



TUGCE VATAN

Sr. Marketing Artist/Creative Producer

Relocation / Remote

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Portfolio: tugcevatan.com

SUMMARY

Senior Marketing Artist with 6+ years of gaming industry experience, specialising in mobile UA creatives, creative strategy, and performance-driven marketing. Experienced in video ads, UGC, playable ad concepts, gameplay hooks, ASO/store visuals, and AI-assisted workflows. Analysis KPIs and UA test results to shape creative iterations. Owns ideation, production, and optimisation while leading and supporting artists across UA, Product, and Publishing needs.

WORK EXPERIENCE

Sr. Marketing Artist, TapNation (Paris, France / Remote)

June 2022 - July 2026

- * Own creative direction and end-to-end production across multiple hypercasual, hybrid-casual, puzzle, idle, merge, strategy, word, and casual mobile titles.
- * Develop UA creative concepts, video ads, UGC angles, gameplay hooks, playable ad ideas, misleading-style creatives, social assets, and ASO/store visuals.
- * Use KPIs, UA test results, and creative performance data to guide iterations and improve campaign outcomes.
- * Lead and support artists while aligning creative output with UA, Product, Publishing, and Marketing teams, using AI tools such as MidJourney, Runway, Veo, and Seedance to speed up ideation and production.

Marketing Artist, Boombit (Gdansk, Poland / Remote)

September 2021 - June 2022

- * Appstore (ASO) & Google Play (GP) optimization by creating compelling store visuals for user engagement.
- * Crafting impactful Facebook and TikTok game advertisements that drive user acquisition and increase brand awareness through innovative design and strategic messaging.
- * Actively participating in creative sessions and staying updated with the latest trends to develop innovative solutions that meet project objectives and resonate with target audiences.

Marketing Manager, Gozamm (Stockholm, Sweden / Remote)

February 2019 - March 2020

- * Led ASO and Google Play asset planning to support user acquisition.
- * Managed marketing strategy in line with brand and growth goals.
- * Oversaw social media and app promotion creatives from concept to delivery.
- * Coordinated campaign planning, creative quality, and timely execution.

EDUCATION

Bachelor Degree, Visual Communication Design (English) Yasar University, Izmir, Turkey	2014- 2018
Associate Degree, Graphic Design (English) Yasar University, Izmir, Turkey	2012- 2014

SKILLS

SOFTWARE SKILLS

UA Creative Strategy: Creative Strategy and producing, Concept Development, UA Creative Ideation and briefing, managing Performance-Driven Design, A/B Testing, Creative Testing KPI Analysis, ASO / Store Visuals

Creative Production: Video Ads, UGC, Social Creatives, Gameplay Creatives, Playable Ad Concepts, Motion Design, Editing, Visual Storytelling

Tools: Adobe After Effects, Premiere Pro, Photoshop, Illustrator, Unity, AI tools such as MidJourney, Runway, Veo, Seedance, AI/UGC Workflow Tools

SOFT SKILLS

Communication, Creativity, Adaptability, Empathy, Problem-solving, Teamwork, Leadership

LANGUAGE

English - Professional Working Proficiency

Turkish - Native

CERTIFICATIONS

McKinsey Forward Program - McKinsey & Company 2025

Academic English - Yasar University, Izmir (C1 Proficiency, 2014)

General English - Oxford House College, London (Advanced 2011-2012)

PUBLIC SPEAKING

Panel Speaker, Next-Gen Playables: The Reality, the Secrets, and Best Practices 2025 - Online

Provided expert perspectives on the future of next-gen playable advertisements, including critical tips and leading industry best practices.

Solo Speaker, Hyper Games Conference 2023 - Istanbul, Turkey

Presented "User Acquisition Strategies to Optimize Your Prototype" in English, sharing insights on how early-stage game prototypes can be evaluated and optimised from a user acquisition perspective.

REFERENCES

Francis Tinney

TapNation - Head / ex-Miniclip [linkedin.com/in/francistinney/](https://www.linkedin.com/in/francistinney/)

Emma Clarkson-Short

Zynga - Creative Strategy Lead / ex-TapNation [linkedin.com/in/emmacarlksonshort](https://www.linkedin.com/in/emmacarlksonshort)