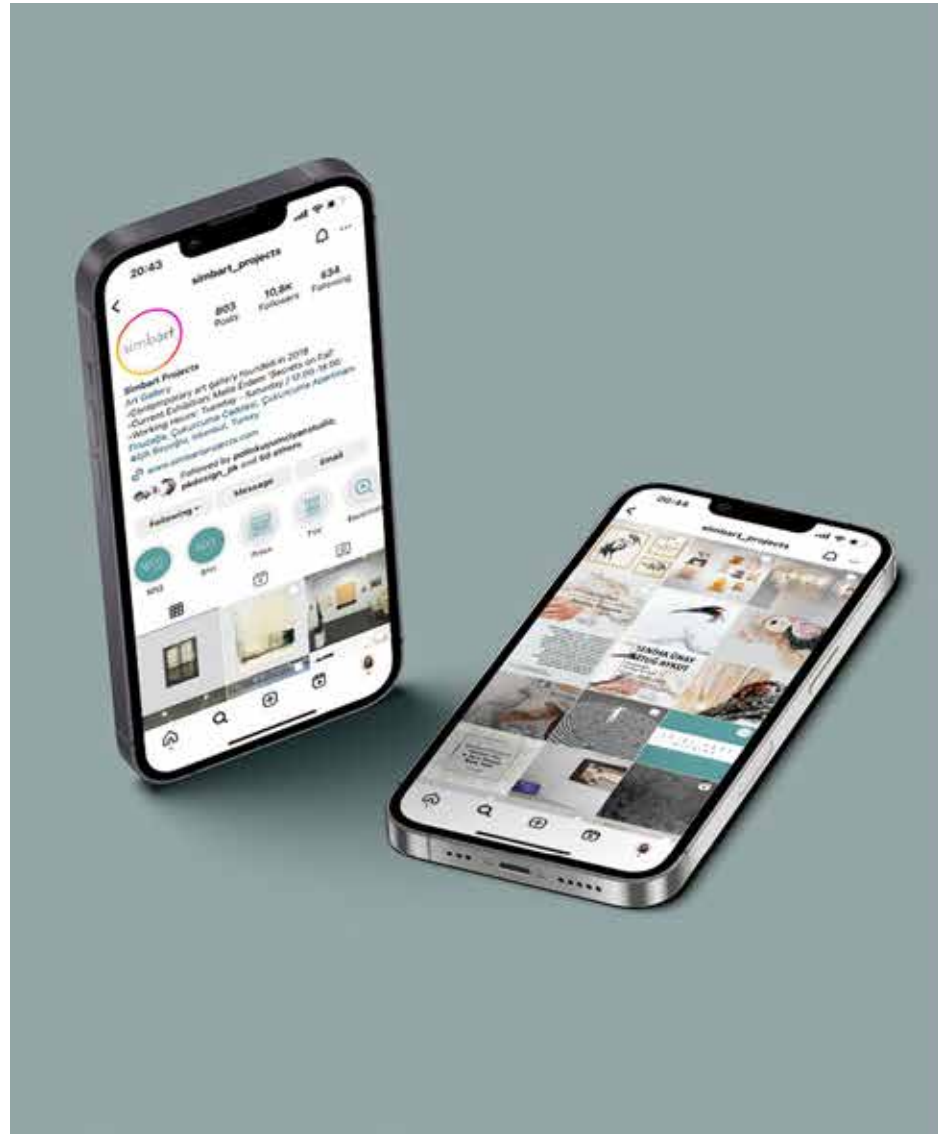


# SIMBART PROJECTS

## DİLARA GÖL

Kelimelerin Yankıları Var  
*Words Have Echoes*

16.03 - 29.04.2023



# SIMBART PROJECTS



# veviski

Veviski is a blog by Baris Mercan, about whisky and subjects related to whisky such as food, culture and travel. Baris is also a whisky mentor and hosts occasional workshops and tasting nights. The blog won an 'Altin Orumcek' award for "Best Personal Blog" in 2018 and is also among the "Feedspot Top 40 Whisky Blogs". Baris wanted to have a makeover for his blog and have a more fitting logo to match its fancy title; one the best whisky blogs in the world.

Veviski's new main logo is a circular shape, mimicing the top view of a whisky barrel. The '&' sign ('ve' is 'and' in English and

thus the '&' sign) in the background is filled with a striped pattern to emphasize the wood material of the barrel. Font and color choice are both contributing to the old school, classy and gracefully aged character of whisky culture.

Whisky Talks is a sub-brand and is used for Baris's whisky tasting nights. This logo is also driven from the main logo but with a more simplified approach.

Veviski also has two sizes of tablemats and a certificate for each person who attends the tastings.

LOGO DESIGN &  
BRANDING  
2019



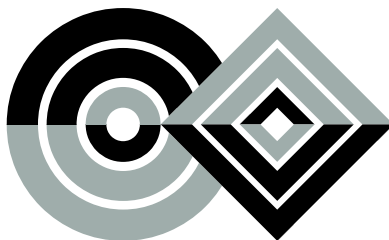
veviski



# Whisky Talks&







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[www.pkdesign.com.tr](http://www.pkdesign.com.tr)