

Hakki Yemenciler

Traditionally trained, digitally bred, multidisciplinary storyteller with over fifteen years of award winning experience in strategy, communication, vision and management.

CONTACT

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EDUCATION

Bachelor of Science in Graphic Design

2003, Chamberlayne School of Design (Mt. Ida College), Newton, MA, USA

Visual and Communication Arts

1996, Franklin College, Sorengo (Lugano), Switzerland

Graphic Arts & Visual Communication

1995, Tarabya Kemal Atatürk Lisesi, Istanbul, Turkey

CERTIFICATION

Certified Sommelier

2017, The Court of Master Sommeliers, San Francisco, CA

Certificate of Facilitative Consultancy

2009, Leadership Strategies Institute, Watertown, MA

Adobe Certified Expert (ACE)

2008, Photoshop/Flash CS3, Future Media Concepts, Cambridge, MA

ETHOS

Brand integrity is above all else.
Design with a moral compass.
Simple takes hard work.
Data is non-debatable.
Impossible isn't.

EMPHASIS

Brand Identity, Voice & Management
Creative Team & Process Building
Mobile Design: Android & iOS
Creative & Art Direction
Social Media Marketing
Digital Product Design
B2B & B2C Marketing

BACKGROUND

Intel Group Creative Director, Agency Inside

San Francisco, CA (2015 - Present)

Currently leading the charge in experience design across all touch-points, ensuring clear, high impact and consistent implementation of Intel's digital strategies and execution of its brand values. Founding member of the digital division at Agency Inside, Intel's award winning, full-stack global in-house agency. Proud recipient of over a dozen recognitions from teams, executives and businesses for work ethic, expertise and leadership. Partnering closely with other Intel organizations, challenging our teams and agencies to constantly push for experiences that test the art of what is possible instead of what is already popular.

- **Ad Age In-House Agency of the Year 2017**, Intel Agency Inside
- **Ad Age Marketer A-List 2017**, Intel Agency Inside
- **Webby Awards 2017**, Consumer Electronics honoree for America's Greatest Makers
- **Davey Awards 2017**, Training Websites gold for Intel Drone Racing
- **Communicator Awards 2017**, Intel Extreme Rig Challenge
- **The Internationalist Award 2016**, Silver for America's Greatest Makers
- **OMMA Awards 2016**, Entertainment category finalist for America's Greatest Makers

Staples Creative Director, UX / Mobile

Boston, MA (2013 - 2015)

Motivated, inspired and empowered diverse teams of developers, designers, copywriters, ADs responsible with overhauling Staples' e-commerce platform and user experience. Continually optimized the check-out process and the product catalog, developed digital marketing strategies, online advertising campaigns, content, brand activations, mobile web and native apps, email marketing and social media integration.

- **Webby Awards 2015**, Mobile Sites & Apps category honoree for Staples iPad App

Sonicbids Creative Director, Brand / Digital Product / UX

Boston, MA (2011 - 2013)

Ushered the brand through a complete redesign and UX revamp. Helped build a social music marketing platform from the ground up which connected musicians, brands and promoters through leading-edge technology that transformed the business. The evolved brand and streamlined tools yielded new engagement opportunities with global brands and expanded partnerships with top festivals, ultimately resulting in the company being acquired by Backstage Magazine (through Guggenheim Partners) in Jan 2013.

- **Clients:** Anheuser-Busch, Bose, Diesel, JanSport, Red Bull, Virgin Mobile, Universal Pictures
- **Festivals:** Bonnaroo, Bumbershoot, CMJ, Live Nation, Lollapalooza, Midem, SXSW

Isobar North America Sr. Art Director

Watertown, MA (2010 - 2011)

Headed branding, interaction design, information architecture, and user experience for top tier accounts. Pitched and won new business. Facilitated client workshops. Coached and trained creative staff.

- **W3 Awards 2010**, Photo and Video category gold for Nikon Learn & Explore iPhone app
- **Forrester Groundswell Award 2010**, Nikon Learn & Explore iPhone app
- **WebAward 2010**, Outstanding Website in the Financial Services for The Hartford
- **Clients:** adidas, AKG, Boston Consulting Group (BCG), Boeing, JBL, Nikon, Motorola, Nokia, Philips, Smirnoff, The Hartford, TJX

Molecular Interactive Art Director

Watertown, MA (2007 - 2010)

Managed multiple high-profile accounts and projects simultaneously. Designed and coded websites, built prototypes. Produced wireframes, personas, user journeys. Optimized code and content for SEO.

- **W3 Awards 2008**, Sports Website gold for adidas miCoach
- **W3 Awards 2008**, Visual Design silver for adidas miCoach
- **WebAward 2008**, Best Interactive Services Website for adidas miCoach
- **WebAward 2008**, Photography Standard of Excellence for Nikon USA
- **Stevie Awards 2008**, Best Product Information Web site for Nikon USA
- **MITX Interactive Awards 2008**, Consumer Goods finalist for Nikon USA
- **MITX Interactive Awards 2008**, Health & Fitness finalist for adidas miCoach
- **Clients:** Aetna, abc Television Network, adidas, Alamo, The Business Journals, Game Show Network (GSN), Nikon, Northwestern Mutual, National Car, PerkinElmer, Reebok, TD Bank North, TIAA Cref

The Tannery Creative Director

Cambridge, MA (2004 - 2007)

The Tannery is arguably one of the top lifestyle retailers in the Northeast. Developed a new brand identity. Optimized marketing and social strategy. Built an e-commerce platform from the ground up, complete with a redesigned website and a custom CMS. Concepted and built brand portals. Launched the personal stylist tool.

- **Brands:** Arc'teryx, Canada Goose, Converse, Moncler, Nixon, Patagonia, The North Face, Timberland

As a Freelancer, worked in various creative roles with brands like DataXu, US EPA, Renaissance Hotels, Tufts Health, Landa, Virgin. Received American Design Awards, MyDesignAwards and Design Firms Web Awards.