

CURRICULUM VITAE

Name and Surname : Sevgi YILMAZ
Date of Birth : 22.10.1975
Academic Title : Instructor
Education : Master's
Contact Information : sevgiyilmaz@aydin.edu.tr
sevyilmaz@gmail.com



Degree	Field	University	Year
Bachelor's (first cycle)	Graphic Design	Gazi University GUMEF	2006
Master's (second cycle)	Communication and Design	Beykent University Communication and Design of the Art Branches	2011
Ph.D (third cycle)	Communication Studies	Maltepe University (Lesson Stage)	2019-

Master of Science Thesis Title and Thesis Advisor:

Brand Loyalty in the Context of Consumption and Identity

Thesis Advisor: Asst. Associate Professor Orhan Kemal KOÇAK

Academic Positions

Istanbul Aydın University, Anadolu Bil Vocational School of Higher Education, Graphic Design, Instructor, 2008-

Administrative Positions

- Istanbul Aydın University, Anadolu Bil Vocational School of Higher Education, Graphic Design, Head of Department, 2016 -
- Istanbul Aydın University, Anadolu Bil Vocational School of Higher Education, Graphic Design, ECTS & ERASMUS Coordinator, 2012-
- Istanbul Aydın University, Anadolu Bil Vocational School of Higher Education, Graphic Design, Assistant of Head of Department, 2011-2016

Scientific Publications

Scientific Articles Published In Refereed National Journals

"The Aura Created by Brands and Domino Effect", Anadolu Bil Vocational School of Higher Education Journal, ISSN: 1306-3375, Year: 8, July-September/ October-December 2013, Number: 31-32. , 33-50.

Scientific presentations presented at and published in the proceedings of national scientific conferences

"Brand Fanaticism in the Beyond Reality: A Theoretical Analysis", Yılmaz Tuba-Yılmaz Sevgi, Professor Dr. In Memory of Alaeddin Asna, New Times and Public Relations Symposium, "Post-truth", Abstract Text, 25.04.2019

"Design and Identity in the Digital Age", Yılmaz Sevgi-Yılmaz Tuba, Başkent University, 3rd Art and Design Education Symposium: Art and Design in the Digital Age, Full Text Paper, ISBN: 978-605-68615-4-3, 19-21.12.2018 Sf: 267-274

Other Publications

“Modern Time Object Individual”, Islanders Magazine, ISSN: 1307-7070, July 2013, Number: 97., 29.

“Modern Time Object Individual”, İstanbul Aydın University Periodical Journal, April-May-June 2013, umber: 13., 71-73.

(Designed Books, Periodical)

Lonely Book, UMAG, 2014 • Designbil, İstanbul Aydın University Periodical Journal of Graphic Design, 2008/2010 • Massacre of Kahramanmaraş, UMAG, 2009 • Carnival Magazine, Acar Organization 2007 • Coast of Joy Datca, Datca Municipality, 2007 •

Two Poets in İstanbul, Aya Book, 2006 • Coasts of Cekerek, Aya Book, 2006 • Death of the Blue, Aya Book, 2006 • White Horse, Aya Book, 2006 • Light Girl Ida, Aya Book, 2006 • Joy of Light Turkey, THY, 2006 • Isparta Travel Guide, Isparta Governor’s Office, 2005

Other Sectoral Experiences

• Macro Micro Workshop, Advertising Art Director, 2008

Brands; Biomeen, Dizayn Pipe, Pinhan Restaurant, Gungoren Municipality

• Ada Advertising, Advertising Art Director, 2007-2008 Brands; Liba Medical, Mondial Assistance

• Aya Book-Advertising, Advertising Art Director, 2006-2007, Book Design

• Referans Advertising, Advertising Art Director, 2003-2006 Brands; Turkish Airlines, Memorial Hospital, Bizimgaz, Cornelia Resort Hotel, Vakıf Retirement

• Ayda Advertising, Advertising Art Director, 2002-2003 Brands; ; Algida, British Airways, Colgate

• Ares Advertising, Graphic Designer, 1999-2002

Brands; Kozmosan, Dupont, Hektas, Sanofi Medical, Mazda Engine, İstanbul Metropolitan Municipality

Exhibitions

• 25th. Graphic Design Exhibition, GMK, 2005

Projects

• İstanbul Aydın University - Within the Scope of Project for Vocational Education for Syrian Refugees

Graphic Design - Adobe Indesign Training, July 2016

• İstanbul Aydın University - İşkur Cooperation, Graphic Design Education, 2010

• İstanbul Aydın University - İşkur Cooperation, Graphic Design Education, 2009

Workstations: Graphic Design, Advertisement, Communication

Courses: Graphic Design Project, Communication and Advertising, Light and Color Information, Graduation Project, Design Culture, Computer Aided Graphic Design, New Media, Psychology of Visual Perception