

DOGA BIRCAN

(doe-ah)

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say hi!

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.

SKILLS

Creative Direction	Adobe Creative Suite	Teamwork
Brand Identity Design	Figma	Problem Solving
Brand Experience Design	Midjourney	Adaptability
People Centered Design	ChatGPT	Empathy & Intuition
Design Strategy	Keynote	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
Feb 2023–present
New York, NY

Mentee
Mentee in AIGA New York's Mentorship Programs in 2023 and 2024.
Mentors: Julie Harris (2023), Roy Cranston (2024)

SVA MFA Design
Sept 2022–May 2024
New York, NY

Graduate Student Assistant
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
Nov 2020–Aug 2022
Istanbul, Türkiye

Graphic Designer
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

thank
you!