

TAN CETINKAYA

MULTIDISCIPLINARY DESIGNER

Brand · AI Design & Automation · 3D · Motion · UI/UX

Designer by day, artist by night.



PROFILE

Born in Kadıköy, schooled in German, Munich-based since 2017. I work across brand, interface, motion and 3D — and increasingly build the AI and automation systems that sit behind them. Brand Experience Designer at Wellster by day; prints, merch and generative image-making of my own by night.

EXPERIENCE

2023 — Now

Brand Experience Designer

Wellster Healthtech Group · Munich

Brand and product design across a health-tech portfolio — identity systems, campaign work and the interfaces they live in.

2021 — 2023

Design Werkstudent

Wellster Healthtech Group · Munich

Joined as a working student alongside the Bachelor and stayed on.

2017 — Now

Freelance Designer

Independent

Brand identities and logo systems, tour merch and apparel, poster and game art, 3D and motion. GoSpring, GoEasy, GoLighter, Harsfit and Escape Tour merch came out of this.

04 / 2014

Internship

Merchstore, a division of Universal Music

Two-week placement — first look at how merchandise actually gets made.

EDUCATION

2019 — 2023

BA Brand & Communication Design

AMD Akademie Mode & Design · Hochschule

Fresenius Medien und Kommunikationsdesign. Final grade 1,3.

2017 — 2019

Computer Science, Fak. 07

Hochschule für Angewandte Wissenschaften München

Two years before switching to design — the reason code and automation still feel like design tools.

2009 — 2017

Abitur

Deutsche Schule Istanbul

German school in Istanbul, primary through Abitur (2,3).

CONTACT

Leopoldstraße 206
80804 München
0176 323 49 627
tancetinkaya7@gmail.com
tancetinkaya.com
@tancetdesign

DESIGN

- Brand identity & art direction
- Design systems
- Editorial & print
- Packaging & merch
- UI/UX

MOTION & 3D

- Cinema 4D · Blender
- After Effects · Premiere
- Modeling, lighting, rendering

AI

- Generative imaging
- Prompt direction
- Workflow automation

TOOLS

- Illustrator · Photoshop · InDesign
- Figma
- HTML/CSS · Java

LANGUAGES

- German — native
- Turkish — native
- English — C1
- French — A2

BEYOND WORK

Ice hockey, football, padel, volleyball, cycling, gaming, techno — and making things.