

Seda Kaplan

CREATIVE TECHNOLOGIST | ART DIRECTOR |
ENTERPRISE AI SOLUTIONS & WORKFLOW OPTIMIZATION SPECIALIST

about me

I blend 21 years of experience in design and visual communications with the cutting-edge possibilities of today's AI technologies. As a Creative Technologist, I go beyond traditional design to build custom AI assistants that fundamentally transform how companies operate.

I specialize in optimizing complex workflows through AI integration and future-proofing brand identities. By merging my Art Direction background with data-driven AI solutions, I aim to bridge the gap between creativity and efficiency, delivering direct impact to both the visual and operational excellence of a business.

CREATIVE TECHNOLOGIST

EXPERTISE

Art Direction & Creative Strategy,
Enterprise AI Implementation (RAG & LLM),
Workflow Optimization & AI Automation,
Prompt Engineering,
Branding & Corporate Identity,
UI/UX & E-commerce Design,
Product & Packaging Strategy,
Data-Driven SEO & Digital Marketing (CRO),
Editorial & Publication Design,
Technical Design Mentorship,
Video Post-Production,
Cross-Functional Team Leadership,
Operational Efficiency.



Phone

+90 533 266 26 22



Email

kaplanseda@gmail.com



Area

İzmir / Türkiye



Website

www.sedakaplan.com.tr

CORE TOOLS

Adobe Creative Suite (Expert),
WordPress,
Midjourney,
DALL-E,
Claude & GPT-4 Prompt Engineering,
CapCut & Premiere Pro, Figma,
SEO & Analytics Tools.

WORK EXPERIENCE

AI Implementation Specialist | Creative Consultant

Present www.sedakaplan.com.tr

Custom AI & RAG-Based Assistant Design for Corporate Workflow Optimization
Architected Specialized LLM Solutions for Automated Branding & Interaction

Enterprise AI Solutions & Workflow Optimization

01/26 - 04/26 Dr. Anil Kaya / İstanbul

End-to-End AI-Driven Patient Engagement & Automated Calendar Management
Multilingual Lead Generation & Operational Workflow Optimization for Medical Tourism

Senior Graphic & Web Design Instructor

03/24 - 06/25 Pıksel Akademi / İzmir

Senior Academic Design Mentorship & Industry-Oriented Professional Curriculum Execution
Corporate Design Workflow Consultancy & Applied Creative Suite & WordPress Expertise

Senior Graphic & Web Design Specialist

05/22 - 12/23 Bilicra Akıllı Teknoloji / İzmir

Integrated UX/UI Design & Data-Driven SEO Strategies for E-Commerce
End-to-End Digital Marketing, Packaging Design & Technical Video Post-Production

Web & Graphic Design Teacher

08/14 - 06/21 Bilge Adam Akademi / İzmir - İstanbul

Senior Design Instructor & Curriculum Lead for Adobe, WordPress, and Web Technologies
Corporate Design Workflow Consultancy for Global Brands & Youth Academy Management

REFERENCE

Hatica Amcaoğlut

Director / BilgeadamAkademi

Phone : +90 553 480 63 23

Mehmet Said Aydın

Director / Alfa Yayın Grubu

Phone : +90 532 651 15 34tt