CV · 2026

Tayfun Çetindağ

Art Director

I am an Art Director and motion designer based in Ankara. I take campaign films, motion design, brand identity and packaging from concept to delivery. At SV Studios I produced the case films for four campaigns that won awards at the 38th Kristal Elma. My production pipeline is built on generative AI, autonomous agent workflows and code-driven motion, powering both client work and my seven brands.



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01 · EXPERIENCE

SV Studios Motion Designer — 2025 · 07.2026
Campaign films, LED-screen and social cuts for Espark AVM. Case and presentation films for four campaigns that won awards at the 38th Kristal Elma. Varan Sigorta, SammyVit, Zafer Yayınları, Linkiste.

Cosmic Creative Art Director — 12.2023 · 07.2025
Visual identity and communication for brands: campaigns, packaging, social media, 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
Packaging, studio production and e-commerce set-up.

Oze Kahve In-house Graphic Designer — 04.2022 · 08.2022
All brand design in-house: packaging and label systems, studio product photography, e-commerce visual architecture and social media communication. Continued key work remotely after leaving.

02 · AWARDS

38th Kristal Elma Awards · 2026
Regional competition · SV Studios. Award-winning campaigns; I made their case and presentation films.

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

03 · OWN PROJECTS

Tayfcet OS agent studio — 2026
An agent studio I built with Claude Code on Sahni.ai's Agents Office. It has three sections: headquarters, workshop, library. Each brand has its own knowledge base, and work passes a quality check before delivery.

Seven brands founder
Brands I started and run; I make the identity, content and music.
MaxArtHub handmade goods · **Şahbender** music · **MisterMyster** interactive game show · **bi'dizi** film and series analysis · **ArtificalMatch** AI image-making · **KAFAdan** comedy · **Buque** bags

2026 Brand Book the Tayfcet identity — 2026
My own identity: a logo set on a 60° grid, colour and type values generated from code, a motion and sound kit, print and digital applications. This CV is built on the same system.

04 · DISCIPLINES

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

05 · TOOLS

Motion, film & 3D
After Effects, Premiere Pro, Blender

Brand & visual design
Photoshop, Illustrator

Generative AI & sound
ComfyUI, Higgsfield, ElevenLabs, FL Studio

Agent systems & code-driven motion
Claude Code, Cursor, n8n, GSAP

06 · EDUCATION AND LANGUAGES

Gazi University
Visual Communication Design
2015 · 2019

Accredited Credentials · 44
Google Skillshop (YouTube Music, Ads, Waze) · freeCodeCamp (Responsive Web, JS Algorithms) · METU Bilgelş (Design Thinking, DaVinci Resolve, Lightroom) · HackerRank (CSS, SQL, JS, Problem Solving) · HP LIFE · Saylor Academy · Semrush (SEO, SMM, Content) · Kaggle (AI Ethics, Python) · T.C. MEB · tayfcets.com/en/sertifikalar

Turkish native · **English** B1

07 · PORTFOLIO

tayfcets.com
Selected work and the case f… th… award-winning campaigns.
behance.net/tayfcet