

ILGIM ERBIL

Product & Brand Designer London, UK

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Creative Product & Brand Designer with a strong eye for visual systems, storytelling, and motion graphics. Experienced across London, Paris, and Istanbul designing user-centred digital products and cohesive brand identities for SaaS, marketing, festivals, and hospitality. MSc Digital Design & Branding (Distinction). Collaborative and motivated with a maker mindset; committed to taking ownership in fast-paced environments, translating imaginative concepts into polished campaign, print-production, and digital assets using Figma, Adobe Creative Suite, and emerging web technologies.

EXPERIENCE

Product Design Intern Klimado (Remote), Frankfurt

Aug 2025 – Present

- Improved clarity and hierarchy across dashboards and partner marketplace to support product and commercial goals, designing data visualisations and component-led UI patterns.
- Delivered user flows, wireframes, prototypes and high-fidelity UI designs; contributed to the creation and documentation of a scalable design system to improve consistency across screens.
- Collaborated with product & engineering on IA and design systems.

In-House Graphic Designer & Supervisor Bella Italia, London

Jan 2024 – Present

- Created print assets including review cards, menus and flyers, ensuring clear typography, layout and visual hierarchy for high-visibility restaurant environments.
- Produced marketing and brand collateral aligned with Big Table Group brand guidelines (Bella Italia & Amalfi), maintaining consistency across in-venue and digital touchpoints.

Head of Graphic Design Interns ÉCU, Paris

Sep 2023 – Dec 2023

- Led and mentored a team of design interns to create festival posters, merchandise, and social assets, providing art direction and feedback
- Produced UI elements and motion graphics within Adobe After Effects to support event promotion and digital engagement
- Designed award-winning festival poster selected and displayed across Paris.

Communication Design Intern Goodyear, Istanbul

Aug 2022 – Apr 2023

- Designed corporate visuals, internal marketing materials, and BTL assets with high attention to detail.
- Coordinated with external agencies and internal teams, supporting the production pipeline using Adobe Creative Suite.

EDUCATION

MSc Digital Design & Branding (Distinction)

Brunel University London (2024–2025)

BA Communication Design (GPA 3.24/4.00)

Yildiz Technical University (2019–2023)

SELECTED PRODUCT & BRAND PROJECTS

Celestial

Luxury brand identity, motion intro, complete visual system.

Historia

UX/UI app concept including IA, flows, and interface design.

Klimado

SaaS redesign including dashboards, marketplace, and user flows.

LINKS

Portfolio — ilgimerbil.com

LinkedIn — [ilgimerbil](https://www.linkedin.com/in/ilgimerbil)

LANGUAGES

English — Highly Proficient

Turkish — Native

SKILLS

Core: Brand identity, Visual communication, Typography, Print production, Marketing materials, Digital assets, UI/UX, Motion graphics, Design systems, Prototyping, Wireframing, Data visualisation

Tools: Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects), Webflow, Miro, Notion