

# Tugce Vatan

C R E A T I V E   A R T I S T

tugcevt@gmail.com

+90 507 873 5555

[linkedin.com/in/tugcevatan](https://www.linkedin.com/in/tugcevatan)

[www.tugcevatan.com](http://www.tugcevatan.com)

## Education

### Visual Communication Design

**Yasar University** (Izmir, Turkey)

Bachelors Degree (2014-2018)

### Graphic Design

**Yasar University** (Izmir, Turkey)

Associate Degree (2012-2014)

### General English

**Oxford House College** (London, UK)

Advanced Certificate (2011-2012)

## Software Skills

ADOBE PHOTOSHOP

ADOBE AFTER EFFECTS

ADOBE ILLUSTRATOR

ADOBE PREMIERE

UNITY

BLENDER (BEGINNER)

## Soft Skills

Communication, Creativity, Empathy,  
Problem-solving, Teamwork, Leadership

## Public Speaking

### Solo Speaker

**Hyper Games Conference 2023** (Istanbul, Turkey)

Presented on "User Acquisition Strategies to Optimize Your Prototype" offering insights on optimizing early-stage game development for improved user acquisition outcome.

## Interests

Plants, Roller Skating, Tennis

## Experience

**TapNation** (Paris,France)

**Marketing Artist** (June 2022 - Present)

I follow trends, brainstorm ideas, conceptualize, and produce creative game ads for users. I customize gameplay and record high-quality gameplay shots using Unity. I collaborate with studios to develop creative direction and oversee the post-production process. I analyze user acquisition (UA) tests on various platforms and manage user-generated content (UGC) and hook strategies to boost engagement.

**BoomBit** (Gdańsk,Poland)

**Marketing Artist** (September 2021 - June 2022)

I specialized in graphic design and 2D motion graphics, focusing on app store optimization (ASO) for both Google Play and App Store. I created store visuals and creatives, as well as designed effective Facebook and TikTok game ads. I engaged in brainstorming sessions, ideation, and stayed updated with the latest trends to drive innovative solutions.

**Gozamm AB** (Stockholm,Sweden)

**Marketing Manager** (June - August 2018)

I focused on app store optimization (ASO) design and managed both social media strategies and creative design.

**CAKA Workshop** (Izmir, Turkey)

**Social Media Manager** (February 2019 - March 2020)

Skilled in copywriting in both Turkish and English, crafting compelling and engaging content. Experienced in managing social media platforms, driving brand awareness, and fostering audience engagement through strategic content creation and community management.

**Magnet20** (Istanbul, Turkey)

**Social Media Specialist**

**Internship** (June - September 2013)

I was responsible for designing social media visuals and creating promo videos. I collaborated with the marketing team to develop engaging content that aligned with brand goals and drove audience engagement.