

FATMA KAPAKOS | GRAPHIC DESIGNER

Location: New York, NY | **Portfolio:** werkstattmedien.com | **Email:** fatma@werkstattmedien.com

Phone: +1 (929) 361 1067 | **LinkedIn**

EDUCATION & CERTIFICATIONS

University of Applied Sciences, Hamburg, Germany

Master of Arts (M.A.) in Communication Design | Relevant Coursework: Advertising, Visual Communication, Brand Development, Digital Design

General Assembly, New York, NY

UX Design Certificate

EXPERIENCE

Clinch, New York, NY

Design Director | 04/2023 - Present

- Spearheaded design efforts for the in-house marketing team, aligning with executive-level brand strategy to drive multi-channel digital marketing initiatives, achieving market leadership in omnichannel campaign activation.
- Launched a comprehensive product campaign—including an extensive product launch video, presentations, and a multichannel go-to-market campaign—that secured several major brands and agencies as clients within two years.
- Developed brand guidelines, templates, and workflows to ensure consistency and streamline processes across departments, with a focus on enhancing Sales and Client Success team efficiency.
- Directed a team of graphic and motion designers, fostering creative growth while leveraging expertise in advertising, broadcast design, and ad tech to deliver cohesive and innovative design solutions.

Director of Brand Design | 06/2022 - 03/2023

- Partnered with Product and Marketing teams to ensure a cohesive brand strategy and identity across all internal and external collateral, reinforcing brand coherence and elevating perception through visual storytelling and typographic excellence.
- Supported holistic brand enablement by collaborating with content creators to produce engaging training materials and tutorials, ensuring alignment with brand standards across platforms.

Art Director | 06/2020 - 05/2022

- Led a comprehensive rebranding of Clinch's ad tech platform, enhancing user experience and engagement through cohesive design systems developed in collaboration with UX/UI designers and Product Managers.
- Established a strong market presence by building the brand from the ground up, aligning brand messaging and providing strategic insights that supported Sales and Client Success teams and facilitated effective client interactions.

WERKSTATT, Munich & New York

Freelance Art Director & Motion Designer | 04/2013 - 05/2020

- Partnered with award-winning design agencies on impactful channel redesigns and promotional campaigns for major international TV stations, enhancing brand presence and viewer engagement.
- Expanded freelance portfolio to include digital and UX/UI design, delivering strategic corporate design and brand identity solutions that ensured cohesive and visually compelling experiences for clients.

dmcgroup, Munich, Germany

Art Director for Broadcast | 11/2007 - 03/2013

- Led the design team for 'Das Erste,' maintaining and enhancing brand awareness across on-air, online, and print media. Worked closely with clients to identify areas for improvement, leading channel rebrands and refreshing TV program graphic packages to align with brand strategy, including set designs and external-facing collateral for production teams.
- Spearheaded the development of impactful pitch decks for acquiring new clients within the broadcasting industry, leveraging a deep understanding of visual identity and branding standards to deliver persuasive presentations that reinforced brand strategy and drove business growth.

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EXPERIENCE (CONTINUED)

Creation Club CC| Munich, Germany

Senior Motion Designer for Broadcast | 11/2006 - 10/2007

- Conceptualized and designed a variety of broadcast elements for pay TV stations, collaborating with the in-house marketing team to develop seasonal campaigns across on-air and print media.
- Created impactful on-air campaigns for channels such as Red Bull TV and National Geographic, enhancing brand presence and viewer engagement through strategic visual storytelling and targeted seasonal content.

Premiere AG, Munich, Germany

Broadcast Motion Designer | 09/2005 - 10/2006

- Created broadcast motion graphics as an in-house motion designer for Premiere AG (now Sky Germany), contributing to a fast-paced production team to deliver high-quality visual content for on-air promotions.
- Collaborated closely with art directors and 3D artists to develop visually engaging on-air graphics and studio designs, enhancing the overall viewer experience and ensuring brand consistency across broadcast elements.

SKILLS

SUMMARY

Known for a hands-on, multidisciplinary approach with strong brand development skills, recognized as an excellent visual communicator, storyteller, and problem solver. Colleagues, along with direct and indirect reports, appreciate a supportive and mentoring mindset that fosters a collaborative environment where teams are encouraged to set and achieve goals and deadlines effectively. Demonstrates excellence in concept and creative development, with a proven ability to influence others and drive innovative solutions.

DESIGN & MANAGEMENT

Highly proficient in Adobe Creative Suite (After Effects, InDesign, Illustrator, Photoshop, Adobe XD), Figma, and other industry-standard design and production software, leveraging these tools to deliver high-quality and cohesive design solutions across multiple creative projects.

Strong communication, presentation, and interpersonal skills enable effective cross-team collaboration. Highly efficient in using project management, collaboration, and communication tools such as Asana, Slack, and Confluence to streamline workflows and ensure successful project outcomes.

AWARDS

Promaxbda Europe 2007, Gold | Category: Marketing, Print, Best Use of Typography, Premiere AG (now Sky)

Eyes & Ears Awards of Europe 2009 | Best Social Spot, Discovery Channel Germany

World Media Festivals Hamburg 2020 | Silver, Category: News, 'ARD Kontraste' Programme Openers and Titles

Eyes & Ears Awards Europe 2020, Gold | Winner: 'ARD Kontraste', Best Programme-related Design Package, Best Information or News Design

German Design Award Special 2021 | Excellent Communications Design, Corporate Identity, 'ARD Kontraste'

FEATURED

Design made in Germany, TV Design Package [Das Erste | beckmann](#)
Behance Gallery Motion, TV Design Package [Das Erste | W wie Wissen](#)

LANGUAGES

German (native), English (fluent), Turkish (basic)