

Dennis

p o r t f o l i o

Deniz Argun

✉ dnzargun@gmail.com 📍 Ankara/TÜRKİYE
☎ +90 530 608 16 38 📅 03/07/2002



ABOUT ME

Visual Communication Designer with a background spanning print and digital graphic design, now transitioning toward UX and digital experience design. Currently working in a 360° design agency across social media content, catalogue design for clients ranging from major corporations to children’s book publishers to construction firms, and web design including a custom website concept built from Figma that the client approved. This versatility, combined with a background in competitive team and individual sports and solo travel across Europe, has shaped me as a person and a designer who works well both collaboratively and independently, adapts quickly to new contexts, and stays curious about how people from different backgrounds experience design. I’m driven by making complex digital spaces and physical environments simpler and more accessible whether through interfaces, websites, or navigation systems so people can move through them with ease.

EDUCATION

Bachelor’s Degree– Visual Communication and Design
Başkent University– Faculty of Fine Arts, Design and Architecture
Graduated with High Honor, 3,73 GPA as second of my class.

SOFTWARE KNOWLEDGE

Graphic Design Software: Adobe Illustrator Adobe Photoshop Adobe InDesign	Motion & Video Software: Adobe Premier Pro Adobe After Effects
AI Softwares: ChatGPT Claude Gemini Magnific	UX & UI Software: Figma Adobe XD

LANGUAGE KNOWLEDGE

Turkish (Native)
English (B1)
German (A2)
Japanese (N5)

EXPERIANCE

09/2024–Present
Ankara/Türkiye

TOVI TASARIM
Graphic Designer / Visual Communication Designer
Produced up to date contents for social media for brands such as Pötikare Yayıncılık, GYM Center, Erse İnşaat, Corazon Ankara, Ankara Patent. Designprint and digital catalog layouts for construction and corporate clients such as YDA Group, CMK Holding. Children’s book layout for Pötikare Yayıncılık with focus on typography and information hierarchy. Develop corporate identity systems, including logos, branding assets, and visual guidelines.

08/2023–09/2023
Ankara/Türkiye
(Summer Internship)

VLMedia
Social Media Marketing Graphic Designer Intern
Produced social media video ads, web banners, and static ad assets for marketing campaigns. Maintained visual consistency across multiple ad platforms in collaboration with the marketing team.

09/2022–03/2024
Ankara/Türkiye
(Internship)

Fethi Mağra Commercial Photography
Photography Assistant / Intern
Assisted in studio and on-site photoshoots, managing lighting setups, props, and gear. Handled post-production: photo editing, retouching, and layout arrangement.

06/2022–07/2022
Ankara/Türkiye
(Summer Internship)

KOD–OBUR Game and Software Technologies
UI/UX & Game Design Intern
Designed UI/UX wireframes and user flows for an early-stage game/software project, translating initial concepts into structured interaction design. Created custom 2D/3D in-game graphical assets aligned with the game’s core mechanics and visual direction.

graphic design works

Social Media Works
~~~~~

Digital Works
~~~~~

Print Works
~~~~~

Social Media Works

Social media post designs for *Pötikare Publishing House*. These designs include announcements of new books, author event's and promotions of new and old books.



Pötikare Yayıncılık 23. Bursa Kitap Fuarı'nda

11-19 Nisan 2026

10:00-19:30

Merinos AKKM Fuar Alanı

Salon: 1

Stand No: 109



Yazar ve Çizer İmza Günü



Yazar
ELİF YEŞİLDAĞ



Çizer
ELİF ONAT

23. Bursa Kitap Fuarı
18 Nisan 2026 - 14.00-16.00
Pötikare Yayıncılık Standı
No:109



Yazar İmza Günü MELEK TURGAY



23. Bursa Kitap Fuarı
19 Nisan 2026 - 14.00-16.00
Pötikare Yayıncılık Standı
No:109



Salyangozun merakıyla başlayan küçük bir keşif,
kulaktan kulağa aktarıldıkça kocaman bir
ejderha efsanesine dönüşür.



Halikarnas Balıkçısı'yla mavi tura çıktığını hayal et...
Bir yazarın dili ve bir ressamın gözüyle
ilham veren bir yolculuk seni bekliyor.



Join Bird, Scientist Guy and newcomer Rat
on another unforgettable adventure!



Bir yıl...

Üç ay...

Aynı heyecan.

Okul Buluşmaları

Nida Belma Kesimli



11 Mart 2026

10.30

Sühendan Kürklü
İlkokulu



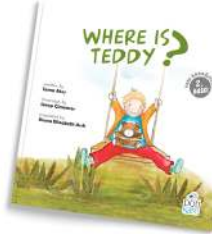
Umutla tırmanılan en güzel macera.

Social Media Works

Social media video designs for *Pötikare Publishing House*. These designs include video's made from new and old books illustrations animations with the help of AI.



Click the images to view the reels videos.



Social Media Works

Social media post designs for Corazon. These designs are series for the promotions of Corazon living center.

 **CORAZÓN ANKARA**
MALL & RESIDENCE & OFFICE



Social Media Works

Social media post designs for Corazon. These designs are series for the promotions of Corazon living center.

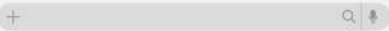


Ovacık, Ankara'da benzeri olmayan bir proje çiz. Yatay + dikey mimari ve açık AVM olsun.

Corazon'dan mı bahsediyorsun?



İşte projen!

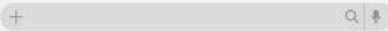


Ovacık'ta farklı bir proje çiz. Premium ama ulaşılabilir, her yaş için "hayat dolu" olsun.

Corazon'dan mı bahsediyorsun?



İşte projen!

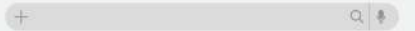


Ovacık'taki projelerden farklı bir mimari istiyorum. Bölgenin kalbi olacak nitelikte, benzersiz olsun.

Corazon'dan mı bahsediyorsun?



İşte projen!

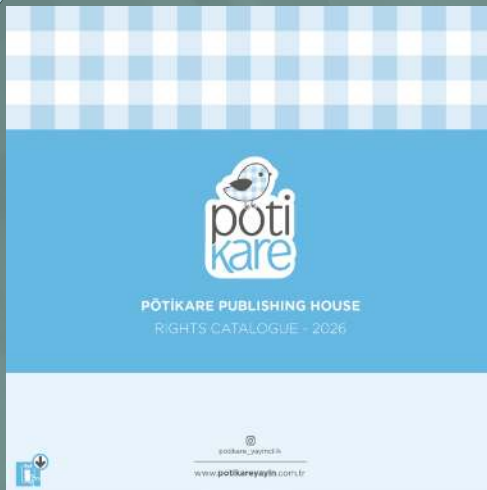


Digital Works

Page layout designs for *Pötikare Publishing House's* new online english publishing catalogue.



Some of the page layout designs for *Pötikare Publishing House's* new online english publishing catalogue.

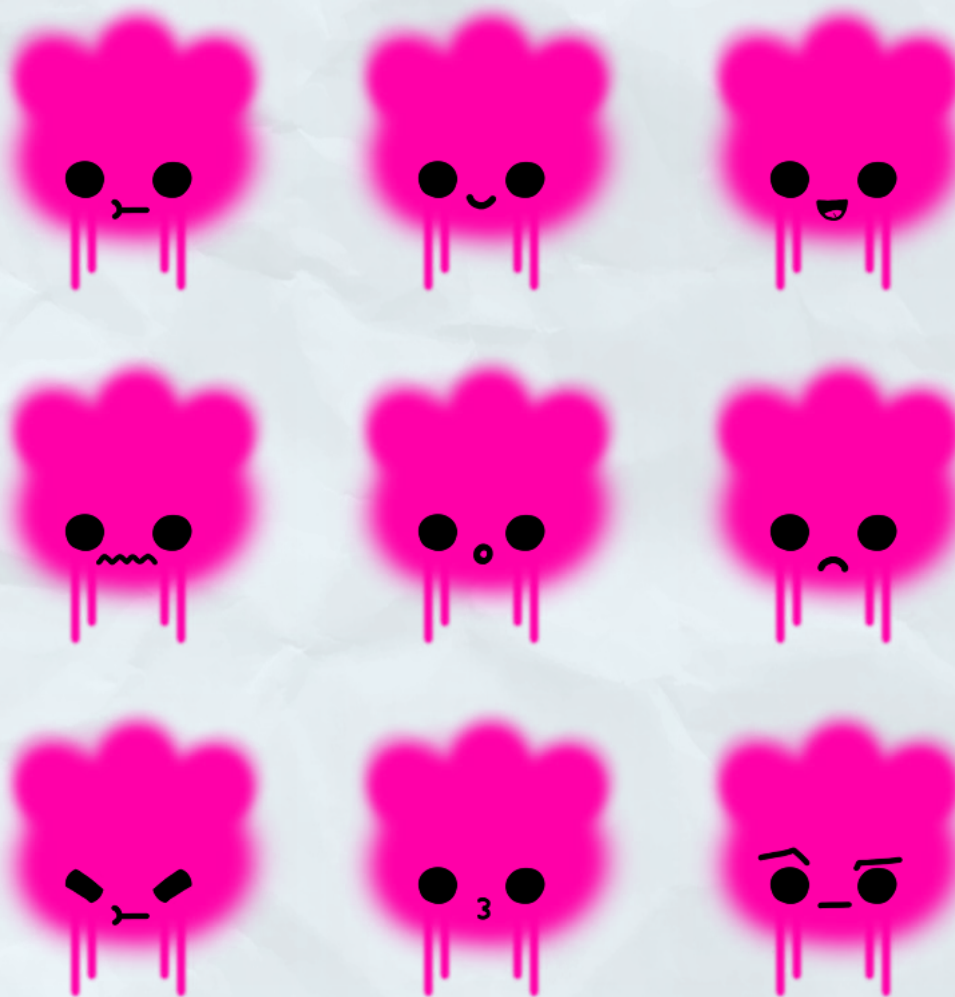


Digital Works

"alien ghost" is inspired by the *Pictoplasma* festival's abstract character theme, this character was initially created using spray paint and ink, and then digitally imported and refined into a digital character design.

Original Spray Paint Design

Digitalized Design



Digital & Print Works

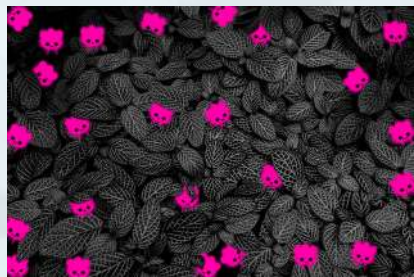


This project is a screen printing trilogy featuring my original character "Alien Ghost" on land, in water, and in the air. The backgrounds vary across the series. The land piece uses my own photography, while the water and air pieces are built from vector designs I created.

In To The Land



Background Image

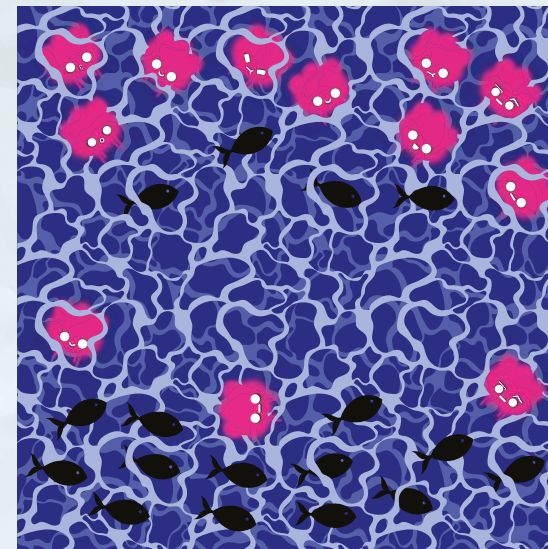


Digital Design



Screen print

In The Sea



Digital Design



Screen print

With The Clouds



Digital Design



Screen print

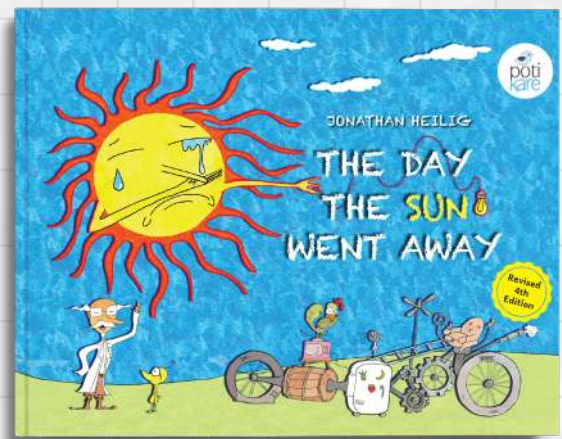
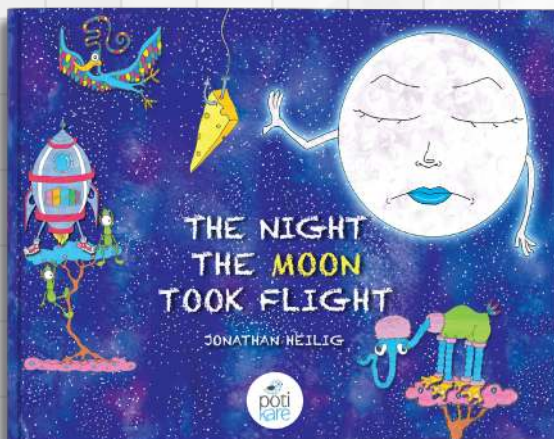
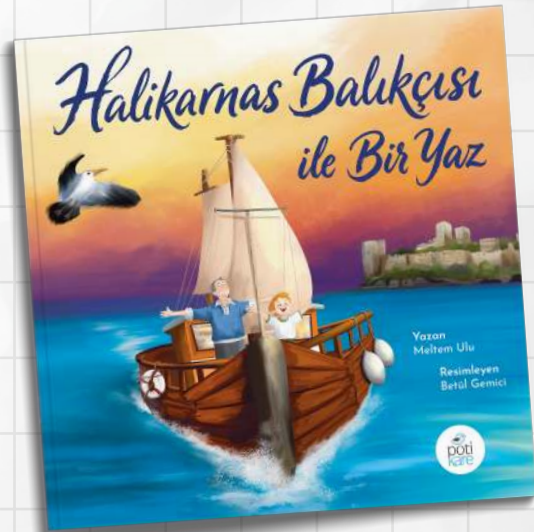


This poster was designed for the 2024 Year-End Exhibition at Başkent University's Faculty of Fine Arts, Design and Architecture. Created for the faculty's poster design competition, it was chosen as one of the selected designs and aimed to represent all departments within the faculty.

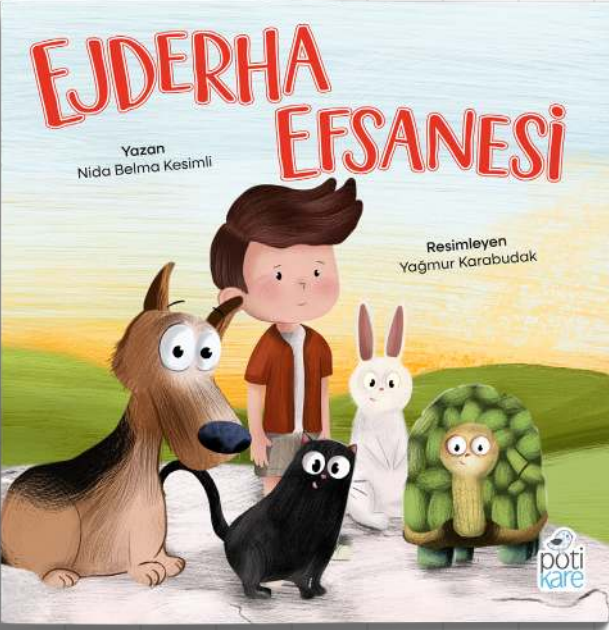


Print Works

Editorial design, typesetting, and cover typography for Pötikare Publishing House's illustrated book releases.



Print Works



One of the editorial design, typesetting, and cover typography for Pötikare Publishing House's illustrated book releases.

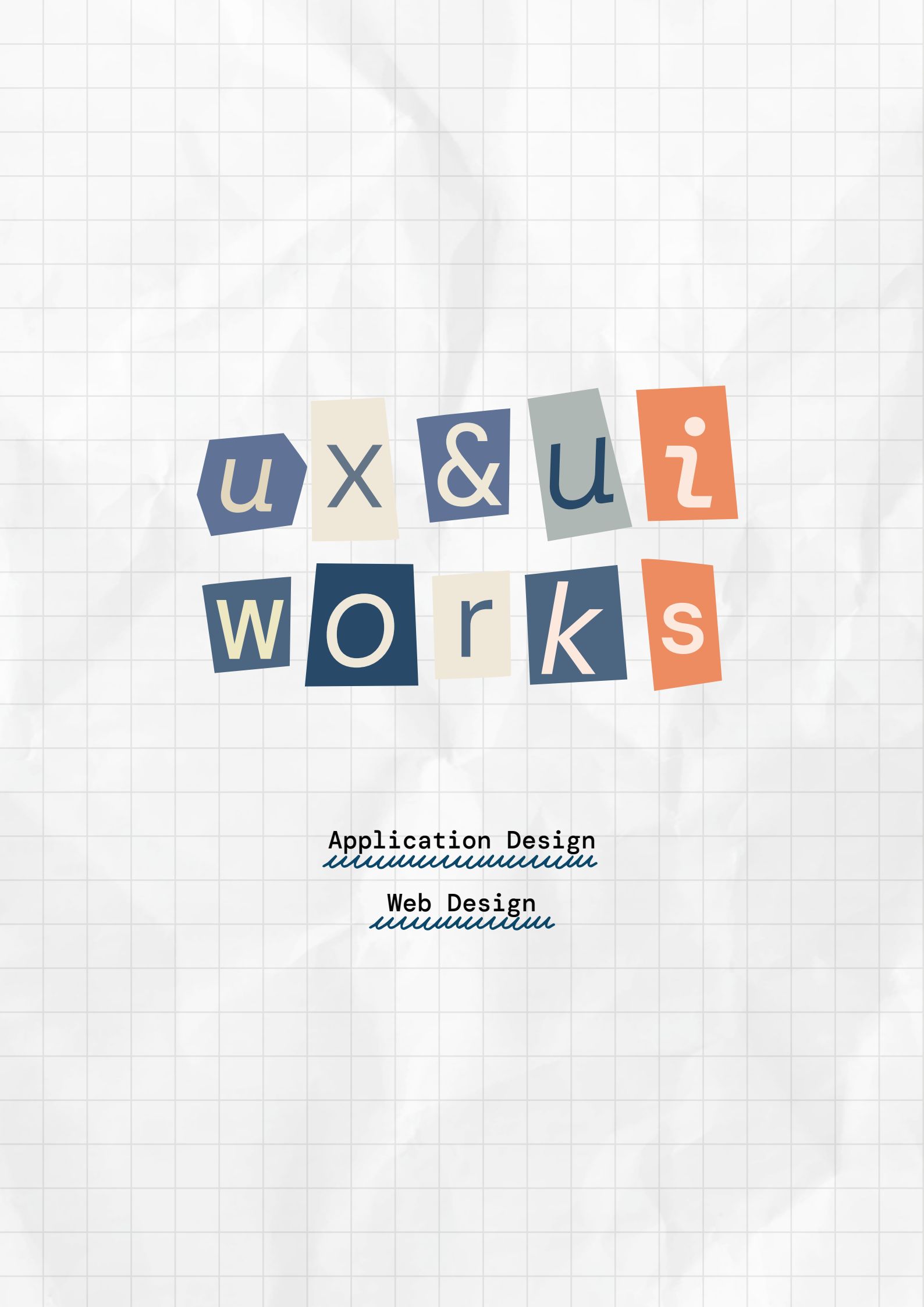


Kaplumbağa geri geri giderken
Verandada uyuyan kediye çarptı birden.
Kaplumbağa kabuğuna kaçtı.
Kabuk verandaya çarptı, epeyce tıkrıdadi.
Tıkırtıya uyanan kedi, kaplumbağayı görünce
Sormadan edemedi "Ne oldu, neyin var?" diye.

Kaplumbağacık tıstısladı.
"Salyangoz duvarın tepesinde
Yeşil bir canavar görmüş.
Canavar birden yok olmuş.
Salyangoz da kafama düşmüş."



Hep birlikte gittiler Miralp'in yanına.
Kedi "Kanatları var!" dedi.
Köpek kökremesinden bahsetti.
Tavşan ateş saçtığını söyledi.
Kaplumbağa "Bu ejderhadan nasıl kaçarsınız?" diye sorarken
Kedi lafı toparlayıverdi.
"Sen cesur bir çocuksun ya, o yüzden geldik sana.
Cesur olmanın yolunu, bize de anlatsana."



ux & ui works

Application Design
~~~~~

Web Design
~~~~~

Web Design

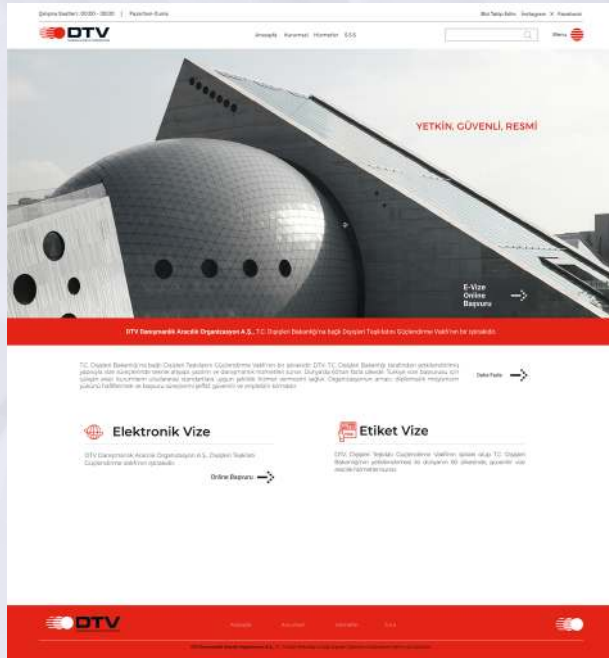


Experience the flow in Figma

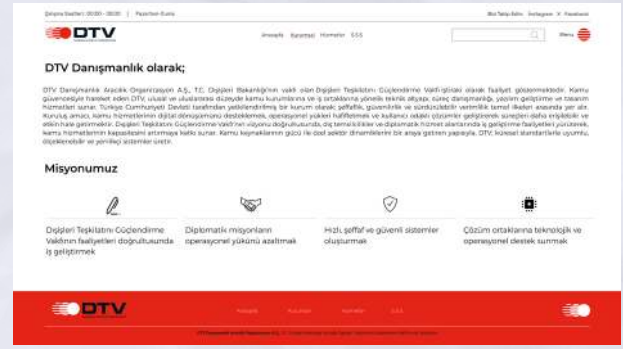
This website design is chosen among different alternatives for DTV Consultancy, Intermediary, Organization Inc. websites design. (DTV Consultancy, Intermediary, Organization Inc. is a subsidiary of the Foundation for Strengthening the Foreign Affairs Organization.)



Homepage



Corporate / About Us



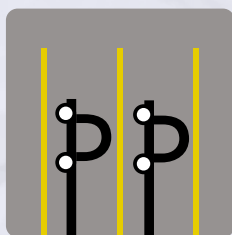
FAQ



A parking application designed as a student project to bring an alternative solution to urban parking issues. Named "Pratik Park" (Practical Park), the app allows users to view real-time occupancy rates, discover nearby parking spots based on their destination, and see essential points of interest (such as pharmacies, supermarkets, and hospitals) around those spots. Additionally, by saving the vehicle type, the app recommends the most suitable parking spaces. Developed for a university ecosystem, the project integrates a registered license plate system and aims to replace traditional SMS alerts with direct in-app notifications for a seamless user experience.

Brand Style Guide

Logo Design



PRATIK PARK

Logo Concept

Inspired by parking lines and vehicles, the logo design incorporates car icons within the double "P" letters of "Pratik Park", directly embodying the core concepts of parking and efficiency. The goal was to create an eye-catching, memorable design that instantly triggers brand recognition even when used purely as a standalone app icon.

Brand Style Guide

Typography

DunbarLow Book
DunbarLow Italic
DunbarLow Regular
DunbarLow Medium
DunbarLow Bold
DunbarLow Bold Italic

Color Palette

Primary Colors



#8E8E8E

#E1CC21

#000000

#FFFFFF

Secondary Colors



#FFF200

#E1CC21

#D1BD40

#C6AA2E

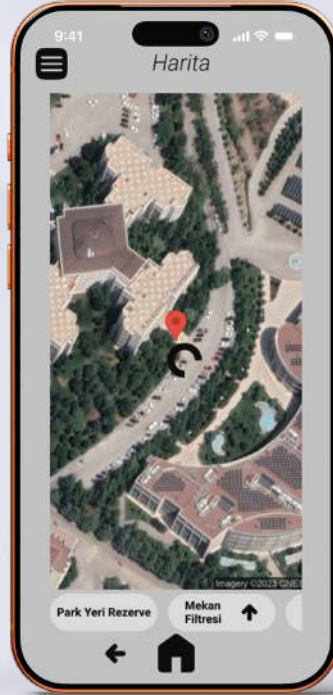
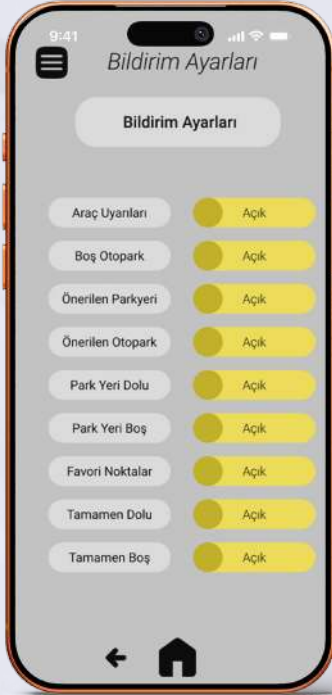
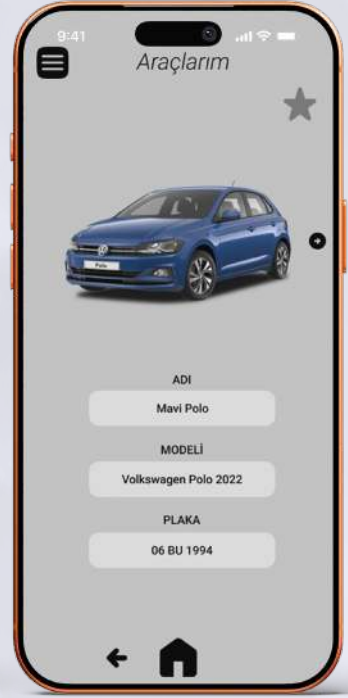
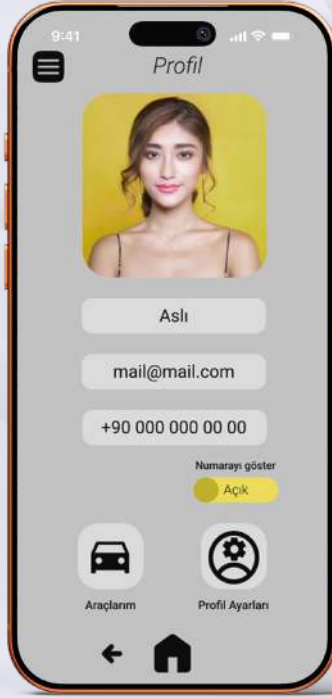
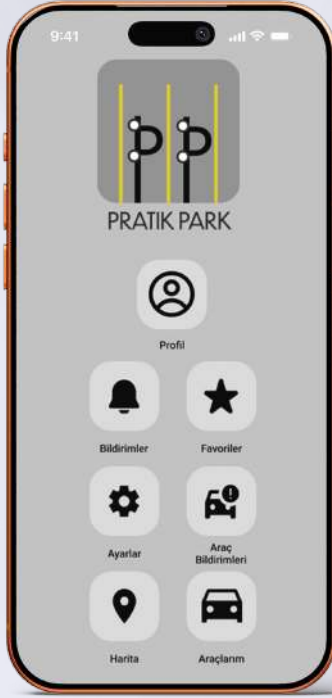
#CCCCCB

#C9C9C9

#6D6D6D

#424040

UI Design Screens



Experience the flow in Figma

ArtWay is a graduation project focused on seamless indoor and outdoor navigation for expansive, complex environments where users are prone to getting lost, such as universities, city hospitals, and convention centers. Unlike conventional mapping applications that only guide users to a building's exterior, Artway provides step-by-step navigation from the outside directly to specific rooms or areas inside the building. Conceptualized and tailored as a design model based on Baškent University, the project demonstrates a comprehensive UX/UI solution for both campus-wide outdoor spaces and indoor facilities.

Brand Style Guide

Logo Design



Logo Concept

Logo's design centers on a "walking student" figure that blends with the directional arrows from Baškent University's logo, forming a dynamic route line. The result is an icon that speaks two languages at once, student identity and navigation, instantly communicating movement, guidance, and easy access. The goal was to create a mark that stays true to the university's corporate identity, while being simple and bold enough to be instantly recognizable and memorable.

Brand Style Guide

Typography

Gotham Narrow Medium
Gotham Narrow Book
Roboto Medium

Color Palette

Primary Colors



#D81117



#000000



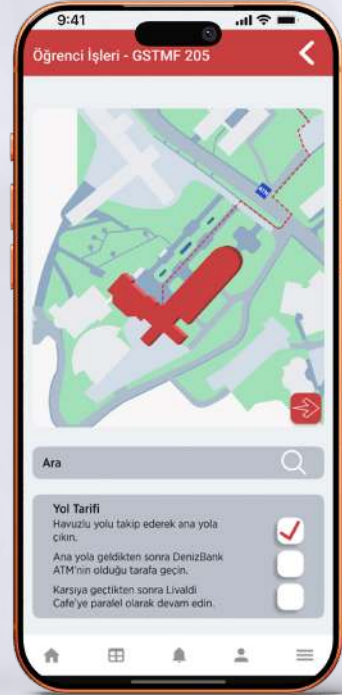
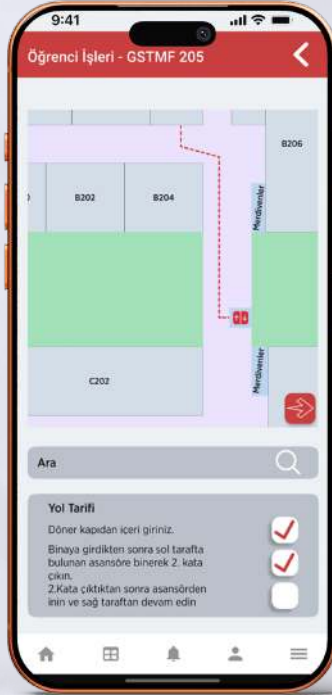
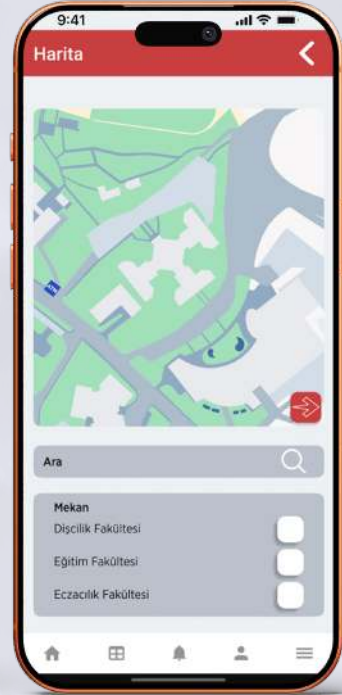
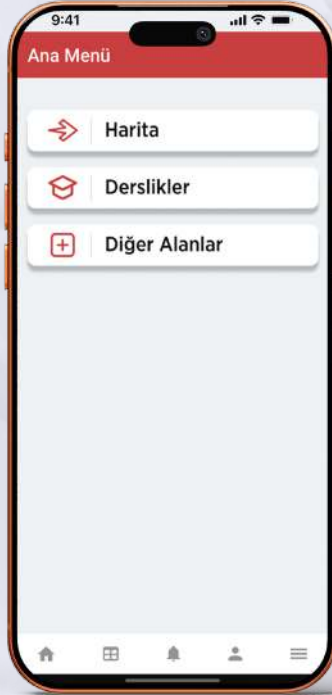
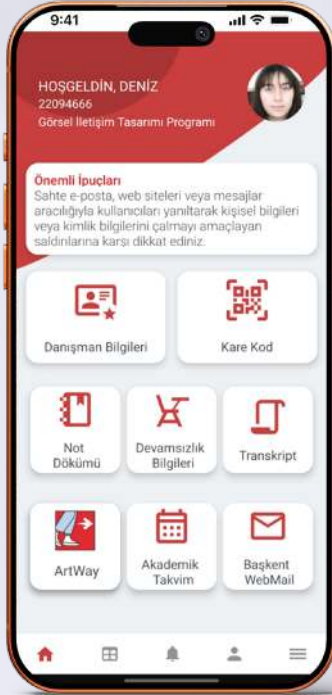
#394046



#A1A7AF

As this feature is integrated directly into Baškent University's native application, the brand style guide preserves the university's established corporate identity.

UI Design Screens



ArtWay is a graduation project focused on seamless indoor and outdoor navigation for expansive, complex environments where users are prone to getting lost, such as universities, city hospitals, and convention centers. Unlike conventional mapping applications that only guide users to a building's exterior, Artway provides step-by-step navigation from the outside directly to specific rooms or areas inside the building. Conceptualized and tailored as a design model based on Başkent University, the project demonstrates a comprehensive UX/UI solution for both campus-wide outdoor spaces and indoor facilities.

Brand Style Guide

Logo/Icon Design



Design Concept

Inspired by the original logo and the new name "Cep Şekeri", the logo design reflects the reality of carrying our phones in our pockets and the necessity of using a blood drop for measurements. The final icon was conceptualized as a blood drop falling into a pocket, symbolizing seamless, on-the-go health tracking.

Brand Style Guide

Typography

Be Vietnam Pro Regular
Be Vietnam Pro Medium
Be Vietnam Pro Bold
Be Vietnam Pro Black

Color Palette

Primary Colors



#2A757C



#FFFFFF



#00434E

Secondary Colors



#666666



#E9756A

Cep Şekeri is a concept redesign project based on the daily routine experience issues and functional expectations the "I wish it were like this" moments of a real user (my father, a Type 2 diabetes patient). In this project, I made the existing interface more accessible in line with user needs by adding new features and adjustments.

UI Screens



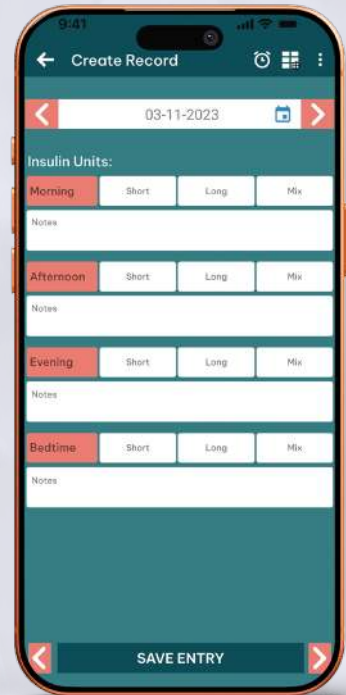
The original design UI screen shows a 'Create Record' form. It has a date selector at the top set to '03-11-2023'. Below this, there are two main sections: 'Blood Sugar (mg/dl):' and 'Insulin Units:'. The 'Blood Sugar' section has a table with columns for 'Before' and 'After' for 'Breakfast', 'Lunch', 'Dinner', and 'Bedtime'. The 'Insulin Units' section has a similar table with columns for 'Short', 'Long', and 'Mix' for 'Morning', 'Afternoon', 'Evening', and 'Bedtime'. At the bottom, there is a 'Remarks:' field and a 'SAVE ENTRY' button.

Original Design



The first redesign UI screen shows a 'Create Record' form. It has a date selector at the top set to '03-11-2023'. Below this, there are two main sections: 'Blood Sugar (mg/dl):' and 'Insulin Units:'. The 'Blood Sugar' section has a table with columns for 'Before' and 'After' for 'Breakfast', 'Lunch', 'Dinner', and 'Bedtime'. The 'Insulin Units' section has a similar table with columns for 'Short', 'Long', and 'Mix' for 'Morning', 'Afternoon', 'Evening', and 'Bedtime'. At the bottom, there is a 'Remarks:' field and a 'SAVE ENTRY' button.

Redesign

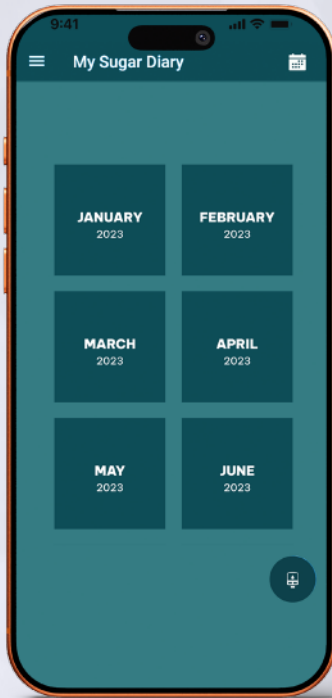


The second redesign UI screen shows a 'Create Record' form. It has a date selector at the top set to '03-11-2023'. Below this, there are two main sections: 'Blood Sugar (mg/dl):' and 'Insulin Units:'. The 'Blood Sugar' section has a table with columns for 'Before' and 'After' for 'Breakfast', 'Lunch', 'Dinner', and 'Bedtime'. The 'Insulin Units' section has a similar table with columns for 'Short', 'Long', and 'Mix' for 'Morning', 'Afternoon', 'Evening', and 'Bedtime'. At the bottom, there is a 'Remarks:' field and a 'SAVE ENTRY' button.

Redesign

In this design, the blood sugar and insulin values (which were previously combined) have been separated into options to display each value individually, offering a tailored approach for users who wish to track only one of them. Additionally, an independent note section has been added for each part of the day, allowing users to log specific details for that exact moment rather than just writing a generic note for the entire day.

UI Screens



Redesign



Redesign

In the original version of this page, all data was displayed as a single, continuous list. For a user tracking their levels daily, this created an endless, overwhelming scrolling experience. To resolve this issue, I categorized the data by month; this not only broke down the long list into manageable sections but also introduced an efficient filtering system based on months.



Addition Design

This screen introduces a unique feature usually not found in existing applications, driven directly by user feedback. Since diabetes patients need to measure their blood sugar levels at specific intervals, I integrated an automatic and manual alarm system within the app. With this I aimed allowing users to set a reminder immediately after logging their data without ever leaving the application, and make the entire tracking experience is streamlined into a single, seamless touchpoint.

photography
works













