



# FURKAN FIDAN.

**ADDRESS:**

EARHART-STRASSE 17  
8152 GLATTPARK

**CONTACTS:**

M: HELLO@FURKANFIDAN.COM  
W: WWW.FURKANFIDAN.COM



SCAN ME!

GRAPHIC & WEB DESIGNER



# FURKAN.F

## HI, I AM FURKAN FIDAN

GRAPHIC & WEB DESIGNER

### DEAR READER.

Nowadays everything has to be explained briefly and simply. Digitalization requires ongoing transformation just as globalization and new generations of employees.

Since digitization is gaining in value, my goal is to have a head start with this training. I want to be able to use digitization and transformation processes sensibly, effectively and efficiently in business and inspire my team.

With around 3.3 million customers, I also bring 6 years of marketing experience from Switzerland's second largest Swiss telecommunications company (Sunrise), where I work closely with the brand managers.

I'm passionate about enabling extraordinary experiences with technology. I'm always learning, always curious, always growing.

Sincerely,

*Furkan Fidan*



### PERSONAL DATA AND CONTACT

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OCTOBER 6, 1988

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# FURKAN.F

## PERSONAL VIEWPOINT / OBJECTIVE

I start a new day always with a smile and the unflinching will to meet the challenges. This attitude – combined with organizational skills and a great zest for life – allowed me to bring private and work reliably under a hat.

Thanks to my cosmopolitan personality I shut myself to new things and not let reluctantly passed an opportunity to expand the intellectual horizon.

My strengths include a sincere and respectful interaction with other people. For me this is the basis for a constructive dialogue and helps me transfer my enthusiasm to others. Of particular note are my excellent computer & design skills.

## PERSONAL DATA AND OVERVIEW

**NAME:**

Furkan Fidan

**LANGUAGES:**

German, English, Turkish

**DATE OF BIRTH:**

October 6, 1988

**COMPANY:**

Sunrise GmbH

**NATIONALITY:**

Swiss

**MOBILE:**

+41 76 577 32 59

**RELATIONSHIP:**

Married

**EMAIL:**

hello@furkanfidan.com

**ADDRESS:**

Earhart-Strasse 17  
8152 Glattpark

**WEBSITE:**

www.furkanfidan.com



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## EDUCATION & DEGREES

2020 - 2021

**ZHAW | ZURICH UNIVERSITY OF APPLIED SCIENCES**  
Certificate of Advanced Studies in Digital Brand Management

2016 - 2017

**DIPLOMA | WEBDESIGNER PUBLISHER - ZURICH**  
Realize websites according to current web standards

2006 - 2009

**KV BUSINESS SCHOOL | EFZ - ZURICH**  
Kauffmann with Swiss Federal Certificate of Competence

2004 - 2005

**BWS | ENGINEERING AND COMPUTER SCIENCE - ZURICH**  
Mathematics, German, geometry, physics, computer science



# FURKAN.F

## MY EXPERIENCE

### COMPANIES I WORKED FOR

NOW

#### GRAPHIC & WEB DESIGNER

October 2014 - Today

##### Sunrise Communications AG // 2014 - TODAY

Successful positioning of the brands yallo, swype and Lebara on the market through the development and implementation of the graphic appearance of the brands, derived from the brand strategy and positioning. Graphic development, visualization and preparation / implementation of various offline advertising media, point of sale measures including animated applications, flyers, mailings and social media measures. This using the Adobe Creative Cloud (e.g. Photoshop, Illustrator, InDesign, After Effects). Conception and design of various online measures such as banners and emailings using HTML and CSS. Responsibility for the implementation, compliance and control of the CI / CD guidelines. Further development of the brand appearance of the existing brands, new development of brand appearances including creation of CI / CD guidelines (e.g. participation in a new brand appearance yallo swype). Maintenance of the brand image database as well as job and image storage

2014

#### PRODUCER

August 2013 - July 2014

##### Plan.Net Suisse AG // 2013 - 2014

Online advertising, Online campaigns coordinator / organization, Adaptation of standard and special advertising, Language and country adaptations in international campaigns, quality Assurance, Image editing and retouching, File size and performance optimization, Template creation based on existing style guides for websites and newsletters

2013

#### ONLINE MARKETING

April 2013 - July 2013

##### Zurich Film Festival // 2013

Independent production of two short clips, development of social media areas of the Zurich Film Festival (Google+, Facebook, Twitter, Youtube), implementation of graphic works (creating logos, icons, and QR codes, creating templates and preparation of images for the web area), responsible for maintenance of the websites in the industry sector, coordination and delivery of selected information industry, General industry area in support of the administrative and organizational matters (organization industry aperitif, database maintenance)

2013

#### GRAPHIC DESIGN

May 2012 - March 2013

##### DeinDeal.ch // 2012 - 2013

creating deal graphics, creating advertising such as banners, flyers, etc., preparation of documents for offline marketing efforts, assistance in the design process for product management, development corporate identity and design, other administrative tasks

2009

#### MERCHANT

August 2006 - August 2009

##### Zurich Insurance Group // 2006 - 2009

3 years of apprenticeship



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## MY SKILLS AND PROFESSION

### HARD AND SOFT SKILLS

G&W

GRAPHIC & WEB DESIGN

95 %

UX  
UI

UX & UI

68 %

SM

SOCIAL MEDIA

79 %

HTML

HTML 5 / CSS / BOOTSTRAP / CMS (WORDPRESS)

90 %

ACC

ADOBE CREATIVE CLOUD (PHOTOSHOP, INDESIGN, ETC.)

96 %



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+TEAMWORK

+COMMUNICATION

+MANAGEMENT

+PRODUCTIVITY

+ORGANISATION

+ENGAGEMENT



# FURKAN.F

## AWARD

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2010

**AWARD : FILM AWARD 2010**

**DEC 2010**

Altın Hilal Film Festivali® // 3rd Place

Golden Sickle Film Festival, which have been organizing since 2009, is the most important film festival for the Turks living in Switzerland.

## REFERENCE

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**Sunrise**  **upc**

**POSITION : HR MANAGER**

**Sunrise**  **upc**

**POSITION : DIRECTOR**



# FURKAN.F

## PORTFOLIO & PROJECTS



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2019

### SWYPE.CH : DIFFERENT PROJECTS

2019 - TODAY

Sunrise Communications AG // yallo swype  
yallo launches a new mobile phone subscription called «swype». This new subscription works exclusively via app. The offer costs CHF 2.- per day or CHF 39.- per month and includes an unlimited flat rate for Switzerland. Successful positioning of the swype brand on the market through the development and implementation of the graphic appearance, derived from the brand strategy and positioning.





## PORTFOLIO & PROJECTS



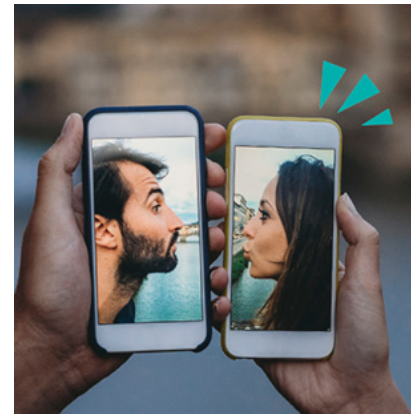
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2020

### YALLO.CH : DIFFERENT PROJECTS

2014-TODAY

Sunrise Communications AG // yallo

The empowering choice. The real alternative and preferred brand behind the leading corporate players in the Swiss telco space. A brand of Sunrise. Successful positioning of the yallo brand on the market through the development and implementation of the graphic appearance of the brand, derived from the brand strategy and positioning. Graphic development, visualization as well as preparation / implementation of various offline advertising media, point of sale measures including animated applications, flyers, mailings, and social media measures. This is done using the Adobe Creative Cloud.





