

# Laris POLAT

# Creative Designer

## Contact

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## Education

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

BA, Graphic and Media Design, University of Arts London, London College of Communication 2016

## Certifications

How to Build an Impactful Business Model, UCL, CPD Program, 2019

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

Pre-College Summer Program, Graphic Design, Pratt Institute, 2011, NYC

## Technical Skills

UX/UI Design, Website Design, Video Editing, Microsoft 365, Product Development, Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects

## Soft Skills

Strong attention to detail, Problem-solving, Time management, Excellent communication, Team player, Adaptability, Creativity, Empathy, Storytelling, Commitment to sustainability, Experiential Marketing, Event Management, Amateur mixologist, Great Dancer

## Events Organiser

Vega Agency & Events June 2023 - January 2024, London/Istanbul

- Designed and organized corporate events for brands like Ford and Disney+, hosting 600 guests in 4 different locations.
- Managed locations, guest lists, F&B, transportation, branding, concept development, and event execution.
- Created digital designs for various brands, ensuring alignment with brand guidelines and objectives.

## Events Co-ordinator/Administrator

Sustainable Discovery LTD - June 2023, London

- Curated a 4-day event for 50 brands, optimizing brand placement and engagement.
- Designed marketing prints and billboards, and managed direct marketing efforts.
- Hosted 6 VIP guests, managed 4 talks, and coordinated gift bags for 800 guests.

## Creative Designer

Just Care Group Ltd. - May 2019 - December 2022, London

- Developed digital and print artwork, assets, and templates across various projects.
- Created engaging social media content to boost brand awareness.
- Improved website UX, increasing online purchases by 17%.

## Graphic Designer, Contractor

McAlister Textiles - September 2018 - August 2020, London

- Designed branding materials, including brochures and website elements, enhancing brand identity.
  - Created textile patterns and illustrations, contributing to a 20% increase in sales and brand recognition.
- Junior Creative Consultant  
Imagination - April 2018 - September 2018, London
- Created branded graphic designs, increasing digital engagement by 150%.
  - Contributed to an award-winning campaign for Ford, achieving 12.2M engagements in one week.
  - Developed multi-channel initiatives in collaboration with cross-functional teams, ensuring adherence to brand specifications.

## Co-Founder & Creative Director

Smart Potato LTD. - June 2016 - Present, London

- Designed 20+ branding visuals and websites for start-ups.
- Managed client projects, delivering approved results within deadlines.
- Created a mobile marketing app for charities, enhancing donations and involvement through innovative features.
- Developed and executed experiential marketing campaigns, creating memorable brand experiences that resonated with audiences.
- Organized and managed various events, including product launches, charity fundraisers, and promotional events, ensuring seamless execution and high attendee satisfaction.
- Led the creation of multi-channel marketing strategies, integrating digital, social, and experiential elements to drive brand engagement and awareness.

## Creative Specialist

Young & Rubicam - January 2015 - June 2015, Istanbul

- Generated a 130% ROI for Burger King through artwork and copywriting.
- Produced animated videos with high engagement rates.
- Developed an award-winning creative strategy for Alzheimer's Disease awareness.

## Graphic Design Specialist

Ogilvy & Mather - August 2014 - December 2014, Istanbul

- Created social media content for Becel, Huggies, and Kotex, increasing followers by 33% in less than a month.
- Designed web banners for IBM and Ford, increasing CTR by 12%.
- Executed creative content/visuals in accordance with established design guidelines.