

# ATALAY ALTAY

## Visual Storyteller



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www.atalayaltay.com

I am a multidisciplinary graphic designer and a visual storyteller based in Toronto, Canada. My experience with videography brings different aspects and perspectives to my designs. I value vision and innovation and mixing various elements to ensure that my designs connect with people on a deeper level. I believe that how something is said is more important than what is being said, as impactful design can transform perceptions and experiences.

### WORK EXPERIENCE

#### Freelance Videographer/ Designer

June 2022 - Current

- Conceptualized, planned, and executed visual projects, both for video and graphic design, meeting diverse client specifications from corporate works to event and broadcast videos.
- Proficient in operating a range of professional video equipment, ensuring high-quality footage and audio capture.
- Managed project timelines and budgets efficiently, delivering projects on schedule and within financial parameters.
- Collaborated with a network of professionals, including editors, sound engineers, and other specialists,

#### Visual Content Specialist - Postane Productions

Nov 2022 - Dec 2023

- Capturing photos and creating visual contents to be shared on company social media platforms.
- Organized live broadcasts, including coordinating logistics, equipment setup, breakdown, and transportation.
- Producing and editing live and pre-recorded podcasts using Adobe Audition.

#### Social Media Content Creator - World Human Relief

April 2022 - Sep 2022

- Filmed and produced videos and graphic posts for the social media accounts of World Human Relief, a non-profit organization.
- Collaborated with marketing teams to understand content requirements and developed concepts to meet campaign goals.

#### Assistant Director - Tek Rumeli TV

April 2021 - Nov 2021

- Managed live broadcasts while directing and assistant directing.
- Gained experience in CG operation, switching, broadcast editing, camera and sound operations.

### EDUCATION

#### Humber College

Graphic Design for Print and Web

#### Istanbul Bilgi University

Television Journalism And Media Programming

GPA: 3.70

### SKILLS



Photoshop, Illustrator, InDesign



Video Production & Adobe Premiere



HTML, CSS, JAVASCRIPT



Audio Editing & Design



Live Broadcast Management

### PROJECTS & CERTIFICATES

#### BIFED Team Member

Obtained field experience in graphic design, photography and video at Bozcaada International Ecological Documentary Festival "BIFED". Supported the Festival Team in editing and social media.

#### UX Design

3-week certificate program on user experience design given by Cem Berk, the founder of Lotus4Design.

