

MERVE GÜNGÖRÜR

FORMERLY MERVE TANRIVERDİ

GRAPHIC DESIGNER | MOTION & MARKETING CREATIVES

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PROFILE

Graphic designer focused on motion design, digital advertising creatives and brand communication. At Getmobil, I develop social and paid media assets for Meta and Google Ads, working with marketing and product teams from concept to delivery. I use AI-assisted tools to explore and refine visuals, and bring a background in licensed entertainment-inspired product collections. Interested in applying this mix of visual storytelling and performance creative work to mobile-first video.

EXPERIENCE

Getmobil Teknoloji A.Ş. | Graphic Designer | Jun 2024-Present

- Create motion and static creatives for social media, Meta and Google Ads, adapting campaign ideas across digital formats.
- Develop campaign concepts and visual treatments, including short-form video, typography and product-led animations.
- Collaborate with marketing and product colleagues to align creative execution with messaging and campaign goals.
- Use AI-assisted image and video workflows to develop and refine assets while following brand guidelines.

Deercase.com | Designer | Feb 2019-Feb 2023

- Designed Warner Bros-licensed phone case collections inspired by film, series and comic-book characters and stories.
- Adapted artwork to licensing guidelines and product requirements with commercial appeal in mind.

Earlier design roles | 2010-2018

Öncü Tekstil ve Aksesuar (2017-2018); Tan Label (2016-2017); Demirkol Label (2015-2016); Yön Etiket (2013-2014); CR Label (2010-2013). Developed textile collections, labels and packaging, and prepared production-ready artwork for local and international brands.

SKILLS & TOOLS

Creative: Motion design · Short-form social content · Digital ad creatives · Campaign concept development · Brand communication · Visual adaptation

Software: Adobe After Effects · Photoshop · Illustrator · InDesign · Figma · Adobe XD · Autodesk Maya · ZBrush

AI-assisted workflows: Image and video ideation, asset development and iteration (including Nano Banana and Higgsfield)

EDUCATION & TRAINING

Istanbul Ayyansaray University (now Istanbul Topkapı University) | Associate Degree, Computer-Aided Design and Animation | 2016-2018

Graduation project: 2D and 3D short animation film.

UI/UX Design Specialization Certificate | Academy of Arts and Design London & Üretimhane | Dec 2025