

UĞUR KEÇELİ

30+

YEARS OF DESIGN EXPERIENCE

SENIOR GRAPHIC & PACKAGING DESIGNER / DESIGN LEAD

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01 CURRENT EXPERIENCE

KOROZO UK LIMITED

Design Lead / St Albans, UK

2021 - PRESENT

- Lead graphic, packaging and marketing design projects from concept to accurate print-ready artwork.
- Create catalogues, customer presentations, exhibition graphics, corporate communications, mock-ups and launch materials.
- Adapt customer artwork to flexographic and gravure requirements, checking colour, separations, specifications and brand consistency.
- Work across commercial, marketing, customer and production teams to deliver projects on time.

KOROZO AMBALAJ

Export Marketing Design Manager / Istanbul, Türkiye

2002 - 2021

Progression: Graphic Design Specialist (2002-2007) / Graphic Design Coordinator (2007-2015) / Export Marketing Design Manager (2015-2021)

- Managed packaging and marketing design for international markets, including launches, catalogues, newsletters, trade-show graphics and corporate materials.
- Designed packaging and cartons for the Koroplast product range and maintained brand consistency across printed communications.
- Prepared mock-ups, artwork adaptations, colour separations, approvals and production-ready files for flexographic and gravure printing.

A PROFILE

Senior graphic and packaging designer with 30+ years of experience across packaging, branding, corporate communications, editorial design and print production. Combines creative direction with deep technical knowledge of flexographic, gravure, offset and digital workflows.

B CORE EXPERTISE

- Packaging design & artwork
- Brand identity & visual systems
- Corporate communications
- Catalogues & editorial design
- Exhibition & retail graphics
- Prepress & colour separation
- Print production & liaison
- Creative project delivery

C PRINT KNOWLEDGE

Flexographic / Gravure / Offset / Digital
Colour separation / Prepress / Repro /
Proofing / Production artwork

CONCEPT

ARTWORK

COLOUR

PRODUCTION

DESIGN / PACKAGING / PRINT

CREATIVE SYSTEMS BUILT FOR REAL-WORLD PRODUCTION

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03 EARLIER EXPERIENCE

HÜRRİYET NEWSPAPER

2001 - 2002

Newspaper Designer

Designed the Arts and Culture pages, including a 15-page weekend supplement.

ELIF PACKAGING INTELLIGENCE

1998 - 1999

Graphic Design Coordinator

Created exhibition graphics, catalogues and corporate identity materials; adapted customer artwork to production requirements.

INDEPENDENT DESIGN STUDIO

1998

Founder & Designer

Provided packaging design and artwork services to packaging-sector clients.

KOROZO AMBALAJ

1996 - 1998

Graphic Design Specialist

Designed export packaging, Koroplast product packaging, exhibition graphics and corporate materials.

GALATASARAY UNIVERSITY

1995 - 1996

Graphic Designer

Designed advertising, academic publications and institutional communication materials.

INTERMEDIA ECONOMY MAGAZINE GROUP

1993 - 1995

Graphic Designer

Designed covers and editorial layouts for Paratüyo and Macro Ekonomi magazines and Global newspaper.

NEW ADVERTISING AGENCY

1992 - 1993

Graphic Designer

Created advertising and promotional materials for the agency's clients.

KAMPANYA ADVERTISING AGENCY

1991 - 1992

Graphic Designer

Developed advertising layouts and print-production artwork for client campaigns.

Creative judgement + packaging expertise + production knowledge. A designer who understands both the visual idea and the technical route that brings it to market.

D SOFTWARE

ADOBE ILLUSTRATOR

Expert

ADOBE PHOTOSHOP

Expert

INDESIGN & ACROBAT

Advanced

ARTPRO & PACKZ

Advanced

AFTER EFFECTS / PREMIERE / FINAL CUT

Working knowledge

E EDUCATION

ANADOLU UNIVERSITY

Public Relations & Advertising

1996 - 1998

GIRNE AMERICAN UNIVERSITY

Archaeology Studies

2004 - 2006

F CERTIFICATIONS

PASMA Certification / 2026

Marmara University

Colour Management Certificate / 1998

G LANGUAGES

Turkish / Native

English / Working proficiency

H DETAILS

Full UK driving licence

Based in St Albans, Hertfordshire

EXPERIENCE / CRAFT / DELIVERY

THREE DECADES OF DESIGN, ARTWORK AND PRINT KNOWLEDGE