



MERIH ERCIYAS

ART DIRECTOR / UI/UX DESIGNER / CREATIVE DIRECTION

Tokyo, Japan — open to relocation +81 70 9153 5364 meriherciyas@gmail.com linkedin.com/in/meriherciyas
www.meriherciyas.com

SUMMARY

I am an Art Director and UI/UX designer with 17 years in global brand production, digital product design and creative direction. I work end to end — design systems, campaign UI, multilingual production — across Photoshop, Illustrator, InDesign and Figma, and I run AI tooling at a professional level inside the production pipeline: generative image and video tools for concepting and asset variation, and LLM workflows for copy, localization QA and documentation. At WPP I engineered Adobe ExtendScript/JavaScript and macOS Automator workflows that cut production turnaround by 70%. I have led in-house design teams and a 30-designer freelance network for a decade. Native English and Turkish, conversational Japanese (JLPT N4). Based in Tokyo and available immediately.

EXPERIENCE

Senior Studio Artist, Production — WPP

JUL 2024 – JUN 2026

Istanbul, Turkey · Headquarters: Los Angeles

- Produced UI/UX and digital content for globally recognized brands including Apple, owning campaign visual production from master key visuals through web banner and social ad UI layout optimization.
- Engineered custom Adobe ExtendScript/JavaScript and macOS Automator workflows automating export, file naming and asset optimization, cutting production turnaround time by 70% while holding pixel-perfect brand compliance.
- Brought AI into the pipeline as a production tool — generative fill and upscaling for asset variation, LLM-drafted localization and QA checks — and documented the steps as reusable prompt recipes the studio could run without me.
- Standardized Smart Object masters and templated design-system character styles so every language and size variant shipped at pixel-level brand accuracy.
- Built a responsive production pipeline and QA process with the APAC, CEMEA, SEA and ALAC regional teams, running daily stakeholder alignment and delivery scheduling across four regions.
- Managed end-to-end localization across Latin and non-Latin scripts — Arabic, Chinese and Thai among them — for all four regions, guaranteeing typographic quality and spec compliance in every market I shipped to.
- Designed and led seasonal onboarding workshops for a 30-designer freelance roster, raising quality consistency and design-system adoption.

Senior Art Director, Brand & Business Development — System Global Consulting

OCT 2021 – JAN 2024

Istanbul, Turkey

- Built brand development and visual identity from zero for multiple early-stage companies, delivering logo systems, brand guidelines and UI element libraries.
- Defined creative direction frameworks and design process, and led design teams composed of internal staff and external partners.
- Supported digital asset launches including website and application UI design, holding UX consistency across every touchpoint.
- Built and executed strategic marketing and communication plans, advising executive leadership on brand strategy.

Senior Art Director — Wux Project

NOV 2020 – SEP 2021

Istanbul, Turkey

- Led end-to-end art direction across digital and print, establishing visual concepts that strengthened the brand narrative.
- Authored and enforced brand guidelines for UI visuals and marketing materials, keeping multiple concurrent projects consistent.
- Ran client creative review cycles and managed production flow from concept to delivery.

Senior Art Director — Ariturk & Partners

SEP 2019 – NOV 2020

Istanbul, Turkey

- Held creative direction across all projects, developing original concepts that raised brand equity.
- Directed and developed the design team, setting one consistent standard from concept through production quality.
- Prioritized and scheduled multiple simultaneous projects.

Senior Illustrator — Art of Yellow (fully remote)

JUL 2020 – JUL 2022

- Produced personalized caricature-style digital portraits from client photographs, owning composition, posing, linework and color end to end.
- Ran multiple parallel commissions fully remotely, sustaining delivery and quality standards with high client satisfaction.

EARLIER EXPERIENCE

Senior Graphic Designer — Alinda Construction

MAY 2017 – JUL 2019

Brochures, presentation material and promotional products end to end; coordinated multiple agencies and print houses for strict brand consistency.

Senior Graphic Designer — Pronet Security

JUN 2014 – APR 2017

Print and digital campaign material — advertising, packaging, POP — planned with the marketing team to build brand awareness.

Graphic Designer — GfK (remote / freelance)

SEP 2009 – FEB 2014

Turned complex market-research data into intuitive, brand-compliant report and presentation visuals for multiple continuing clients.

Industrial Design Intern — Groupe Renault

2010 – 2011

Automotive part design and prototyping with the engineering team; CAD and sketching fundamentals.

AI & AUTOMATION

Generative	Midjourney · Adobe Firefly & Generative Fill · Stable Diffusion · Runway — concepting, asset variation, retouching and upscaling inside real client pipelines
LLM workflows	ChatGPT · Claude — copy drafting, localization and QA checks, spec and handoff documentation, prompt libraries maintained for team reuse
Pipeline	Adobe ExtendScript / JavaScript · macOS Automator — export, naming and asset-optimization automation (70% turnaround reduction at WPP)

SKILLS

Product & UX	UI/UX Design · Wireframing & Prototyping · Interaction Design · Responsive Design · Design Systems · Accessibility / WCAG
Brand & Direction	Brand Strategy & Guidelines · Creative Direction · Typography & Typesetting · Illustration · Data Visualization
Production	Multilingual Localization (Latin & non-Latin scripts) · Digital Asset Management (DAM) · Print Production & Prepress · QA · Stakeholder & Project Management
Tools	Photoshop · Illustrator · InDesign · Figma · Adobe XD

EDUCATION

Università degli Studi di Firenze

BA, Graphic Design · 2010 – 2014

Anadolu University

BA, Sociology · 2015 – 2022

CERTIFICATIONS & LANGUAGES

JLPT N4 — Japanese-Language Proficiency Test

English — native

Turkish — native

Japanese — conversational (JLPT N4)