

Tayfun Çetindağ

Art Director & Motion Designer

I am an Art Director and motion designer based in Ankara. I take campaign films, motion design, brand identity and packaging from idea to delivery. At SV Studios I made the case films for four campaigns awarded at the 38th Kristal Elma. In production I have tied AI tools, agent workflows and code-driven motion into a set-up of my own.

 [Watch the showreel](#) [tayfcets.com](#)



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 Ankara, Türkiye

01 · DISCIPLINES

-  Art direction
-  Campaign and case films
-  Motion design and editing
-  Brand identity
-  Packaging

02 · TOOLS

-  **Design**
Photoshop, Illustrator, InDesign
-  **Motion, video and sound**
After Effects, Premiere Pro, Audition, FL Studio
-  **3D**
Blender
-  **AI production**
Higgsfield, ComfyUI, ElevenLabs
-  **Agents and code-driven motion**
Claude Code, n8n, Cursor, HyperFrames, GSAP

03 · EDUCATION AND LANGUAGES

Gazi University
Visual Communication Design
· 2015 · 2019

Turkish native · English B1

04 · EXPERIENCE

-  **SV Studios** Motion Designer 2025 · 07.2026
Campaign films, LED-screen and social cuts for Espark AVM. Case and presentation films for the 38th Kristal Elma entries. Varan Sigorta, SammyVit, Zafer Yayınları, Linkiste.
-  **Cosmic Creative** Art Director 12.2023 · 07.2025
Visual identity and communication for brands: campaigns, packaging, social, motion content, e-commerce set-up. Palladium Ataşehir, Wat Mobilite, İçdaş, Roketsan, SSB, Prime Sierra, Renax, Ruhana.
-  **Fil Art** Graphic Designer 09.2022 · 12.2022
Design and production, e-commerce set-up.
-  **Oze Kahve** Graphic Designer 04.2022 · 08.2022
Packaging and labels, visual production, e-commerce strategy.

05 · AWARDS

38th Kristal Elma Awards · 2026

Regional competition · SV Studios. Awarded campaigns; I made their case and presentation films.

CRYSTAL	Unutanlar · Kültür Sanat	Radio · SammyVit
CRYSTAL	Titreyen Billboard	Out of home · Espark AVM
SILVER	Açık Hava Sineması · Perde	Out of home · Espark AVM
BRONZE	Pahalı Sonuçlar	Integrated · Varan Sigorta

06 · OWN BRANDS

MaxArtHub handmade goods · Şahbender music · MisterMyster kids' content · bi'dizi film and series analysis · ArtificialMatch AI image-making · KAFAdan comedy · Buque bags

07 · PORTFOLIO



 **tayfcets.com**

Selected work, case films of the awarded campaigns and the showreel. Scan the code with your phone camera or type the address.

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