



ŞEBNEM KAYHAN

Urban Designer | Visual Communication Designer |
Creative Director | Academic Tutor at Istanbul
Technical University

www.sebnemkayhan.com

Şebnem Kayhan is an interdisciplinary Art Director who brings strategy and creativity together. She creates projects centered on research, storytelling, and a strong visual language across brand identity, visual communication systems, editorial design, campaign development, and creative direction.

By analyzing complex problems and transforming them into clear and effective communication systems, she aims to build not only the visual appearance of brands, but also their character. She combines strategic thinking with a strong aesthetic perspective and manages the entire creative process holistically, from idea development to execution. She is a creative professional who grounds her disciplined working approach in curiosity, observation, and continuous production; values teamwork; and believes in learning and creating together.

EDUCATION

Master's Degree — Urban Design

Mimar Sinan Fine Arts University

2014–2019

Thesis: Spatial Perception and Walkability
— Trastevere, Rome

Erasmus — Urban Planning / Urban Design

Sapienza University of Rome

2016–2017

Bachelor's Degree — City and Regional Planning

Mimar Sinan Fine Arts University

LANGUAGES

Turkish — Native

English — B2

Italian — A2

TECHNICAL SKILLS / SOFTWARE

- **AutoCAD** — Planning, urban design and architectural drawing background; reading and editing 2D technical drawings
- **SketchUp** — Urban and spatial concept modeling, massing studies and quick 3D visualization
- **Adobe InDesign** — Advanced; corporate publications, catalogues and reports
- **Adobe Illustrator** — Advanced; infographics, icons, diagrams and data visualization
- **Adobe Photoshop** — Advanced; image editing, compositing and preparation of publication visuals
- **Adobe Premiere Pro** — Video editing, reels/video content production
- **Adobe After Effects** — Motion graphics, animation and motion design applications
- **Adobe Creative Cloud** — Integrated design production workflow
- **Figma** — Interface, presentation and digital design processes
- **PowerPoint / Keynote / Google Slides** — Corporate presentations and pitch decks
- **Adobe Fresco** — Digital drawing and illustration
- **Procreate** — Illustration, sketching and visual idea development
- **AI-supported tools** — Visual research, concept development and content production support

EXPERIENCE

RunArte Creative Agency
Kurucu Ortak & Art Director / Creative Director

2020 – 2026

- Led the creative direction of brand identity, corporate publishing, catalogue, presentation, and digital communication projects.
- Developed visual identity systems, page layouts, campaign languages, and corporate communication materials for brands across different sectors.
- Created visual hierarchies and communication languages aligned with brief analyses, target audiences, and brand needs.
- Built consistent visual design systems for catalogues, corporate profiles, presentations, and digital content.
- Directed design processes from concept development to execution, revision, and final delivery.
- Collaborated with brand teams, content creators, software teams, and clients to prepare production-ready creative outputs.

WON Agency
Graphic Designer & Brand Relations

2017 – 2020

- Contributed to visual identity, communication design, event, and spatial design projects.
- Prepared 2D and 3D brand applications, presentations, and communication materials.
- Developed creative solutions by analysing brand needs and project requirements.
- Coordinated between design, client relations, and implementation processes.

Zafer Akay Architecture
Urban Designer

2012 – 2017

- Worked on urban design, architectural concept development, and spatial analysis projects.
- Took part in interdisciplinary projects bringing together planning, architecture, and visual representation processes.
- Contributed to urban-scale analysis, concept development, visualization, and presentation processes.

Türkel Fair Organization
Project Coordinator

2012 – 2017

- Worked on urban design, architectural concept development, and spatial analysis projects.
- Took part in interdisciplinary projects integrating planning, architecture, and visual representation processes.
- Contributed to urban-scale analysis, concept development, visualization, and presentation processes.

For nearly 10 years, I have worked across brand strategy, creative direction, and visual communication. I approach design not merely as an aesthetic output, but as an integral part of brand character and communication strategy.

As the co-founder of RunArte Creative Agency, I led brand identity, campaign communication, editorial design, spatial graphics, digital content, catalogue systems, and corporate communication processes end-to-end for clients across various sectors, ranging from global brands to corporate structures and B2B platforms.

Founding and managing my own agency has given me experience beyond creative production alone. It has strengthened my ability to navigate client relations, team coordination, time management, budgeting, production discipline, and implementation processes. At the same time, my artistic practice and academic background continue to inform my professional design work through research, observation, storytelling, and creative thinking.

STRENGTHS

- Transforming brand strategy into a creative language
- Translating ambiguous briefs into clear project frameworks
- Building content architecture and information hierarchy
- Designing brand identities and visual systems
- Developing campaign, launch, and digital communication processes
- Editorial design, catalogue, and presentation systems
- 2D + 3D thinking and spatial graphic design
- Creative team, client, and production process management
- Integrating artistic perspective into disciplined design processes

TECHNICAL SKILLS

I work at an advanced level within the Adobe Creative Cloud ecosystem and use it as an integrated production environment. I actively use Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, and Acrobat across design, motion, presentation, and print production processes. I also incorporate AI-supported Adobe tools and next-generation creative technologies into my production workflows.

My strongest asset is my ability to bring strategy, content, and emotion together – creating not only visuals, but coherent brand worlds with character, depth, and direction.

SELECTED PROJECTS

****Philip Morris****

Developed 2D and 3D visual communication solutions for internal factory communication and operational visibility systems. Designed spatial graphics, wayfinding systems, production-area visuals, and three-dimensional application concepts, while managing client communication and project coordination.

****Reebok – Zig Kinetica****

Developed the concept for an in-store experiential area as part of the product launch, including portable stand designs and 3D spatial application scenarios. Led the creative process by integrating digital communication with physical brand experience.

****Packpeer****

Led the creative direction of the brand identity, digital product language, investor presentations, marketing materials, and visual communication system for an award-winning B2B platform. Transformed the brand's strategic narrative, product value proposition, and visual world into a coherent and scalable system.

****BOCCHI USA****

Designed comprehensive catalogue systems for kitchen and bathroom product lines targeting the U.S. market. Managed product hierarchy, information architecture, editorial design, page flow, and print production processes..

****GISAGIS / Hereklia****

Contributed to the development of a brand world centered on geographical memory, local production, and olive oil culture. Designed the brand language, packaging system, and visual communication materials by connecting them to a broader cultural context.

****UNIDECO****

Developed the corporate identity, catalogues, fair communication materials, and digital communication designs for a brand specializing in modular building systems. Translated technical product information into a clear, professional, and visually strong communication system.

****Mars Sigorta / Mars Logistics Group****

Led the rebranding process for Mars Sigorta, a sub-brand of Mars Logistics Group. Reconstructed the corporate identity system, brand language, visual communication infrastructure, and application principles.

****NanoLab****

Restructured complex technical content for a brand operating in the laboratory and analysis sector. Designed the content architecture, catalogue flow, information hierarchy, and corporate brochure system, making technical information more accessible, coherent, and professional.

****Culture & Arts Projects****

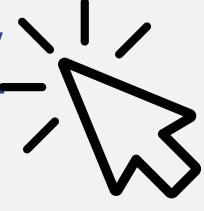
Developed posters, visual identities, and communication materials for theatre productions, children's events, exhibitions, and independent culture and art projects. Produced works centered on artistic narrative, atmosphere, and the relationship between content and audience.

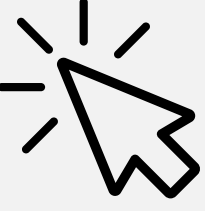
****Istanbul Technical University, Faculty of Architecture****

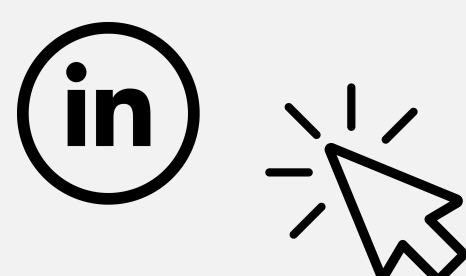
For nearly six years, I have taught drawing, observation, spatial reading, and urban sketching within the "Drawing in Architecture" course. This experience has strengthened my ability in creative guidance, visual thinking, narrative construction, and supporting producers at different skill levels.

****Şebnem Kayhan Art Studio****

Within my own artistic practice, I produce works in illustration, urban sketching, watercolor, mixed media, and space-oriented visual research. My independent creative practice focuses on the city, memory, the body, women's stories, inner worlds, and invisible connections. This field of production forms a strong source of observation, narrative thinking, and visual language that continues to inform my creative direction in commercial projects.

[Click here to view my selected works.](#) 

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