ZAFER YORGANCI

Creative Director & AI Creative Technologist

CREATIVE DESIGN/DIRECTION • GENERATIVE AI VIDEO/IMAGES • AGENTIC SYSTEMS • FILMMAKING/PHOTOGRAPHY

Istanbul, Türkiye & Remote • +90 501 954 97 27 • github.com/zfrv2
zafer.v2.ai@gmail.com • linkedin.com/in/zaf-y-142243412

PORTFOLIO: zfryrgnci.netlify.app ↗ | ✦ ARTISTIC BIOGRAPHY: PDF ↗

PROFESSIONAL SUMMARY

Award-winning Creative Director & AI Creative Technologist with over 14 years of multidisciplinary expertise spanning 3D CGI visualization, documentary storytelling, commercial art direction, and agentic AI pipelines. Proven track record architecting high-converting digital campaigns, directing regional visual communications for global consumer electronics leaders (**Xiaomi**), and engineering enterprise-scale marketing/ad-tech implementations across Google vendor operations (**Cognizant, Genpact**). Expert at bridging foundational cinematography and 3ds Max/V-Ray craft with next-generation autonomous workflows, generative video engines (Kling, Runway, Veo), and full-stack prototyping to deliver velocity, photorealism, and brand equity. Work featured in *The New York Times* (2017), archived at CIP France, and screened across 20+ international film festivals.

CORE COMPETENCIES & TOOLING

01 TRADITIONAL COMPUTER GRAPHICS, 3D & POST-PRODUCTION

3D Design & Rendering: 3ds Max, V-Ray, Corona Renderer, Arnold, Blender (Cycles/Eevee), AutoCAD, PBR Texturing, Lighting & LookDev, Hard-Surface Modeling, Architectural Visualization, Camera Tracking.

Graphic Design & Typography: Adobe Photoshop, Illustrator, InDesign, Figma, Canva, Layout Systems, Brand Identity Guidelines, Pre-flight & Print Production.

Video Editing & Motion Graphics: Adobe Premiere Pro, After Effects, DaVinci Resolve (Color Grading), Lumetri Color, Motion Design, Dynamic Composition.

Audio Engineering & Sound Design: FL Studio, Adobe Audition, Studio Music Composition, Beat Production, Stem Mixing, Mastering, Sound Effects (SFX) & Foley.

02 GENERATIVE AI VIDEO, VISUALS & VOICE

Generative Video & Film Engines: Kling, Runway, Google Veo, Flow, OpenAI Sora, Hailuo (MiniMax), Luma Dream Machine, Pika, Haiper, Wan Video, HunyuanVideo, SeedVideo, Vidu.

Image Synthesis & Neural Art: Midjourney, FLUX, Stable Diffusion, Banana Pro, Adobe Firefly, DALL-E, Ideogram, Recraft.

Node Pipelines, Consistency & Controls: ComfyUI (ControlNet, IP-Adapter, AnimateDiff), LoRA Model Training & Fine-Tuning, Multi-angle Character Consistency, Face/Identity Preserving, Topaz Video AI, Magnific AI.

Synthetic Voice & Audio Production: ElevenLabs, Suno, Udio, Hedra, LivePortrait, SyncLabs.

03 AGENTIC AI, AUTONOMOUS WORKFLOWS, MODELS & PROTOTYPING

Agentic Workflows & Autonomous Coding: Google Antigravity, Anthropic Claude (Claude Code / Computer Use), OpenAI Operator, ChatGPT (Codex / Canvas), Cursor, Windsurf, Devin, GitHub Copilot, Bolt.new, v0.dev, Replit, Roo Code, Cline, Aider, Ollama.

Foundation Models, Reasoning & LLMs: Claude, ChatGPT / OpenAI, Google Gemini, DeepSeek, Grok, Meta Llama, Mistral, Qwen, Ollama, Reasoning Models, RLHF / RLAIF Data Annotation, Structured Prompting.

Programming Languages & Engineering: Python, JavaScript, TypeScript, C++, C#, HTML5, CSS3, SQL, GLSL / WebGL, Shell / Bash, PHP, Rust, React, Vite, Node.js, Next.js, Model Context Protocol (MCP), Multi-Agent Swarms (LangGraph, CrewAI), Git.

04 DIGITAL MARKETING OPERATIONS, AD-TECH & ANALYTICS

Google Ads Suite, Google Analytics 4 (GA4), Google Tag Manager (GTM), Google Merchant Center, Meta Ads Manager, E-commerce Conversion Tracking, SEO/SEM Architecture, CRO Landing Page Systems, Salesforce CRM.

- **14+ Years** Multidisciplinary Expertise
- **Xiaomi** Regional Creative Direction
- **Google Vendor** Operations (Cognizant/Genpact)
- **NYT Feature** & CIP France Archive

PROFESSIONAL EXPERIENCE (PART 1)

Freelance Creative Director / AI Creative Technologist

Jan 2018 – Present (8 yrs 10 mos)

Freelance | Self-Employed • Worldwide / Remote

- Direct end-to-end commercial design, 3D visualization, and performance creative systems for international clients across Web3, blockchain, iGaming, casino, betting, and fintech sectors.
- Engineer generative AI production pipelines, leveraging custom **ComfyUI** workflows, **LoRA** styling, and AI video generators (**Kling, Runway, Sora**) to produce photorealistic marketing assets and video spots without live camera crews.
- Deliver multi-channel brand and communication collateral across digital and print mediums: identity design, visual guidelines, pitch decks, investor presentations, editorial books, and packaging.
- Direct 3D modeling, texturing, animation, and photorealistic rendering for industrial prototypes, commercial advertising, and architectural spaces using **3ds Max, V-Ray, and Corona**.
- Collaborate closely with clients and stakeholders to translate briefs into actionable deliverables, scoping production schedules, pitch strategies, and cost-effective creative solutions.
- Direct digital post-production, motion graphics, and video editing for high-converting social media ad campaigns, teasers, and brand films.

Creative Director

Aug 2024 – Oct 2025 (1 yr 3 mos)

Xiaomi Technology • Full-time • Warsaw, Mazowieckie, Poland (Hybrid)

- Spearheaded regional visual concepts, art direction, and brand localization strategies across **Central & Eastern Europe (CEE)** and **Nordic** territories.
- Managed, mentored, and provided art direction to cross-functional design teams, setting quality benchmarks for digital, social, print, and point-of-sale (POS) retail collateral.
- Directed high-end commercial filmmaking and photography shoots, reviewing visual treatments, camera setups, lighting, and post-production color grading.
- Partnered with UX designers, product managers, and software engineers to conceptualize cohesive UI/UX mockups, prototypes, and web design standards across platforms.
- Led 3D visualization and post-compositing workflows for **Xiaomi AIoT** ecosystem devices, flagship smartphones, and hardware accessories.
- Integrated user research and market performance data into iterative design sprints, optimizing web touchpoints to elevate brand equity and digital engagement.

Creative Design Associate

Jul 2023 – Aug 2024 (1 yr 2 mos)

Aon • Full-time • Kraków Old Town, Małopolskie, Poland (Hybrid)

- Supported the Creative Manager in executing global corporate identity standards across digital marketing collateral, executive decks, and high-stakes tender proposals.
- Developed and maintained production templates for print collateral, presentations, infographic suites, social media assets, and responsive HTML email templates.
- Partnered with print programmers, variable data specialists, and external print houses; pre-flighted files, managed color separations, packaged assets, and supervised FTP press releases.
- Managed confidential and complex data visualization projects, including Total Reward Statements and liability management exercises.
- Implemented the corporate **Best Practice Framework (BPF)**, introducing streamlined template systems that reduced turnaround times across international design requests.

Senior Process Executive – Digital Business Operations

Jul 2022 – Jun 2023 (1 yr)

Cognizant (Google's Vendor Office) • Full-time • Kraków Old Town, Małopolskie, Poland (On-site)

- Provided high-tier technical implementation, tag troubleshooting, and digital consulting for global enterprise clients utilizing **Google Marketing Platform** suites (Ads, Analytics, GTM, Merchant Center).
- Deployed and audited **Google Analytics (UA & GA4)** conversion tracking (including cross-domain tracking), enhanced e-commerce funnels, **Google Tag Manager (GTM)**, Ads dynamic remarketing, and shopping feeds.
- Programmed custom tracking scripts (JavaScript, HTML, CSS) across enterprise CMS ecosystems including Shopify, Magento, WooCommerce, WordPress, Shopware, and Wix.
- Maintained rigorous SLA/KPI benchmarks across **Salesforce** ticket queues, conducting technical consultations via video conferencing to resolve tracking and tracking policy bottlenecks.

PROFESSIONAL EXPERIENCE (PART 2)

Senior Labelling Specialist – YouTube Trust & Safety

Oct 2021 – Jun 2022 (9 mos)

Genpact (Google's Vendor Office) • Full-time • Kraków Old Town, Małopolskie, Poland (On-site)

- Coordinated cross-functionally with Regulatory Specialists, Product Managers, Supply Chain, and Packaging Engineers to guarantee timely packaging availability for manufacturing plants.
- Designed detailed packaging for single and multilingual labeling and California Printer's Proofs in **Adobe InDesign**, ensuring full regulatory compliance with transport and Hazmat standards.
- Maintained digital version control of barcode repositories, packaging label databases, and print proofing archives under strict regulatory deadlines.

Content Moderator – YouTube Trust & Safety

May 2021 – Oct 2021 (6 mos)

Genpact (Google's Vendor Office) • Full-time • Kraków Old Town, Małopolskie, Poland (On-site)

- Analyzed high-volume digital video content and livestreams against YouTube global platform security and copyright standards within strict turnaround SLAs.
- Contributed to **machine learning dataset labeling**, reviewing multimodal model outputs and classifying sensitive content to train AI safety algorithms.
- Identified edge-case policy violations and partnered with policy leads to refine operational workflows, reducing escalation turnaround times.

3D Modeler (Summer Job – During Studies)

Awesome Bros. • Istanbul | Jun 2018 – Sep 2018 (4 mos)

- Developed 3D hard-surface models, props, and asset environments for television commercials and digital ad campaigns.
- Executed clean UV unwrap, polygonal optimization, and photorealistic PBR material setups.

Multidisciplinary Designer

LOCA Motorlu Pergola Sistemleri A.Ş. • Istanbul | May 2014 – Dec 2015 (1 yr 8 mos)

- Led complete corporate brand identity redesign, website architecture, and search engine optimization (SEO).
- Produced 3D architectural models and photorealistic CGI visualizations of motorized pergola systems for commercial catalogs.
- Executed commercial architectural photography and edited marketing assets across digital and print.

CG Generalist

AROX Bilişim Sistemleri A.Ş. • Istanbul | Aug 2013 – Apr 2014 (9 mos)

- Handled 3D asset modeling, UV texturing, and spatial optimization for mobile games and VR applications.
- Directed video editing and motion graphics for corporate promotional films and product showcases.
- Composed sound effects, Foley assets, and background soundscapes for digital apps and mobile games.

Graphic Designer & 3D Visualizer

SİSTEM REKLAM • Istanbul | Jun 2012 – Aug 2013 (1 yr 3 mos)

- Produced 3D architectural visualizations and technical engineering renders for outdoor signage and pylons (Shell, BP, Total, Socar).
- Prepared prepress print-ready production files conforming to strict international brand identity guidelines.

EDUCATION

B.A. in Creative Media – 3D Animation & VFX
DSW University, Poland (2017–2021)

Digital Communication & Multimedia (Erasmus)
FH Upper Austria, Hagenberg (2018–2019)

High School Diploma: Motor Vehicles Tech
Automotive Electromechanics (Graduated 2011)

COURSES & CERTIFICATIONS

Filmmaking & DaVinci Resolve Color Grading
Sinematek Course Center, Istanbul (2016)

Photojournalism Camp (John Stanmeyer, NatGeo)
Yerevan, Armenia (2016)

Scriptwriting Masterclass (Derviş Zaim)
Istanbul Bilgi University (2014)

AutoCAD & 3ds Max – Professional Certification
Autodesk Training Center (2011)

LANGUAGES & HONORS

Languages
Turkish: Native • **English:** C1 (Full Professional)
German: B1 (Working Proficiency)

Artistic Honors & Recognition
Featured in *The New York Times* (2017); preserved in International Centre of Photography archive (CIP, France); Jury Special Award at Genç Öncüler (2015); screened across 20+ international film festivals.

✦ Artistic Biography (PDF) ↗