

Cagatay B. Kocer

Senior Motion Designer

Istanbul, Turkey
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Core Skills

2D & 3D Animation
(After Effects, Blender)

Motion Design
& Storyboarding

Mixed Media &
Explanatory Animation

Creative & Strategic

Art Direction
& Brand
Identity

Visual Storytelling

Problem-Solving
& Fast Iteration

Cross-Functional
Collaboration

Time & Workflow
Management

Tools & Tech

Adobe Creative Suite
(AE, AI, PS, PR)

Blender (Modeling
& Animation)

Figma (UI, Prototyping)

To Sum It Up...

For the past 8 years, I've helped brands convey their value and tell their stories through motion design, branding, and art direction. I specialize in that magical moment where an idea becomes a living, breathing thing.

I've partnered with clients ranging from startups to global brands, always with the same goal: to create visual content that doesn't just appear on a screen, but actually touches the soul.

I believe the best design has a heartbeat — bold, clear, and intelligent. I thrive where sharp strategy meets creative freedom, and my work is driven by curiosity and a deep desire to make brands speak in a way that feels truly human.

Experience

Sr. Motion Designer, Pekala.Works (Formerly Known as Bukafa Media)

Feb. 2024 – Present | Istanbul, Turkey

- Led the design and production of motion graphics for the largest festival in Turkey, Coulture Route Festivals. Created unique animations for over 20 cities, both for stage and social media.
- Created animations for 300+ social media contents, boosting engagement by up to 40% in some cases.

Freelance Creative, Parasym

Aug. 2024 – Present | London, UK

- Collaborating on high-volume performance marketing campaigns, delivering static and motion assets tailored for medical and wellness audiences.
- Producing top-tier creative across social, video, and ad platforms — balancing speed with precision and visual impact.
- Supporting strategy and execution in a fast-paced performance-driven environment where quality can't slip, even under tight turnarounds.

Freelance Creative, Bridgehead Media

May. 2023 – Present | San Francisco, US

- Collaborated directly with global editors and marketing strategists to align visuals with tone and regional brand guidelines.
- Helped standardize visual systems for recurring content formats, improving delivery time and consistency across 3+ continents.

Freelance Motion Designer, Container xChange

Dec. 2021 – Nov. 2023 | Hamburg, Germany

- Produced 60+ animated explainers, product demos, and motion assets used across web, social, and internal platforms.
- Helped evolve the brand's motion language, increasing consistency across marketing and product teams.
- Created templates and motion systems that reduced recurring production time by 30%.

Reference

Florian Frese, Marketing Director, jameda
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Bruno Xavier, Former Customer Support Lead, Container xChange
essebruno@gmail.com

Laile June Ejurango, Loc. Project Manager, Bridgehead Media
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