

Laris Polat

Creative Designer

Contact

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Education

London, UK | 2019
Training Program on Creating and Conducting a Successful Business, Strategy Insight Lab, Cass Business School

London, UK | Graduated BA, Graphic and Media Design, University of Arts London, London College of Communication

Certifications

London, UK | 2019
How to build an Impactful Business Model, UCL, CPD Program

London, UK | 2017
Short Course on History of Art, Sotheby's Institute of Art

New York, USA | 2011
Pre-College Summer Program, Graphic Design, Pratt Institute

Technical Skills

●●●●● UX/UI Design
●●●●○ Photoshop
●●●●● Illustrator
●●●●● InDesign
●●●●○ Video Editing
●●●●○ Microsoft 365

Soft Skills

Strong attention to detail, Ability to work under pressure, Excellent communication, Team player, Understanding of visual elements (layout, type and fonts), Time management, Multitasking abilities, Creativity skills, Problem-solving attitude, Creative and forward thinking, Innovative, Highly flexible, Adaptive, Ability to generate lots of fresh, original ideas from a brief, Researcher, Fast learner, Time efficient, Empathetic, Storyteller, Committed to sustainability, Organised, Always curious to learn more

Experience

Creative Designer, Just Care Group Ltd.

London | May 2019 - December 2022

- Designed digital and print materials, assets and templates for various projects across the brand.
- Developed original and fun creative content for social media.
- Improved website user experience, resulting in a 17% increase in website purchases.

Graphic Designer, McAlister Textiles

London | September 2018 - August 2020

- Designed branding materials including brochures, flyers, and website elements.
- Created 4 textile patterns and illustrations for textile lines.
- Boosted overall sales by 20% and brand recognition through advertising campaign development.
- Increased engagement with target customer base by 40%.

Junior Creative Consultant, Imagination

London | April 2018 - September 2018

- Created branded graphic designs for Imagination Lab, resulting in a 150% increase in digital engagement.
- Assisted on a 360 award-winning campaign for Ford with 12.2M engagement in a week.
- Developed online display and social assets, collaborating with cross-functional teams.
- Increased organic reach and engagement of Diageo by 30% with engaging designs.

Co-Founder & Creative Director, Smart Potato Ltd.

London | June 2016 - Present

- Designed +20 branding visuals and websites for start-ups.
- Worked with +30 clients, delivering projects within deadlines.
- Increased brand engagement by 17% with social media content creation.
- Built a mobile marketing app for charities, increasing donations and involvement.
- Owned UX, UI, website design, 360 branding, digital content, video production, and marketing activities for Chary on Top.

Creative Specialist, Young & Rubicam

Istanbul | January 2015 - June 2015

- Generated over 130% ROI in 4 weeks with artwork and copywriting for Burger King.
- Produced over 10 animated videos with a median engagement rate of 12.3%.
- Won award for Alzheimer's Disease Social Awareness Cause.

Graphic Design Specialist, Ogilvy & Mather

Istanbul | August 2014 - December 2014

- Created engaging social media content for Becel, Huggies, and Kotex, increasing followers by 33%.
- Designed digital web banners for IBM and Ford, increasing CTR by 12%.
- Improved brand awareness with creative copywriting for Pizza Hut ads.
- Executed 20+ new creative content/visuals per week.

Projects

Volunteer, TEMA Vakfi

May 2020 - May 2022

- Volunteered in tree planting against deforestation in southern Turkey.

Chary On Top, Smart Potato Ltd.

May 2019 - January 2023

- Designed UX/UI of mobile app and dashboard, logo, and brand identity.
- Created website design and assets for web and CRM.
- Improved ROI by 27% with direct email marketing.
- Developed client presentations and brand toolkits.
- Created and produced Christmas campaign from start to finish.