

Ayşe YILMAZ – Graphic & UI-UX Designer (Virginia)

Residency status – U.S. Permanent Resident

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Graphic designer specializing in branding and visual systems, with foundational training in UI/UX and user-centered design. Focused on developing structured, intentional work that balances clarity, aesthetics, and usability.

Work Experience

December 2020 – November 2021 - Graphic Designer – Freelance

- Designed cohesive visual systems across print and digital platforms, strengthening brand consistency and client engagement.
- Adapt designs based on client and stakeholder feedback while maintaining visual consistency and quality standards.
- Create and maintain brand guidelines and ensure consistent application across all visual assets.
- Handle multiple projects simultaneously, meeting deadlines in fast-paced and remote freelance environments.
- Stay current with design trends, tools, and technologies to continuously enhance creative output.

June 2014 – December 2020 Graphic Designer - Pembemavi Hospital

- Led the development and evolution of the company's visual identity across print, digital, and web platforms.
- Collaborated with marketing to define strategic visual communication goals and campaign assets
- Maintain and evolve brand guidelines across all touch points.
- Created designs in line with visual design requirements, such as flyers, posters, brochures, and monthly magazines.
- Organized and prepared visual designs for publishing.
- Composed social media plans with the marketing department, developed the website with design.

December 2011 – December 2013 Graphic Designer - Massive Parke

- Work closely with the marketing team to determine visual objectives and requirements.
- Designed monthly magazines and advertisements, holiday card/flyer, warning signs for workers on site for installation, and business cards.

May 2011 – December 2011 Intern Graphic Designer - GIF Idea Agency

- Support the design and production of digital and print materials in collaboration with the marketing and design teams.
- Create designs that align with brand identity and update existing visual assets as needed.
- Incorporate feedback into the design process and implement revisions accordingly.
- Participate in team meetings to identify and assess visual requirements.

Education

2026 – Present

George Mason University (Virginia) - Graphic Design – B.F.A

2025 – 2025

Northern Virginia Community College (Virginia) - Visual Art - A.F.A

Graduated with 3.84 Term GPA – Presidential Honor Degree

2005 – 2008

Mugla University, Mugla Vocational School (Turkiye) - Design and Publishing

Certificates

2024 – UX -UI Design Bootcamp – George Washington University;

2016 – Social Media – Marmara University;

Skills

Design: Branding & Visual Identity Systems, Editorial & Layout Design, Print & Digital Collateral, Social Media Visual Strategy, Concept Development

UI/UX: Wireframing & Prototyping, User Research & Interviews, User Flows & Information Architecture, Usability Testing, UX Metrics & Analysis

Tool: Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign), Basic HTML/CSS, Microsoft Office