

DUYGU ÇAKIR

SENIOR ART DIRECTOR / AI CREATIVE LEAD

İstanbul, Türkiye

EXPERIENCE

Cheil Worldwide

PROMOTED / APRIL 2026

AI Creative Head | Apr 2026 - Present

Senior Art Director | Nov 2023 - Present

Samsung MX, Samsung CE

Tazefikir Advertising Agency

Art Director | 2023

Abdi İbrahim, AstraZeneca, Boehringer Ingelheim, Fakir, Güven Hospital, Philips, Velavit

Agresif Arılar Advertising Agency

Art Director | 2020 - 2023

Abdi İbrahim, Alphega, Aris, Canped, Celltrion, Evolvia, Eyüp Sabri Tuncer, Fresenius, Genilaç, Gekoo, Global Gıda, Haver, Humanis, Hyundai, Neutec, Nobel, Novo Nordisk, Roche, Sanovel, Santa Farma

Wellpoint Group of Companies

Art Director | 2018 - 2020

Curative Digital Works

Abbott, CCI, Celltrion, Novartis, Suwen, Sportomed

Koridor Advertising Agency

Jr. Art Director | 2016 - 2018

Part-time

Fikri Bilim College, Era College, Devri Alem College

İETT General Directorate

Graphic Designer | 2015 - 2016

Intern

EDUCATION

Altınbaş University

Graphic Design

Anadolu University

Radio and Television Programming

Bakırköy Vocational and Technical Anatolian High School

Graphic Design

CONTACT

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Portfolio: duygu-cakir-creative

LinkedIn / Duygu Çakır

PROGRAMS

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

Adobe Premiere Pro

AI CREATIVE WORKFLOW

Storyboard, visual development, AI image & video production, motion design and final delivery.

Higgsfield, Seedance, Kling, Nano Banana, Midjourney, Flow, Sora

Detailed AI toolkit on page 2.

CERTIFICATES

Altınbaş University

Certificate of Excellence

Anadolu University

Honor Certificate

Udemy

Retouch Certificate

Google Digital Workshop

Digital Marketing

AI CREATIVE TOOLKIT

DUYGU ÇAKIR / SENIOR ART DIRECTOR & AI CREATIVE LEAD

Seedance

1.5 Pro / 2.0 / 2.0 Mini / 2.5

Text-to-video and image-to-video production; scene development using image, video and audio references, character consistency, video editing and scene extension.

Kling

2.6 / 3.0 / 3.0 Turbo / 3.0 Omni Edit / O1 Image

Cinematic movement, multi-shot storytelling, audio synchronization and motion transfer. A workflow spanning image generation and reference-led video editing.

Nano Banana

Nano Banana / Pro / 2 / 2 Lite

Photorealistic portraits, key visuals and product imagery; reference-led visual development, texture, composition and text within images.

Generative Video & Motion

Sora, Kling, Higgsfield, Flow, Seedance, Google Omni

Generative Image & Visual Production

Midjourney, Google Image Studio, Nano Banana

AI Ideation & Multimodal

ChatGPT, Google Gemini, Google AI Studio

Generative Audio & Music

Suno, ElevenLabs

HIGGSFIELD / IMAGE

Nano Banana

Nano Banana, Nano Banana Pro, Nano Banana 2, Nano Banana 2 Lite

Higgsfield & Cinema

Higgsfield Soul 2.0, Soul Cinema, Soul Cast, Soul Location, Cinema Studio Image 2.5

OpenAI

GPT Image 2, GPT Image 2.5, OpenAI Hazel

Seedream

Seedream 4.5, Seedream 5.0 Lite, Seedream 5.0 Flash, Seedream 5.0 Pro

FLUX

FLUX.2 (Pro, Flex, Max), Flux Kontext, FLUX.2 Pro Outpaint

Additional image models

Kling O1 Image, Z Image, Grok Image, Grok Image 2.0, Recraft V4.1

Production & enhancement tools

Marketing Studio Image, DTC Ads, Auto, AutoSprite Animation, Image Background Remover, Outpaint, Topaz, ByteDance Image Upscale

HIGGSFIELD / VIDEO & MOTION

Seedance

Seedance 1.5 Pro, Seedance 2.0, Seedance 2.0 Mini, Seedance 2.5, Ad Multiplier

Kling

Kling 2.6, Kling 3.0, Kling 3.0 Turbo, Kling 3.0 Omni Edit

Google

Veo 3, Veo 3.1, Veo 3.1 Lite, Gemini Omni Flash, Gemini Omni Flash 1.1

Higgsfield

Cinema Studio Video, Cinema Studio Video 3.0, Marketing Studio, Higgsfield Preset, Genjutsu (motion transfer and object replacement)

MiniMax & Wan

MiniMax Hailuo, MiniMax H3, MiniMax H3 Max, Wan 2.6, Wan 2.7, Wan 3.0, Wan 3.0 Prime

Additional video models

Grok Video, Grok Video 1.5, FLUX 3 Video, FLUX 3 Video Edit, Happy Horse Video

Post-production & enhancement

Topaz, Topaz Hyperion 2.5, ByteDance Video Upscale, Video Upscale, Video Deflicker, FPS Boost, Depth Anything Video, Video Background Remover, Remove Background, Sync Lipsync 3, Clipify

I keep up with emerging image and video models, testing them in my creative practice to select the right tools for each project.

SELECTED RECOGNITION

DUYGU ÇAKIR / AWARD-WINNING PROJECTS

YOUNG LIONS TÜRKİYE

2024 | Print & Outdoor | Third place

Duygu Çakır & Simay Ökten

NOVO NORDISK

My Role Is Heavy. What About Yours?

PRİDA 2022 · Felis 2022 · AVA Digital Awards 2022 · Istanbul Marketing Awards 2022

GEN İLAÇ

Nadir X

Felis 2022 · Felis 2021 · AVA Digital Awards 2022 · Altın Pusula 2022 · IPRA Golden World Awards 2021 · MarCom Awards 2021 · dotCOMM Awards 2021 · Web Excellence Awards 2021

SANTA FARMA

Leave a Yellow Note for Life

AVA Digital Awards

FRESENIUS

If It Is Leukemia, There Is a Way

Kristal Elma 2020 · Felis 2020 · Istanbul Marketing Awards 2020 · Altın Örümcek 2019

GEKOO

Packaging Design

Packaging Moon Stars Awards

Project awards. Categories and source references are available in the portfolio.