

CAGATAY OKUTAN

CREATIVE DIRECTOR | 3D VISUAL ARTIST | E-COMMERCE GROWTH MANAGER
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Konutkent / Cankaya / Ankara / Turkey



PROFESSIONAL SUMMARY

Creative Director specializing in 3D visual assets for E-com
Experienced in photography, visual content creation, and 3D visualization across international markets. Proven ability to blend artistic vision with technical expertise using modern digital tools to drive brand identity and interactive creative direction.

CAREER HISTORY

WALLNITURE - New Jersey, USA / Ankara, Turkiye 2015 - 2026

Creative Director, Remote · 2023 - 2026
Visual Content Creator, On Site · 2015 - 2020

- Lead 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 manage 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 dominate Amazon, Overstock, Wayfair, and Etsy.
- Produced high-end commercial product photography and e-commerce, branding, and advertising visuals for Wallniture and its sub-brands.

ATLAS LAB SOLUTIONS - Creative Director & General Manager, Ankara, Turkiye 2021 - 2023

- Wallniture group's Ankara creative operation.
- Led a small team of creatives spanning 3D visualization artists and graphic designers, directing creative projects and visual development initiatives.
 - Built and led the operation, managing over 9 people across listing and visual teams.
 - 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.

DEPTHCRAFTS.AGENCY - Owner 2023 - 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 the websites clients sell from and the internal tools behind them: Shopify and Wix storefronts, custom themes and migrations where a platform fits, and database-driven web applications, B2B portals, and bespoke internal software where it does not.

CAREER
HISTORY
CONT.

TURKOFAMERICA - Director of Photography, NY, USA	2016 - 2020
- Managed overarching editorial photography direction. - Photographed TOA 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 - West New York, NJ, USA	2015 - 2017
- Delivered tailored photography services for diverse, international clients. - Specialized in portrait, editorial, and commercial photography work.	

CORE
SKILLS

Creative Leadership Interactive Creative Direction Design Direction Brand & Visual Identity
Production & Design 3D Visualization Visual Content Creation Commercial Photography Visual Composition & Lighting
Agentic Development Agent-Driven Web Development Internal Tool Building with Claude Code & Claude Cowork Specification & Prompt Architecture Prototype to Production Delivery
Workflow & Technical Innovation AI-Assisted Tool Development Custom Internal Software Process Automation Operational Efficiency
E-Commerce & Platform Strategy Extensive knowledge of e-commerce dashboards and platforms (Amazon, Wayfair, Shopify, Etsy, Wix) Digital Storefront Optimization
IT & Systems Infrastructure Network Architecture Custom Hardware Configuration Server Deployment & Management Remote Access Solutions

SOFTWARE
& TOOLS

3ds Max + Corona	Blender	Unreal Engine 5
Adobe Photoshop	Adobe Premiere	Adobe Lightroom
Adobe Illustrator	Adobe InDesign	Adobe Audition
Final Cut Pro	Logic Pro X	VS Code + Copilot
Claude Code	Claude Cowork	

ACADEMIC
BACKGROUND

2016 - 2017	2010 - 2014
Master of Public Administration (MPA)	Bachelor of Arts in Political Science and Government
MCNY - New York · 3.4/4 GPA	Baskent University