

TOLGA EŞSİZ

GRAPHIC, BRAND & MARKETING DESIGNER

Istanbul, Türkiye • Remote • tolgaessiz@hotmail.com • tolgaessiz.com
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PROFESSIONAL SUMMARY

Graphic, Brand & Marketing Designer with 10+ years of experience across e-commerce, branding, campaigns, and visual production. Created and maintained 5,000+ product visuals for U.S.-based e-commerce brand Backsplash.com through advanced Photoshop compositing, product visualization, scalable Canva templates, and documented remote workflows. Experienced in brand systems, paid social, Amazon listing visuals, email design, landing-page graphics, catalogs, presentations, and AI-assisted production across digital and print.

CORE EXPERTISE

Graphic Design • Brand Identity • Marketing Campaigns • E-commerce Visual Systems • Photoshop Compositing • Product Visualization • Paid Social • Amazon Listing Design • Email Marketing Design • Landing-Page Graphics • Catalog & Print Design • Presentation Design • Remote Collaboration

PROFESSIONAL EXPERIENCE

Product & Visual Designer | E-commerce & Marketing

Backsplash.com • Remote, United States • Nov 2020 - Dec 2025

- Created and maintained visual assets for 5,000+ e-commerce products while ensuring consistency across a large-scale online catalog.
- Integrated tile collections into real kitchen photography using advanced Adobe Photoshop compositing, retouching, color correction, and perspective matching.
- Produced PDP and listing visuals, lifestyle imagery, campaign assets, email graphics, social content, landing-page visuals, and catalog materials.
- Built scalable Canva templates, reusable Photoshop production files, organized asset systems, and documented workflows to support efficient production.
- Collaborated asynchronously with a U.S.-based business through written and video briefs, maintaining reliable long-term remote delivery.

Freelance Graphic, Brand & Marketing Designer

Studio Tolga • Istanbul, Türkiye • Sep 2014 - Present

- Developed visual identities, logos, websites, social media assets, marketing materials, and print collateral for manufacturers and service businesses.
- Produced commercial product photography, Photoshop retouching, catalog layouts, and web visuals for kitchen and bathroom brands.
- Managed projects from concept and client communication through production-ready delivery while maintaining visual consistency across channels.

Branch Manager | Marketing & Visual Communications

Irfan Turizm • Istanbul, Türkiye • Jan 2007 - Mar 2014

- Managed branch operations, customer communications, and team coordination while supporting nationwide tourism programs.
- Designed tour brochures, promotional materials, websites, identification badges, and marketing assets for digital and print use.
- Maintained consistent visual communication across customer materials, campaigns, and social media.

SELECTED PORTFOLIO CASE STUDIES

Self-initiated work: NIMBL - Paid Social Creative System • SELUNE - Hospitality Brand Identity • ALIGNIX - Amazon Listing Design • FlowPilot - SaaS Product Marketing Landing Page

TOOLS

Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Canva • PowerPoint • Google Slides • WordPress • ChatGPT • Midjourney • AI-assisted creative workflows

EDUCATION & LANGUAGES

Education: High School Diploma - İhlas College, Istanbul | Languages: Turkish - Native • English - Working proficiency; strong written communication