

Cagatay Okutan

Creative Director, 3D Visual Artist, E-Commerce Growth Manager

Konutkent, Cankaya, Ankara, Turkey

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PROFESSIONAL SUMMARY

Creative Director specializing in 3D visual assets for e-commerce brands. Experienced in photography, visual content creation, and 3D visualization across international markets. Blends artistic vision with technical expertise using modern digital tools to drive brand identity and creative direction.

WORK EXPERIENCE

Creative Director

Wallniture, New Jersey, USA and Ankara, Turkey (Remote)

2023 to 2026

- Led global brand direction and creative strategy across visual content, campaigns, and 3D visualization workflows, managing a small team of creatives under the Wallniture brand for over five years.
- Created and managed wallniture.com and b2bwallniture.com plus internal tools in daily use, growing organic traffic through SEO, automated blog tooling, and Google Ads.
- Supported growth of the product line from around 50 to 450 products with the visual assets behind them, contributing to a 20x sales increase over ten years.
- Scaled render output to meet demand, producing over 15,000 renders in varied room setups and helping Wallniture compete on Amazon, Overstock, Wayfair, and Etsy.

Owner

Depthcrafts Agency, Ankara, Turkey

2023 to Present

- Provide high-end 3D animation and rendering to a select client portfolio, built on years of exacting technical work in consumer products, real estate, and defense.
- Created product launch animations for companies in the defense industry, plus the marketing materials and catalog visuals supporting each launch.
- Build client-facing e-commerce websites and the internal tools behind them, including Shopify and Wix storefronts, custom themes and platform migrations, database-driven web applications, B2B portals, and bespoke internal software.

Creative Director and General Manager

Atlas Lab Solutions (Wallniture group), Ankara, Turkey

2021 to 2023

- Built and led the Ankara creative operation, managing over 9 people across listing and visual teams.
- Led a small team of creatives spanning 3D visualization artists and graphic designers, directing creative projects and visual development initiatives.
- Generated agency revenue through Fiverr and other online marketplaces, serving over 20 clients, and helped the agency become Amazon Ads certified.
- Ran operational management alongside the creative work, deciding on raises and leading recruitment of new talent.

Visual Content Creator

Wallniture, New Jersey, USA (On Site)

2015 to 2020

- Produced high-end commercial product photography and e-commerce, branding, and advertising visuals for Wallniture and its sub-brands.
- Created marketing and e-commerce visuals that supported listing performance across major marketplaces.

Director of Photography

TurkofAmerica, New York, USA

2016 to 2020

- Managed overarching editorial photography direction for the publication.
- Photographed TurkofAmerica award nights and industry events, capturing honorees, keynote moments, and the atmosphere of the evening for publication.
- Shot both cover features and in-article story photography, coordinating complex shoots and developing cohesive visual themes across issues.

Freelance Photographer

Self-employed, West New York, New Jersey, USA

2015 to 2017

- Delivered tailored photography services for diverse, international clients.
- Specialized in portrait, editorial, and commercial photography.

SKILLS

Creative Leadership: Creative Direction, Design Direction, Art Direction, Brand Identity, Visual Identity, Campaign Development, Team Management

Production and Design: 3D Visualization, 3D Rendering, 3D Animation, Visual Content Creation, Commercial Product Photography, Visual Composition, Lighting, Retouching

Agentic and AI-Assisted Development: Agent-Driven Web Development, Internal Tool Building with Claude Code and Claude Cowork, Specification and Prompt Architecture, Prototype to Production Delivery, Process Automation

E-Commerce and Platform Strategy: Amazon, Wayfair, Overstock, Etsy, Shopify, Wix, Digital Storefront Optimization, SEO, Google Ads, Product Listing Optimization, B2B Portals

Software: 3ds Max, Corona Renderer, Blender, Unreal Engine 5, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Adobe Lightroom, Adobe Audition, Final Cut Pro, Logic Pro X, Visual Studio Code, GitHub Copilot, Claude Code, Claude Cowork

IT and Systems Infrastructure: Network Architecture, Custom Hardware Configuration, Server Deployment and Management, Remote Access Solutions

EDUCATION

Master of Public Administration (MPA)

Metropolitan College of New York, New York, USA, 2016 to 2017, GPA 3.4 of 4.0

Bachelor of Arts in Political Science and Government

Baskent University, Ankara, Turkey, 2010 to 2014

CERTIFICATIONS

Amazon Video Ads Certification, Amazon, issued March 2023, expired March 2024

Adobe Illustrator CC 2015, Certiport (Pearson VUE), issued June 2018

Adobe Photoshop CC 2015, Certiport (Pearson VUE), issued February 2018