

Barbaros Alper Dönmezer

Senior Art Director · AI-Augmented Creative · Creative Technologist

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PROFESSIONAL SUMMARY

Senior art-direction and creative-production specialist with experience across advertising, beauty, catalogue systems, digital design, motion and multi-market delivery. Combines brand craft with hands-on generative-AI workflow design, local image/video pipelines, LoRA experimentation and creative automation.

CORE SKILLS

Art direction · Brand systems · Campaign development · Creative production · Digital catalogues · Localization and adaptation · Motion design · UI/UX · Rapid prototyping · Creative workflow design · ComfyUI image and video workflows · Stable Diffusion ecosystem · Prompt engineering · LoRA training with AI Toolkit · Local inference · Art-directable image generation · Character consistency · Generative video production · Multi-agent creative pipelines · Creative automation · Quality-control and revision loops

PROFESSIONAL EXPERIENCE

Oriflame Cosmetics

Apr 2022 – Mar 2026

Global Art Director & eCatalogue Integrator · Nov 2023 – Mar 2026

Regional Art Director · Apr 2022 – Oct 2023

Owned recurring e-catalogue integration and production across several markets, adapting print catalogue files for online publication.

Handled layout resizing, selective page redesign, buy-button integration and additional static and animated content.

Delivered brand-consistent work across Türkiye, Tunisia, Morocco, Egypt, Ghana and Nigeria in a remote production environment.

Tested AI solutions early, shared learnings with the team and presented generative-design use cases in Global Creative Hub sessions.

Koala Project

Mar 2020 – Mar 2022

Advertising Art Director

Directed and produced digital, social, studio and campaign work across beauty, cosmetics and hygiene brands.

Contributed across ATL/BTL production, account support and team coordination.

Taximpro Creative Media

Jul 2019 – Nov 2019

Graphic Design Specialist

Produced motion graphics, visual design and social-media work for brands including Mutlu Akü, Outdoor Türkiye and Hilton Hotel Group.

F5 Communications

Nov 2018 – May 2019

Commercial Designer

Supported global technology brands through graphic and web design, content adaptation, marketing research and account support.

Salamis Bay Conti

Jun 2018 – Sep 2018

Still Life Photographer

Produced photography and supporting social-media and graphic-design assets during a seasonal role in Northern Cyprus.

Graphic Designer

Designed social-media posts, managed social accounts and supported marketing research.

SELECTED CASE STUDIES

Oriflame · Multi-Market Art Direction & eCatalogue — beauty, cosmetics, art-direction, catalogue, multi-market, localization, motion, ai

<https://barbaros-portfolio-beta.vercel.app/case/oriflame-multi-market>

Video Factory · Local Generative Production System — generative-ai, creative-automation, comfyui, video, lora, local-inference, workflow

<https://barbaros-portfolio-beta.vercel.app/case/video-factory>

AI Fashion Campaign System · Speculative Koton Case — fashion, art-direction, generative-ai, campaign, character-consistency, gcc

<https://barbaros-portfolio-beta.vercel.app/case/koton-ai-fashion>

Motion & Digital Production — motion, digital, after-effects, production

<https://barbaros-portfolio-beta.vercel.app/case/motion-graphics>

EDUCATION

Bilge Adam Academy

Graphic and Web Design · 2011–2012

Certificate of Excellent Achievement

London School of Commerce

Studies in Business and Marketing Management · 2014–2015

Istanbul Bilgi University

Studies in Graphic Design · 2016–2017

LANGUAGES

Turkish: Native

English: B2 overall; C1 reading

TOOLS

Adobe InDesign · Adobe Photoshop · Adobe Illustrator · Adobe After Effects · HTML · CSS · JavaScript · ComfyUI · AI Toolkit · Flux · Qwen Image · LTX Video · Wan · Veo · Runway · Kling · Higgsfield · Faster Whisper · XTTS · ACE-Step