

Selected Portfolio Retrospective

ZAFER YORGANCI

Branding & Visual Communications

A high-impact Creative Design with over 14 years of expertise in branding, graphic design, and digital media. I deliver everything from immersive 3D spatial visualizations and global e-commerce frameworks to advanced corporate brand identities and premium printed assets.

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XIAOMI Immersive 3D Product Visuals

GLOBAL MARKETING INITIATIVES

Overview

This section centralizes the creative direction, high-fidelity 3D development, and cross-border management of Xiaomi's regional product rollouts. Operating at the intersection of advanced technology and commercial strategy, these initiatives drove unified brand narrative and premium positioning across all European markets.

Creative Approach & 3D Execution

To elevate Xiaomi's hardware ecosystem, the visual strategy relies heavily on an integrated pipeline of 3D modeling software and generative AI tools.

Geometric Precision: Every product is constructed to maintain absolute geometric and material accuracy.

Photorealistic Environments: By pairing 3D rendering with AI-driven spatial styling, the products are placed in hyper-realistic, emotionally engaging contexts—ranging from sleek, abstract studio spaces to warm, minimalist smart-home interiors.

Dynamic Media: Beyond static imagery, these assets serve as the core architecture for fully AI-generated video campaigns, seamlessly bringing the product features to life through fluid camera movements and cinematic atmosphere.

Global Campaign Management

Executing these visual assets required a comprehensive regional strategy, ensuring the creative vision translated seamlessly across diverse consumer touchpoints:

Cross-Border Scalability: Directed and deployed campaigns uniformly across all countries in the European region, maintaining strict brand compliance while adapting to local market nuances.

Omnichannel Impact: Designed cohesive visual experiences spanning digital platforms, e-commerce storefronts, high-impact social media, and physical retail environments.

Multi-Category Ecosystem: Managed visual positioning for a wide array of Xiaomi tiers, including flagship smartphones, wearable audio, smart home appliances, and lifestyle ecosystem products.



XIAOMI Immersive 3D Product Visuals



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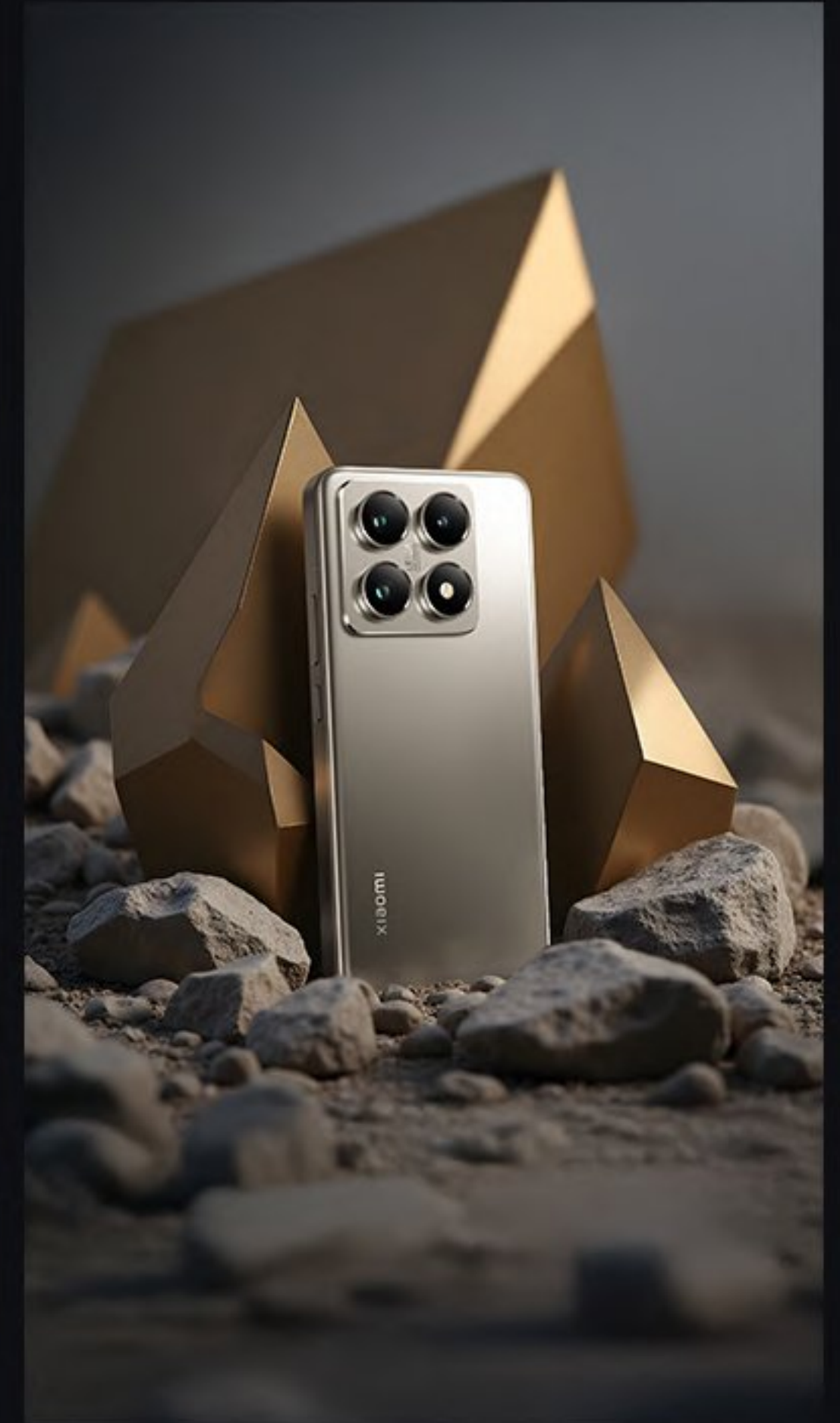
XIAOMI Immersive 3D Product Visuals



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XIAOMI Marketing Materials



Redmi Pad Pro

Productivity on the Go

Free Redmi Pad Pro Keyboard
with Redmi Pad Pro purchase!



Viewed for Redmi Pad Pro purchase only.
Offer valid till stock lasts before purchasing.
Availability of Redmi HyperOS features, apps and services may vary depending on software version and phone model.

Powered by
Xiaomi HyperOS

A promotional banner for the Xiaomi Imagery Awards 2023. The background is a dark, stylized landscape with a gradient from purple to orange. A small silhouette of a person stands on a dark, sloping ground. On the right, a large, orange, stylized 'X' shape is visible. The text 'XIAOMI IMAGERY' is prominently displayed in white, with 'AWARDS 2023' and 'SUPPORTED BY LEICA' below it. At the bottom center, the Xiaomi and Leica logos are shown, followed by the text 'Strategic Partnership in Imagery Technology'. Below this, the main title 'Twoja wizja, twoja historia' is written in a large, white font, and the dates '26 Września - 31 Grudnia 2023' are at the very bottom.

XIAOMI IMAGERY
AWARDS 2023
SUPPORTED BY LEICA

 | 

Strategic Partnership in Imagery Technology

Twoja wizja, twoja historia

26 Września - 31 Grudnia 2023

XIAOMI Marketing Materials



XIAOMI Marketing Materials



XIAOMI Marketing Materials



xiaomi TV Max 100 (2025)
Obraz na maksa

Wizualizacja tylko dla celów demonstracyjnych.
Przed zakupem należy skontaktować się z autoryzowanym sprzedawcą.

xiaomi TV S Mini LED 75 (2025)
Zjawiskowy w każdym kadrze

4699 zł

Sprawdź

Rekomendowana cena sprzedaży.
Ceny w e-commerce mogą się różnić. Wizualizacja wyłącznie do celów demonstracyjnych.

xiaomi Electric Scooter 4
Upsize your ride

OTHER Brand Identity, Packaging and Digital Entertainment

Overview

This section shifts focus from corporate tech ecosystems to a diverse arena of specialized brand identity, structural packaging design, and high-engagement digital entertainment graphics. Spanning across freelance initiatives and agency briefs, these projects highlight a versatile capacity to shape distinct visual worlds for highly competitive markets.

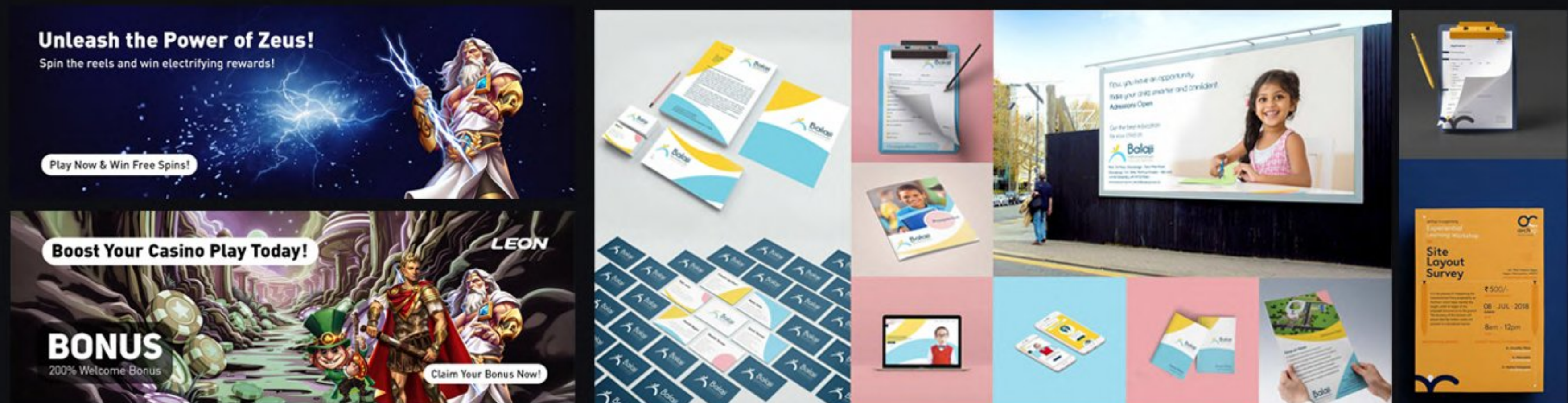
Key Portfolio Highlights Within This Section:

Casino & iGaming Visual Ecosystems: A deep dive into long-term freelance assets crafted for premium casino, betting, and slot platforms. This includes high-conversion UI banners, promotional landing pages, vector icon design, and vibrant digital event themes engineered to drive player engagement in high-pressure digital markets.

Structural Packaging & Premium Unboxing Experiences: End-to-end tactile design focusing on custom structural templates, die-lines, premium finish selections (foil stamping, spot UV), and typography layouts for boutique consumer goods, beverages, and retail merchandise.

Comprehensive Brand Architecture: A showcase of logo evolution, strict brand guidelines, custom iconography, and print collateral designed to establish an immediate, memorable presence for corporate clients, digital apps, and lifestyle brands.

Vector Illustration & Asset Creation: Scalable, precision-crafted visual elements, mascots, and promotional graphic components optimized for multi-platform marketing deployment.



OTHER Brand Identity, Packaging and Digital Entertainment

Unleash the Power of Zeus!

Spin the reels and win electrifying rewards!

Play Now & Win Free Spins!



Boost Your Casino Play Today!

BONUS

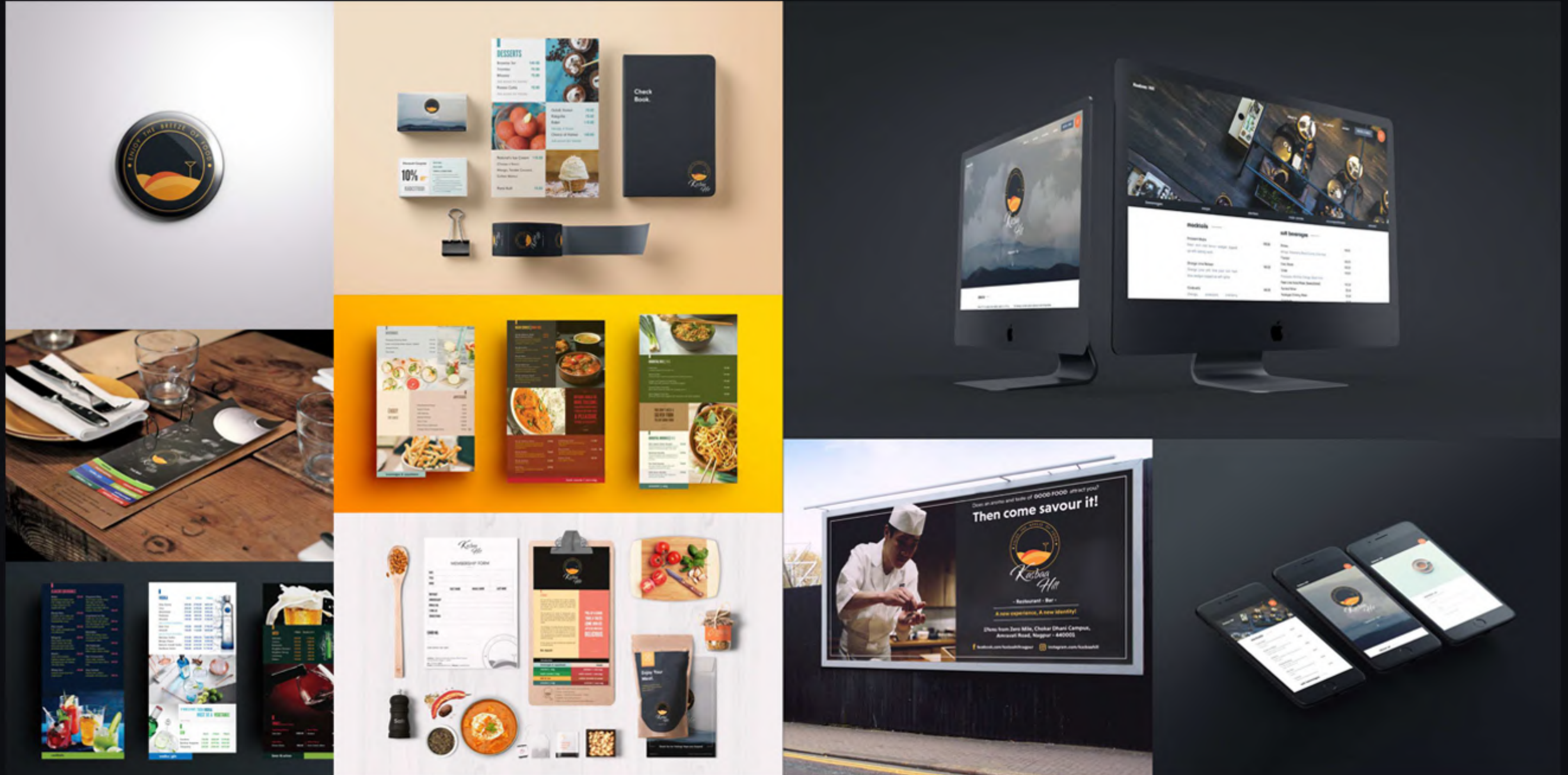
200% Welcome Bonus

LEON

Claim Your Bonus Now!



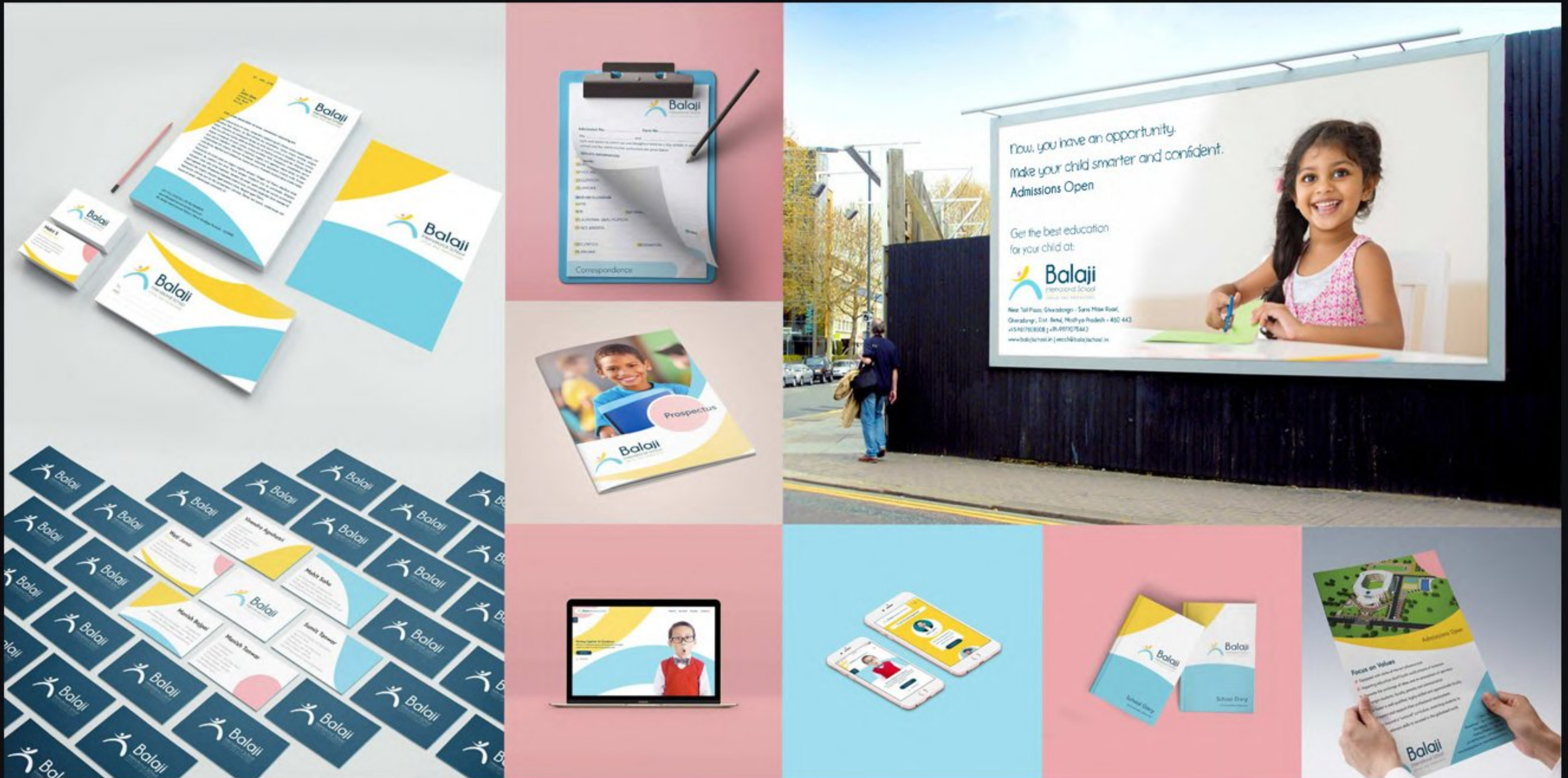
OTHER Brand Identity, Packaging and Digital Entertainment



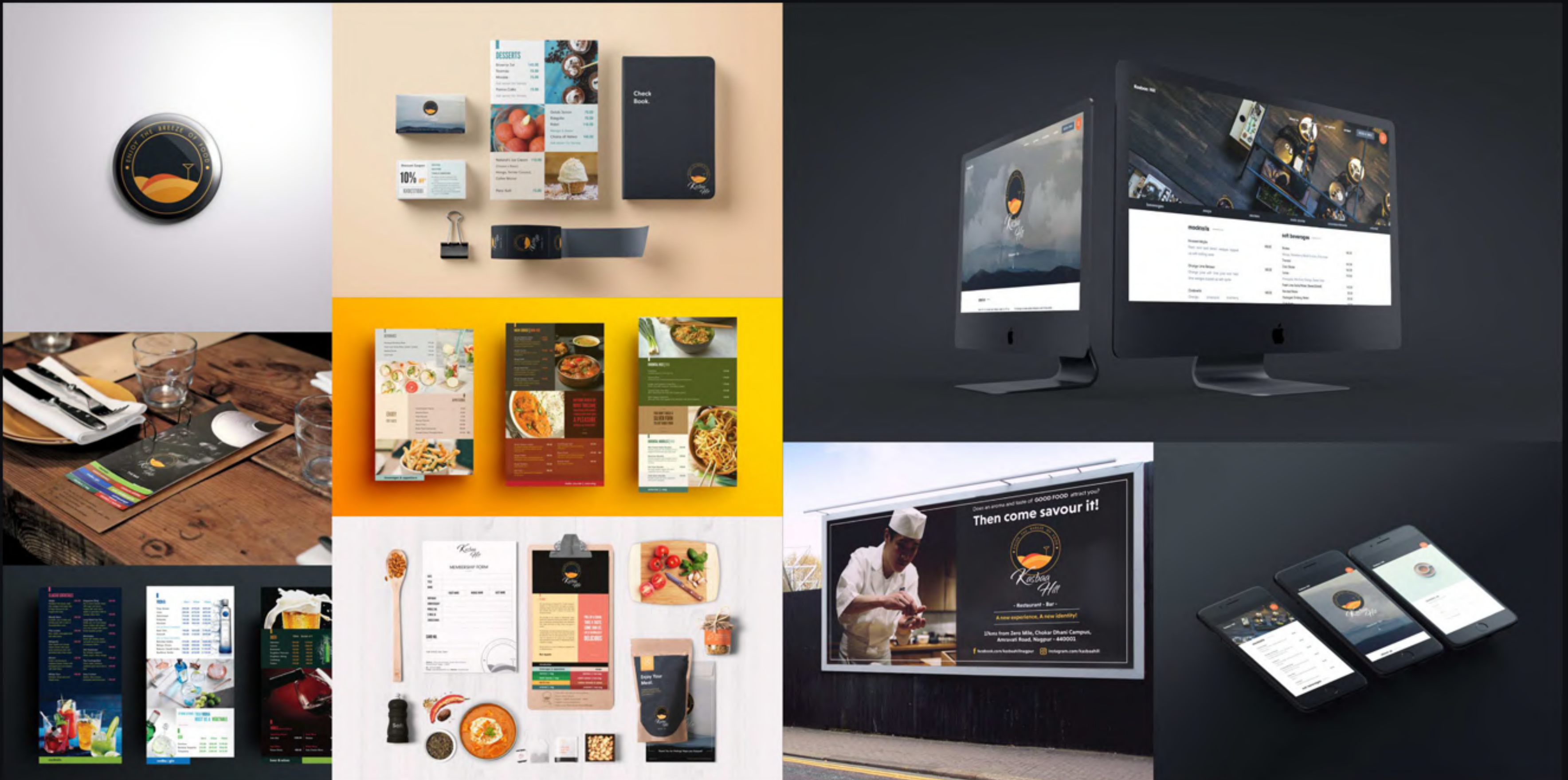
OTHER Brand Identity, Packaging and Digital Entertainment



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