

Izel Maras

Visual Designer at Frog Design, izelmaras@gmail.com

EDUCATION

Tufts University, Medford/Massachusetts, September 2011 - May 2015.

Bachelor's Degree, major in International Literary & Visual Studies, minor in Computer Science.

SKILLS

Multimedia and Design: Adobe Creative Suite, Photography, Flash, 3D Printing, 3D Modeling, Illustration

Programming: C, Java, C++, JavaScript (C3.js, D3.js), HTML5, CSS, Parse

Libraries and platforms: Processing, Arduino, OpenFrameworks, D3.js, jQuery

Languages: English, German, Turkish

EXPERIENCE

Visual Designer at Frog Design, September 2015 – Current (6 Months)

Participate in product ideation and conceptual development.

Create visual designs that effectively communicate product function and brand identity, including the design and production of screen layouts, color palettes, typography, user interface elements, and icons. Design motion graphics and animation effects using code.

Produce design specifications, storyboards, scenarios, and design prototypes.

Successfully communicate conceptual ideas, detailed design, and design rationale, both verbally and visually.

Participate as a contributor to an interdisciplinary team that includes creative leads, other designers, project management, business and brand strategists, and hardware and software developers.

Train skills towards being a Technical Artist proficient in using 3D design software for VR and 3D modeling, through engaging in-company extracurricular activities.

Studio Apprentice at Marcelo Coelho Studio, July 2014 – July 2015 (1 year)

Worked as an apprentice to a research affiliate from MIT Media Lab Fluid Interfaces group.

Designed wireframe, high-fidelity prototype and interface designs for a mobile application using Proto.io and Adobe CC.

Developed a series of desktop applications, with complete interface designs, in Java for a wearable device that facilitates social networking.

Worked with SLA 3D printers and soldering material to build product and hardware prototypes.

Designed instruction manuals and informational booklets in Adobe Illustrator.

Developed desktop and web applications using cloud database, and dynamic data visualizations using real-time data.

Developed software for serially programming Bluetooth enabled wearable device.

Created and utilized user scenarios to test user experience and design user interface for various software.

Spotlight Parking, Branding, User Interface Design. December 2013 - Present (1 year 7 months)

Developed identity and collateral facilitating brand-expansion.

Designed user interaction and interfaces for the Spotlight Parking app.
Ensured clear communication with developers, providing them with guides and assets to implement designs.

Curious Sound Objects, Programming, Graphic Design. June 2013 - Present (1 month)

Developed a web application for a RSS-reading screensavers.
Designed a how-to-use manual for a promotional product.
Helped the organization of the event.

RoomZoom, Web, Mobile User Interface Design. May 2014 - September 2014 (5 months)

Designed web and mobile user interfaces for RoomZoom Online Housemate Finding portal.
Ensured pixel perfect implementations and responsive design across all mobile platforms.
Exhibited high ability to manage multiple deadline-sensitive design projects simultaneously.
Conceptualized and designed graphics, lay-outs, and animations for digital marketing assets.

Kisakes Film Festival: Graphic Design. May 2009 - October 2014 (5 years 6 months)

Ensured consistence in brand image for 4 years in designing graphics and layouts for print materials in support of marketing campaigns.

Digital Media Supervisor at Tufts Tisch Digital Design Studio, September 2012 - 2015 (3 years)

Monitored operations of the studio and its digital equipment.
Provided Adobe Photoshop, Illustrator, InDesign expertise.

Graphic Designer for Tufts Student Resources, September 2012 - 2015 (3 years)

Managed the graphic design division responsible for designing marketing graphics for 6 separate divisions.

Darkroom Monitor at Tufts Photo lab Darkroom, March 2013 - May 2014 (1 year 3 months)

Managed a mid-scale dark room, maintaining chemicals.
Tutored lab patrons in photo development and printing.

Video Editor Intern at CNBC-e, July 2012 - August 2012 (2 months)

Edited recorded footage for news broadcasting

Girls Summit Turkey: Graphic Design. March 2012 - December 2012 (10 months)

Designed a brand identity for Turkish

AWARDS

Best Use of Data for Visualizing Educational Open Data For Tanzanians in The International Development Hackathon

OTHER EXPERIENCE

Participated in Tufts Marathon Team
Took part in Tufts Radio Station WMFO as a DJ for 3 years.

Dear Sir or Madam,

This letter is written in high regards for Izel Maras. As I had the privilege of working with her this past year, I am writing to confirm her status as an internationally recognized outstanding artist in the field of visual design.

As her co-worker at frog design, one of the most renowned design firms in the world, I was very impressed with the quality of her work, which was always beautifully-crafted and executed with technical precision.

Izel Maras's achievements and work in her field have been exemplary. While working alongside her, I saw Izel demonstrate her ability to effortlessly lead the visual direction of several high-profile projects. Specifically, Izel successfully transformed the visual language of one of the world's top financial institutions. In addition to her technical craft, Izel is a thought leader. She hosts weekly design lectures on topics ranging from trending artists to the social impact of design.

As a thought leader in the field of design and future technologies, and previously a Research Associate at MIT's Senseable City Lab, I understand the unique skills and expert thinking that Izel demonstrates and contributes to her work and design community. I also understand the rarity of designers like Izel. Very few designers possess the comprehensive set of design skills and genius mindset that she showcases through her work and character.

Izel Maras's work in the United States will greatly benefit both the American design and culture scene, and for this, I strongly recommend that her O-1 classification be granted. Thank you for your time in considering my letter. If I can give you any further information, please do not hesitate to contact me.

Yours sincerely,

A handwritten signature in dark ink, reading "Adam Pruden". The signature is fluid and cursive, with the first name "Adam" and last name "Pruden" clearly distinguishable.

Adam Pruden
Senior Interaction Designer
frog design

06.10.16

To Whom It May Concern,

I am writing this letter in recommendation for Izel Mara's O-1B classification.

I am currently the Head of Design for Condé Nast, a global media company, where I oversee 21 brands and close to 50 designers. Prior to that I was a Creative Director and studio lead for frog design, where I hired Izel to as a Visual Designer to join the ranks of some of the finest designers in the world. She was selected out of hundreds of applicants based on her poise, broad skill set and talent as an artist and graphic designer. Izel demonstrated both the intellect, the curiosity and the rigor needed to succeed at frog – a combination of skills quite rare. I worked at frog for 5 years and was responsible for hiring at a studio and regional level - Izel's approach to aesthetic, problem solving and prototyping stood out among many.

In the time we worked together at frog, Izel did not fail to live up to expectations. She quickly formed relationships and contributed hugely to the company's success, not to mention the success and transformation of organizations we partnered with.

I believe that truly great things are in store for her. Izel will continue to have an enormously positive impact on the growing industry of design professionals, seeking to transform businesses and pursue beauty, function and profit. I have no doubt she will also become a cultural force in the community around her as an artist, a professional, a photographer and a thinker. She is a talented and valued individual, and I wouldn't hesitate to recommend her as a designer, a partner and certainly for an O-1B visa classification.

Please don't hesitate to reach out to me with any further questions.

A handwritten signature in black ink that reads "Brooke Ellis". The script is fluid and cursive, with the first letters of "Brooke" and "Ellis" being capitalized and prominent.

Brooke Ellis
Executive Director of UX/Design, Condé Nast
773.636.6364
brooke_ellis@condenast.com

To whom it may concern,

I was born in Ankara/Turkey. Although I have studied language science, I was very interested in literature and directed myself to his area slowly in some time. I have written many comic books, narratives and novels especially for children. My works were illustrated by the famous drawer Ersin Burak. Since 1980 I have been working with Hürriyet Newspaper which was well known and with the highest national daily newspaper circulation.

Presently I am working as the editor-in-chief of Hürriyet's daily newspaper's only crossword puzzle supplement, BIL BUL (Know /Find). When I first started to prepare the puzzles and Sodoku, it was taking a lot of time, I was the developer of a special program that automatized the crossword production. I worked with experienced programmers in development of this program, during this period Izel interned with me and helped the team greatly with graphic and interface design suggestions. Izel's innate skills in software has also benefitted the team. I am here to testify Izel's unique talent and skills.

Looking forward to work with her again when she is in Turkey.

Uğur Banoğlu
Hurriyet Newspaper
BIL BUL Editor



See more information about the above mentioned institutions.

<https://en.wikipedia.org/wiki/H%C3%BCrriyet>

<http://hurriyetmedyakit.com/BasiliYayinlar/Bilbul.aspx>

To Whom it may concern,

This letter is intended to acknowledge Izel Maras's accomplishments and contributions to the discipline of visual design. I have had the privilege of working directly with her at our current place of employment, frog design. Technically, she is abundant in talent with the necessary visual and graphic design tools to thrive in today's fast-paced world of consulting. Conceptually, she possesses a distinct and fresh design perspective resulting from her cultural experiences, background and creative brilliance. As a team player, Izel takes direction exceptionally well while equally adept at expressing her thoughts and pushing back with her own personal convictions. She is a true pleasure to work with and pleasant to be around which should never be underestimated in this field. I am a creative director at frog. My current role is to lead projects, manage designers, develop business and ensure the growth of the company culture. In the past, I have worked at other world class firms such as Pentagram and Ammunition and have received numerous awards and press for my industrial design work. My success has been largely due to my ability to create successful solutions but to also recognize exceptional talent when I come across it. Izel Maras is a rare breed of creative force. She has natural ability, ambition, strong work ethics, but also the adaptability to adjust her style and perspective. Few places in the world can offer her the unique stimulation needed to develop and feed such a creative mind like New York. I believe she will become a major contribution to this field if given the opportunity.

Sincerely,

Francois Nguyen

A handwritten signature in black ink, appearing to read 'Francois Nguyen', with a long horizontal flourish extending to the right.

Joanna Tam
121 Trotters Lane
Marstons Mills, MA 06482
joannatam@gmail.com
June 13, 2016

Letter of recommendation for Izel Maras

To whom it may concern,

I am very pleased to recommend Izel Maras as a candidate for Extraordinary Achievement Visa. Izel is an excellent artist particularly in the field of photography and graphic design.

As a professional artist and an art professor at the Wellesley College and the Massachusetts College of Art and Design, I am very impressed by Izel's skills and talent. I met Izel 2 years ago at Marcelo Coelho Studio. When she showed me her photographic work, I was impressed by her vision, her creativity and craftsmanship as a visual artist. Her photographs demonstrate complexity in concept. They also show strong composition and aesthetics. Izel possesses superb technical skills in both traditional Black and White and digital photography.

Izel is an outstanding artist and designer. Her artistic talent will no doubt contribute to the contemporary art and the cultural landscape of the United States. I strongly recommend that her visa to be granted and thank you for your time in considering my letter. Please do not hesitate to contact me with any further questions or concerns.

Yours sincerely,



Joanna Tam

Visiting Lecturer, Wellesley College | Visiting Lecturer, Massachusetts College of Art and Design

325 Hudson Street, 7th Floor
New York, New York 10013
tel +1 212 965 9700 fax +1 212 965 9779
www.frogdesign.com



Dear Sir. or Madam

I am writing to confirm Izel Maras's status as an internationally recognized and outstanding artist in the field of design. I am an Associate Creative Director at frogNY, where Izel is employed as a visual designer. Additionally, I am her manager and I played an instrumental role on the hiring team that brought Izel to New York.

I have 10 years of experience working in the field of graphic and interaction design in New York City. My personal interest in digital experience has led me from boutique branding agencies to New York's tech scene, where I have worked as both a product designer, art director and associate creative director responsible for leading multidisciplinary teams. My work has been recognized by Wired, The New York Times, USA Today, Imprint, Reuters, the Webby Awards, and Apple's Editor's Choice List.

Although Izel is still young in her career, we were instantly impressed by her creative drive and passionate demeanor. She is a highly valued member of our studio and continues to impress senior staff with her ability to understand complex information and translate it into visual solutions.

Izel is naturally curious and talented — she looks at the world through the eyes of an artist which affords her the ability to create unique solutions and catalyze conversation. Izel enthusiastically embraces her projects here, viewing them as opportunities to make something beautiful and engaging. In her time at frog, she has worked with many influential clients including BNY Mellon, Touchtunes and Samsung.

Additionally, Izel's passion for exploring the intersections of design and technology allows her to push the bounds of the traditional visual design role here at frog. Her education in both design and computer science adds tremendous value in our studio when she is working alongside the development team and on independent ventures, where she has been known to generate design expressions and animations through code.

In closing, Izel is a highly valued member of the team. She offers a unique skill set and point of view that is instrumental to our visual design practice in New York. I am requesting that the O-1 classification be granted so Izel can continue to add perspective and value to the way we work and the quality of our work.

Sincerely,

A handwritten signature in black ink, appearing to read "Katie Mangano Denton". The signature is fluid and cursive, with a large initial "K" and "M".

Katie Mangano Denton
Associate Creative Director

**(KATIE)
MANGANO //**
**GRAPHIC
DESIGN**

SKILLS

DESIGN

web & mobile interaction design,
UI+UX, branding, print, signage,
point-of-sale, packaging,
presentations, product development

MANAGEMENT

art direction, project + client
management, project timelines,
studio resource allocation, product
production, QA, vendor oversight

TECHNICAL

Adobe Creative Suite, JIRA and
similar bug tracking systems,
working knowledge of html and css,
familiarity with Agile processes,
spreadsheet junkie

ETC

art direction + styling of photoshoots,
file production for print + interactive
projects, retouching and production
oversight, server organization, specs
and functional reqs, copy writing,
naming, getting things done

EDUCATION

THE UNIVERSITY OF THE ARTS

Philadelphia, PA, BFA in Graphic
Design with Honors, May 2006

NOTABLE

Whole Living Smoothies App included
in Apple's iOS 5 Tech Talk World Tour

Apps mentioned in The New York
Times, The Daily Heller, Imprint, USA
Today, Wired blog, Reuters and more

Rémy Martin V Press Kit awarded in
Beverage Dynamics's Advertising and
Promotion Awards

Vote poster recommissioned for the
West Virginia Secretary of State

Dove Kit featured on The Dieline

Included in Design School
Confidential edited by Stephen Heller

Armin Hoffman Award for Excellence
in Graphic Design

EMPLOYMENT

FROG

Associate Creative Director //
October 2014 – Present
New York, NY

MUCCA DESIGN

Interactive Art Director //
July 2013 – August 2014
New York, NY

FREELANCE + CONTRACT

Design + Art Direction //
February 2013 – August 2013
Brooklyn, NY

HAPPY

Art Director //
June 2012 – February 2013
New York, NY

CALLAWAY DIGITAL ARTS

Art Director + Producer //
August 2010–June 2012
New York, NY

THE O GROUP

Designer //
September 2008–2010
New York, NY

MSLK

Jr. Designer //
September 2006–2008
Queens, NY



06.28.2016

Dear Sir or Madam,

This letter is written in high regards for Izel Maras. I am writing to confirm her status as a great graphic designer and a visual artist from Turkey who greatly benefits US cultural scene.

- *A bit about me* - I am an Istanbul based Turkish, production and scenic designer. I am also a holder of **O-1 visa** as a designer whose talent is recognized by the government as well as many notable names in American film industry.

I graduated from TED Ankara College got my BA in Interior Architecture and Environmental Design from **Bilkent University**, got a masters of fine arts degree in Lighting Design from **Parsons University**, and my second MFA from **New York University**, TISCH School of the Arts in Stage and Film, Production and Scenic Design. I also gained corporate work experience working in prestigious companies like L'Observatoire International where I had a chance to work with amazing names like Zaha Hadid ve Steven Holl. I received tutorship from Woody Allen and Michael Scorsese during my higher education studies. I worked with **Spike Lee**, famous American film director, producer, writer, and actor, and acted as an art director for two of his productions a full length film *Redhook Summer* and HBO series *da Brick*. One of my latest art direction experiences was with director **Joseph Rubens** for a 1915 period film, produced in Hollywood: *The Mountains and the Stones* featuring Ben Kingsley and Josh Hartnett. I was the production designer for the Turkish horror movie **Can Evrenol's** *Baskin* in 2015, which premiered in Toronto Film Festival TiFF as official selection, a movie which will also be screening in US theaters as well as european and national ones. I acted as a scene and production designer in many film productions which garnered well-established awards such as *Fidelity* (directed by Ilker Catak). I have been the assistant director of Turkish movies Yilmaz Erdogan's *The Butterfly's Dream* and Alphan Eseli's *The Long Way Home*, successful period films with good box office figures. I have been active and collaborating with great names in national and international film industry

since 2002.

I am inspired by many things, my designs are shaped by inspirations from *Apocalypse Now* and *Hellraiser*, as well as the artistic works of Caravaggio and H.R. Giger. I am a person who's been hit with the arrow of the cupid for my craft. The quote "If you love your job, you haven't worked a day in your life." summarizes perfectly my relationship with my profession. Also I have lived and worked in New York, used New York both as a subject for my designs and an inspiration. Thus it is great to witness that Izel is also really enjoying the crazy inspirations offered by New York in feeding her ambitions.

I am sure Izel, with all the learnings and consequential corporate and industry experience along with mentorship she is gaining in United States. As a production designer who founded **Design+b612** specializing in period films, I am looking forward to Izel's return to Turkish cultural scene to employ her as a graphic designer and create graphics for my productions that can be used as storytelling devices. I also would like to take her as my teaching assistant and have her research graphic design and graphic methods from the past for findings that will be beneficial in recreating period movies through visual communication assets. Designing graphics for scene often require drawing and making graphics by hand, a skill Izel will excel in.

In closing, As Izel continues to master her craft and serve US design industry with her works, I am doubtless she is adding more jewels to her basket, gaining skills that would be great asset to Turkey cultural scene upon her return. Her skills in being self-sufficient and search of excellence in craft will lead her to succeed even more. Thus, I strongly recommend that her 0-1 classification be granted.

Thank you for your time in considering my letter. Below you can find links about my works and my background.

Best regards,

Sila KARAKAYA ,



Official IMDB:

<http://www.imdb.com/name/nm3963754/>

Resume:

http://www.silakarakaya.com/uploads/3/7/3/9/37399843/cv_august_2015.pdf

News:

<http://globalturks.blogspot.com/2011/10/sila-karakaya-re-creating-world.html>

Media of Various Production, Scene and Costume design examples:

The Red Hook Summer Trailer

[The Butterfly's Dream Trailer](#)

Leaving Circadia Trailer

[Baskin](#)

[Falan Filan](#)

[Music Video of Yasemin Mori](#)

Website:

<http://www.silakarakaya.com/>