

DENIS GURCU

MULTIDISCIPLINARY DESIGNER



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I'm a passionate multidisciplinary designer in my final year of the New Media Design & Web Development program at BCIT. My focus is on graphic design, branding, and motion — basically, anything that lets me tell stories visually. I've worked on everything from social media for indie games to creative AI projects, always aiming to connect with people in meaningful ways. With a background in Business, I love mixing strategy with creativity. I'm driven by projects that push visual boundaries and spark inspiration.

WORK EXPERIENCE



Social Media Manager

[Infernozilla LLC](#) • Jan 2023 - Dec 2023

- Developed and executed social media strategies for indie gaming clients across platforms, driving organic and paid engagement.
- Created engaging content calendars, integrating copywriting, video, and image editing.
- Achieved **over 100% organic growth** and viral content, including tweets with **5M+ views**.
- Analyzed metrics and provided actionable reports to improve content performance.



Search Engine & Social Media Evaluator

[Appen](#) • Feb 2018 - Jan 2023

- Worked on diverse projects to evaluate data to improve one of the **world's largest search engines and social media platforms** and to build databases for artificial intelligence.
- Evaluated and rated search engine results for relevance and accuracy to improve user experience.
- Assessed and moderated social media content to ensure compliance with platform guidelines.
- Provided insights to optimize digital marketing strategies, contributing to enhanced engagement.

EDUCATION



New Media Design and Web Development, Diploma

[British Columbia Institute of Technology](#) • Jan 2024 - Present

GPA: 4.00



Bachelor of Business Administration

[Beykent University](#) • Sep 2008 – June 2012

Full Scholarship, GPA: 3.40

SKILLS

+ Technical

Adobe Creative Cloud, Figma, Wordpress, HTML/CSS, JavaScript, React

+ Creative & Marketing

Branding, Photography, Video Editing, SEO, Social Media Management

+ Soft Skills

Creative problem-solving, Collaboration, Leadership, Attention to Detail