ZEYNEP KAMANLI

+9005384013209 | zeynepkamanli44@gmail.com | kamanlizeynep.com | İstanbul, Türkiye

Architecture Student & Multidisciplinary Designer focused on the intersection of spatial design and Web3 branding. I combine architectural thinking—structure, scale, and texture—ile digital identity to build high-end visual systems. Extensive experience in leading design for global blockchain communities and competing in international hackathons. Specialist in motion graphics and artistic, collage-style architectural visualization that values storytelling over realistic renders.

SKILLS

Adobe Photoshop	Rhino	Archicad	Procreate	Autocad
Adobe Illustrator	Sketch-Up	Figma	Fresco	Revit

WORK EXPERIENCE

ALIGNED — Visual Designer & Content Contributor
July 2025 – February 2026

- Strategized and produced high-fidelity visual assets to simplify complex Web3 protocols for a global audience.
- Collaborated with core developers to ensure brand consistency across decentralized ecosystem touchpoints.
- Optimized social media engagement by designing data-driven infographics and technical explainers.
- Standardized visual guidelines for ecosystem documentation, significantly improving information hierarchy and cross-platform readability.

ITU BLOCKCHAIN — Design Lead
July 2025 – September 2026

- Spearheaded the "Redefined, Rebuilt, Reborn" rebranding initiative, managing the end-to-end visual identity transition for Turkey's premier blockchain community.
- Developed cinematic logo reveals and motion graphics using a signature violet and warm yellow palette, increasing brand recognition across international Ethereum-based events.
- Executed global event branding for EthCC (Brussels), ETHBerlin, and ETHPrague, overseeing the production of exclusive merchandise and digital marketing materials.
- Directed a design sub-team to streamline asset delivery for various DeFi and DAO-related projects, ensuring all outputs met professional industry standards.

BASE PROJECTS — Architectural Intern
June – July 2026

Site-based internship on the structural renovation of an existing masonry building. I followed the project on site from demolition to the new foundation, and saw how design decisions are carried out in practice.

- Took part in the controlled demolition of non-load-bearing partition walls and in planning debris removal through vertical chutes.
- Observed soil improvement work: 11 m deep anchor holes were drilled with a drilling rig, then Ø32 mm anchor rebars were prepared, placed and grouted.
- Followed the controlled dismantling of the upper floor slabs and masonry walls while the outer shell was preserved.
- Observed the removal of the existing foundation and the construction of a new one.

YAPI DERGİSİ — Architectural Intern
August – September 2026

Editorial internship at one of Turkey's leading architecture publications. I took part in the full content process, from researching projects to preparing them for publication.

- Researched international architecture platforms and shortlisted projects for publication.
- Contacted architecture offices to request drawings, images and project information.
- Translated project texts and architecture news into Turkish.
- Selected projects and prepared content for the weekly "Project of the Week" column.

HACKATHONS & GLOBAL CONFERENCES

- Participated as a Lead Designer, responsible for UI/UX, branding, and pitch deck aesthetics in high-pressure competitive environments.
- ETHGlobal Cannes & ETHCC (2025 & 2026) – Participant & Designer.
- ETHGlobal Argentina & Devcon Argentina (2025) – Participant & Designer.
- ETHGlobal Prague (Hackathon) (2025) – Participant & Designer.
- ETHCC & ETHGlobal Brussels (2024) – Participant & Branding Contributor.
- ETHBerlin & ETHBerlin Hackathon (2024) – Participant & Designer.
- ETHGlobal Tokyo (Hackathon) (2026) – Participant & Designer.

EDUCATION

ISTANBUL TECHNICAL UNIVERSITY (ITU) **2023 – 2028 (Expected)**
Architecture

FMV ERENKÖY IŞIK LİSESİ **2018 – 2022)**
High School

ADDITIONAL INFORMATION

- **Languages:** English, Italian