

PORTFOLIO

DOGA ARIK

WHO AM I



My name is Doga Arik. I am 19 years old and recently graduated from high school in Istanbul. I am currently a first-year Communication Design student at Paris College of Art.

For my portfolio, I created small preview of a mixed body of work that reflects my passion for fashion, media and visual storytelling. This portfolio brings together projects from photoshoots, communication design works, and fashion styling, fashion business all developed through my previous experiences. Professionalism is my first priority, and I hope it is reflected in the work I present here.

CONTENT

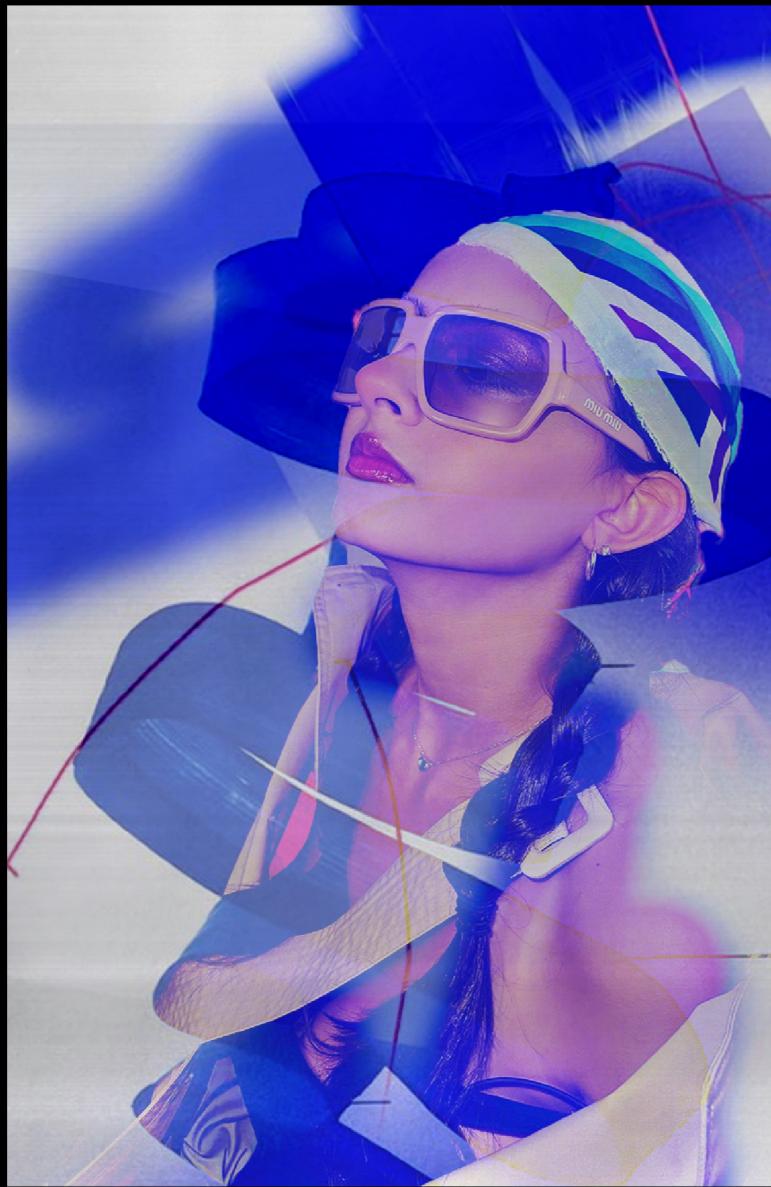
P.01 ————— FASHION STYLING AND PHOTOGRAPHY

P.02 ————— DESIGN & CREATIVE PROJECTS

P.03 ————— 3D MODELING

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PROCESS



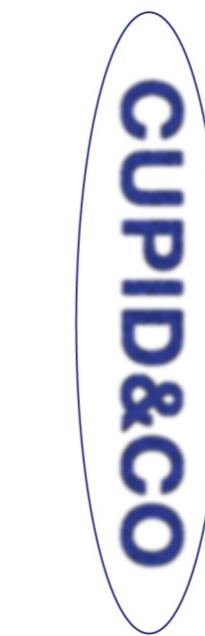
This is one of my experimental works created while exploring photo editing. The makeup and styling were done by me across two separate shoots, and the final images were edited using Adobe Photoshop.



With Cupid&Co, my goal was to create a playful and approachable brand identity that resonates with the younger generation. Centered around the ironic motto #loveintheair. On the right, you can see a mock-up of the brand's advertising visuals. Additionally, if you take out your phone and scan the QR code, you'll be able to view the 3D, 180-degree rotating version of the t-shirt.



CUPID&CO: BRAND DESIGN PROJECT - DIGITAL CAMPAIGN

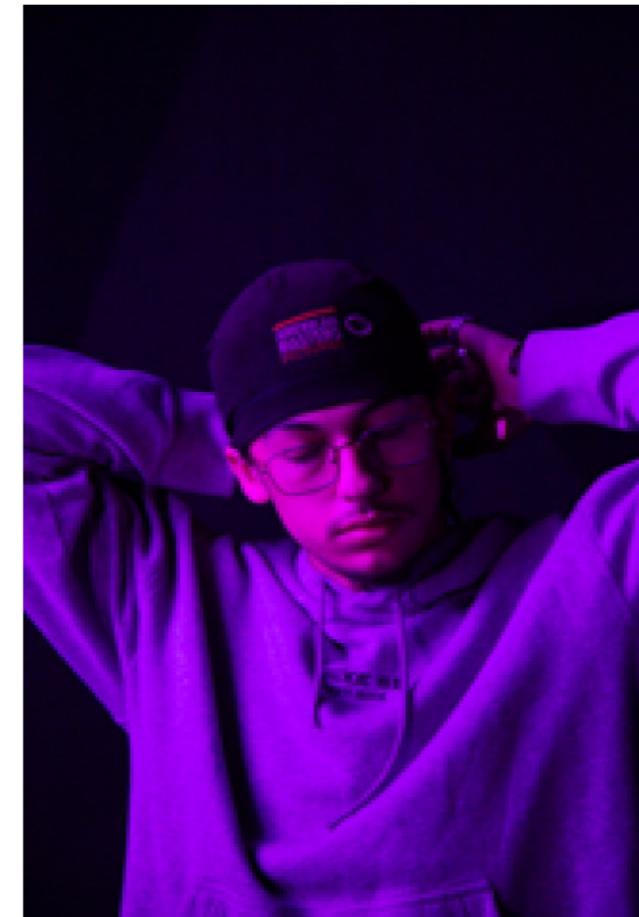


SCAN
FOR
A#180

MOODBOARD



Rather than building an exclusive brand, I focused on accessibility — both in terms of price and style. I began the visual direction of Cupid&Co by building a moodboard that helped shape the brand's aesthetic. From there, I created the logo in Adobe Illustrator, using a blur effect over Helvetica. The billboard and t-shirt mock-ups, as well as the deflated balloon graphic on the t-shirt, were designed using both Photoshop and Illustrator.



Studio Photography Work .



MAGAZINE LAYOUT DESIGN IN 3D: ACNE STUDIOS

As part of my portfolio, I designed a magazine mock-up reviewing Acne Studios' Spring/Summer 2025 collection. While I aimed to stay true to Acne Studios' brand identity, I introduced soft pastel tones to add a fresh, seasonal touch. For the cover design, I used Adobe Illustrator and featured one of Acne Studios' iconic bags as the main visual. I also integrated the magazine as a 3D element into my portfolio.



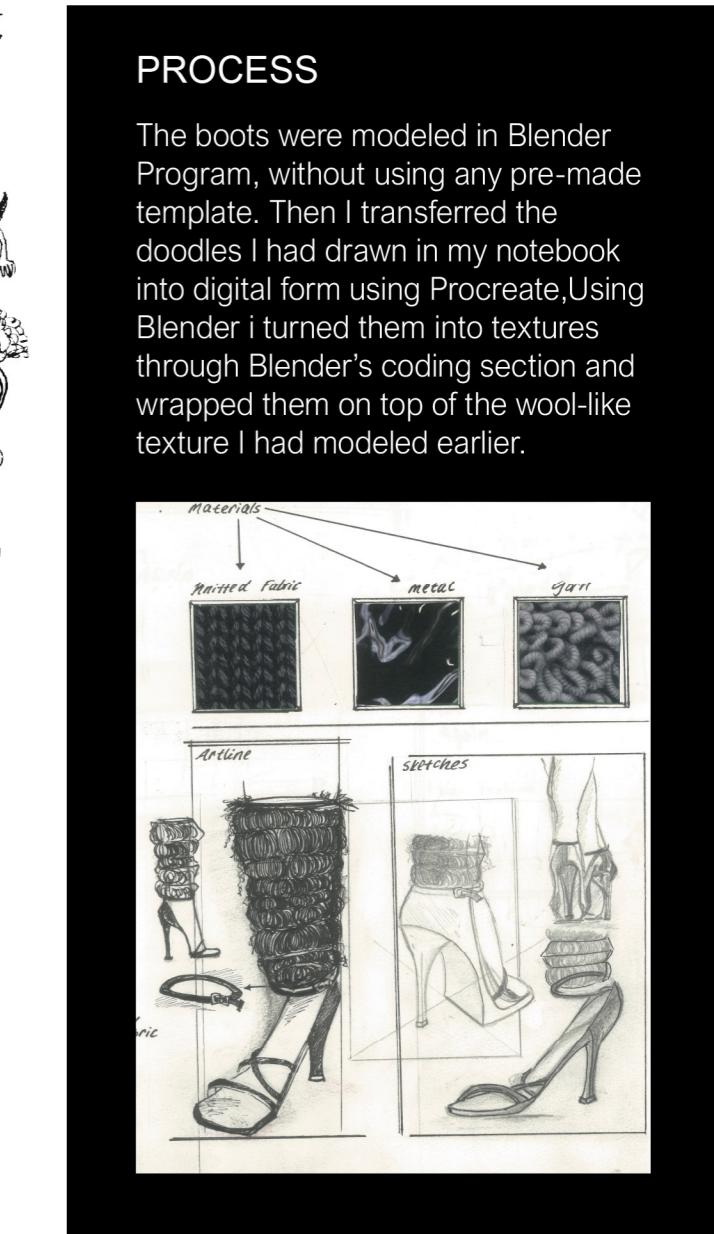
SYLVEE BOOTS: A 3D MODELING PROJECT DOODLES X BLENDER PROGRAM



** MULTIMEDIA
** TRADITIONAL&DIGITAL
** NEON DETAILS



- * For the female figure in the advertisement poster AI has been used.
- * I edited the boots rendered in Blender using Adobe Photoshop and for the typography i used Adobe Illustrator.



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