# DOGA BIRCAN

(doe-ah)

## ABOUT ME

I am an NYC based graphic and brand designer who is passionate about creating impact-focused, purpose-driven and people-centered brands and visual storytelling!

As a perfectionist Virgo sun and a dreamer Pisces moon, I take pride in being both extremely logical and emotional, analytical and empathetic, allowing me to be seriously fun and funnily serious.



**Creative Direction** Brand Identity Design Brand Experience Design People Centered Design Design Strategy

**Adobe Creative Suite** Figma Midjourney ChatGPT Keynote

Teamwork **Problem Solving** Adaptability Empathy & Intuition Time Management

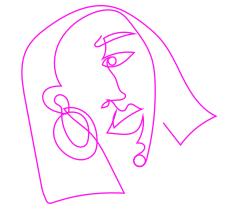
# **EDUCATION**

#### School of Visual Arts

MFA in Design/Designer as Entrepreneur 2022-2024

### Middle East Technical University

BID in Industrial Product Design 2015-2020



# HOBBIES

Crochet, Fashion, Zodiacs, Mythologies, Movie Behind-The-Scenes

# **EXPERIENCE**

Doga Bircan LLC Aug 2024-present

New York, NY

Founder, Graphic & Brand Designer

Providing multidisciplinary design services to small businesses, non-profit organizations and large companies on contract-base employment.

AIGA New York

Mentee

Feb 2023-present New York, NY

Mentee in AIGA New York's Mentorship Programs in 2023 and 2024.

Mentors: Julie Harris (2023), Roy Cranston (2024)

SVA MFA Design

**Graduate Student Assistant** 

New York, NY

Sept 2022–May 2024 Worked on several jobs for SVA MFAD's Director of Operations, including organizing events and designing posters, digital banners, and print materials like booklets, forms, and table tents.

MUGO

**Graphic Designer** 

Nov 2020-Aug 2022 Istanbul, Türkiye

In-house designer of Turkish e-commerce brand MUGO, in charge of MUGO's retail website, store and events. Worked on digital, print, and motion designs ranging from social media, newsletter, banners, videos, packaging and stationary, large print, and spatial designs.

Creative director and fashion designer of MUGO's first capsule collection. Worked on print graphics, brand identity, and promotional designs.

Mar 2020-Aug 2022 Istanbul, Türkiye

Freelance Graphic Designer

Involved in projects ranging from billboard design, logo design, poster series, and social media posts. **AWARDS** 

Student Merit, Young Ones ADC 2024

Category: Brand/Branding Systems/Identities-Integrated

Project: The Hook

The One Club for Creativity

Gold, MUSE Awards 2023 Silver, IDA 2023

Category: Print Publication—Magazine

Project: Herba Magazine

Team: Doga Bircan, Zhen Hou, Tianyun Jiang, Jihoon Kim

MUSE Awards & IDA

Conceptual Design Award, Design Turkey 2019

Category: Medical Devices and Equipment Project: Breeze, Cordless CPAP Device

Design Turkey

Winner, Environmental Game Design Competition 2019

Project: BLU, Plastic Recycling Game for Children Team: Doga Bircan, Aysenur Akay, Deniz Yanik

Protek & Yildiz Teknik University

Recognition, 13th National Packaging Design Student Competition

Project: CHAI, Pasabahce Tea Glass Packaging

ASD & Reed TUYAP

# **ORGANIZATIONS**

AIGA New York Member & Mentee (2023–2024) The One Club for Creativity Member New York Design Club Volunteer



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Say hi!