

OKTAY ATALAY



☆ SENIOR CREATIVE DESIGN EXECUTIVE

10+ years of professional execution bridging the gap between aesthetic vision and technical orchestration. Specialized in **regulated industries**—Pharma, Health & MICE. I architect **creative systems** that scale and ship production-ready software.

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I approach design with the **precision of a civil engineer** and the vision of a creative director. Operating at the intersection of creative direction and technical orchestration, I deliver visual identities, 3D systems, and motion content for **Tier-1 pharmaceutical and global corporate brands**. Simultaneously, I build the **production software and internal tools** that power these workflows, leveraging **AI-augmented pipelines** to deliver enterprise-grade quality at speed.

EXPERTISE & STACK

CORE CREATIVE STACK

After Effects Premiere Pro Blender

Illustrator Photoshop InDesign

DESIGN & UI SYSTEMS

Figma Adobe XD SketchUp

Unreal Engine 5 Brand Identity

TECHNICAL ORCHESTRATION

HTML / CSS JavaScript (Foundations)

Technical Workflows

AI ORCHESTRATION

Antigravity CLI Claude Code Gemini CLI

Ollama

INDUSTRIES

- Motion & 3D Production
- Brand & Identity
- MICE & Corporate Events
- SaaS & Internal Tools
- Pharma & Healthcare

LANGUAGES

- Turkish — Native
- English — Professional

WORK EXPERIENCE



Senior Creative Design Executive

Mar 2024 – Present

Forte Meetings & Events · Full-time · Remote

Orchestrating the full creative and technical output for **Tier-1 pharmaceutical leaders and global corporate clients**. Leading multi-disciplinary teams in delivering high-stakes congresses, summits, and digital activations. Architected **internal operational software and CRM systems** to automate core agency workflows. Pioneered **AI-integrated production pipelines** that maximized efficiency and reduced delivery timelines agency-wide.



Creative Design Executive

May 2019 – Mar 2024

Forte Meetings & Events · Full-time · Remote

Executed end-to-end visual strategy and digital production for **major MICE sector players**. Delivered 100+ high-impact brand identities, motion systems, and interactive UI experiences. Specialized in bridging creative storytelling with technical execution for large-scale corporate environments.



Video Editor

Dec 2017 – Feb 2019

Hayal Mahsülleri Dijital Sanatlar Atölyesi · Full-time



Graphic Designer

Apr 2017 – Dec 2017

Fikir İşler · Full-time



Graphic Designer

Nov 2015 – May 2016

Room İzmir · Full-time

EDUCATION

İzmir Yüksek Teknoloji Enstitüsü

Civil Engineering · 2012 – 2017

Pursued design career in parallel