

Ozge Ucoluk

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Milan, Italy

Portfolio.



Ozge Ucoluk

Visual Brand Designer based in Milan

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01 Experience

- Sep 2024 - Present

Milan, Italy

● Junior Designer
FutureBrand

Develop brand identities and packaging from ideation to final execution across diverse client projects.
- Apr 2024- Jul 2024

Milan, Italy

● Visual Brand Design Intern
The Branding Letters (TBL)

Translated brand strategy and research into visual concepts, identities and presentations.
- Jun 2023 - Aug 2023

Milan, Italy

● Summer Design Intern
Artefice Group

Created packaging and retail design solutions for international brands through visual exploration.
- Jun 2021- Aug 2021

Istanbul, Turkey

● Summer Design Intern
O. Irmak Design

Developed packaging concepts and logo directions through research, sketching and mockups.

02 Education

- Master of Arts in Visual Brand Design
Regent's University London

2022 - 2024

London, United Kingdom
- Master in Visual Brand Design
Domus Academy Milano

2022 - 2023

Milan, Italy
- Bachelor of Arts in Graphic Design
Bilkent University

2018 - 2024

Ankara, Turkey

03 Certifications

- Brand Management
SDA Bocconi School of Management

June 2025
- Creating Brand Value
Harvard Business School

December 2024
- Inside LVMH
LVMH

December 2023
- Next Gen Brand Transformers
Landor

November 2023

04 Selected Awards

- March 2025

World Brand Design Society, UK

Silver Award
- December 2024

IVIA Awards, UK

Silver Award
- November 2024

43rd Turkish Graphic Designers Association Exhibition, TR

Student Projects Excellence Award
- February 2024

World Brand Design Society, UK

Bronze Award
- December 2023

42nd Turkish Graphic Designers Association Exhibition, TR

Student Presentation Award
- June 2023

World Brand Design Society, UK

Bronze Award

05 Languages

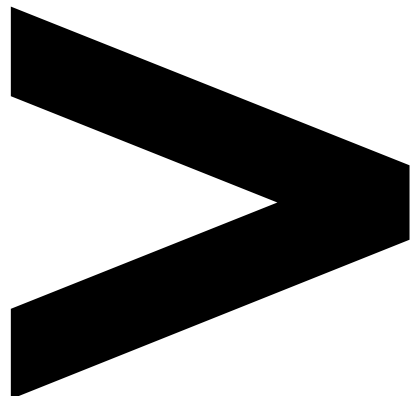
Turkish (Native)
English (Fluent)
Italian (Intermediate)
German (Basic)

06 Core Skills & Software

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe Premiere Pro
Adobe Lightroom
Figma
Adobe Firefly
Adobe Dimension
Adobe XD

07 Interests

Street Photography
Contemporary Art
Visual Culture
Typography
Film and Animation
Travel
Swimming
Food Culture
Philately
Live Music
Formula 1
Karting
MotoGP
Fortnite
Ice Skating



A tiny team
with one name: *Ozge.*



*Graphic
Design*



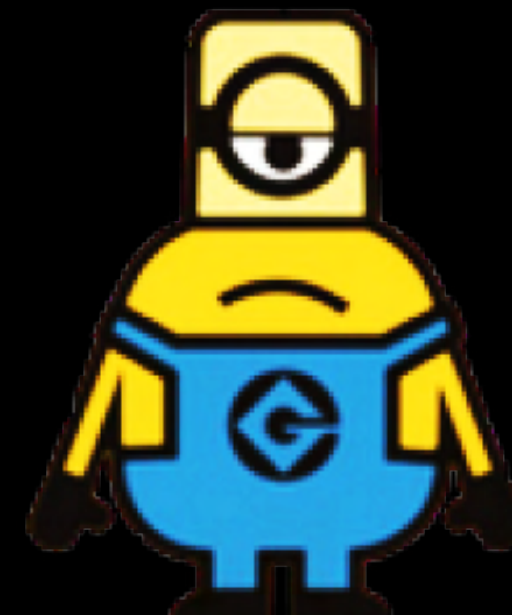
*Visual
Brand Design*



*Packaging
Design*



*AI
Design*



*Art
Direction*



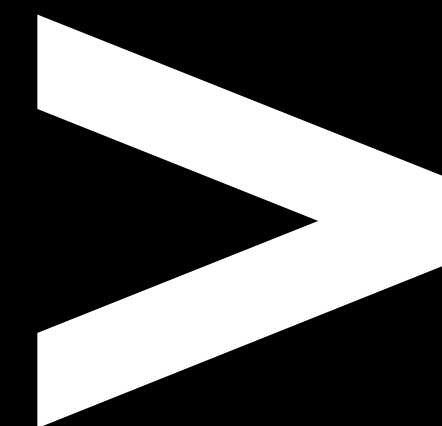
*Video
Editing*



*Motion
Design*

Lavazza

Barista.



LAVAZZA

Barrista
SLOW ROAST

Intro

Lavazza Barista Slow Roast was revisited for the US market after the original direction was considered insufficiently relevant to American consumers.

Working as a Junior Designer, I developed **one of the creative routes** for this range. The client selected this direction for its ability **to present Italian coffee culture through a more contemporary and distinctive visual language.**

To protect confidential and unreleased work, this case study presents an **altered version of the route**, with selected visual and commercial details adapted for portfolio use.



LAVAZZA

Barista
SLOW ROAST

MEDIUM

THE ART OF BLENDING

Since 1875

COFFEE

12 OZ (340 g)



Challenge

The opportunity was to give Barista Slow Roast a clearer role in the US market, using Lavazza's Italian heritage as a **source of relevance rather than decoration.**

The design needed to move beyond the rustic and craft-led conventions common within the category, while remaining **recognisably Lavazza and easy to navigate at shelf.**

Each roast also **required a distinct character** without fragmenting the range.



Solution

Lavazza blue creates a **consistent anchor across all three variants**, while fluid graphic forms shift in colour and intensity to distinguish Medium, Dark and Extra Dark.

A disciplined typographic hierarchy and gold detailing reinforce the premium character of the range.

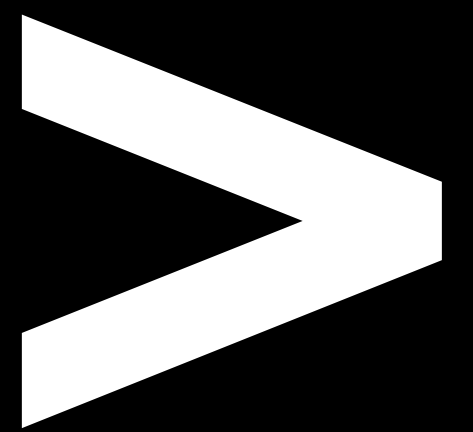
Extended into photography and campaign applications, the system brings **Lavazza's Italian heritage and Torino roots into a contemporary American context.**





San Pellegrino

ZERO





Intro

San Pellegrino set out to reposition its internationally available flavoured sparkling drink for Italy, where it had yet to connect with **younger consumers**.

Working as a Junior Designer alongside the strategy team, I developed **one of the visual routes for the newly named ZERO range**, inspired by the coastal energy of Southern Italy.

This case study presents **an altered version of the client direction** to protect confidential and unreleased work.



20 CALORIE PER LATTINA

DAL  1932

SANPELLEGRINO

ZERO WAVE

ZUCCHERI AGGIUNTI

GUSTO MIRTILLO

WAVE SUMMER

BEVANDA ANALCOLICA GASSATA
AROMATIZZATA AL GUSTO DI MIRTILLO

300ml

Challenge

The challenge was to make an international proposition feel **relevant to young Italians rather than imported.**

Because of the product's low fruit content, Italian regulations restricted fruit imagery and pictograms.

Flavour and freshness therefore had to be communicated **without literal fruit cues**, while keeping Pesca, Mirtillo and Lime clearly distinct.



Solution

The direction uses **colour, typography and movement** to communicate flavour without relying on literal fruit cues.

Oversized type and rhythmic, full-wrap patterns give the cans a bold presence, while variant-specific palettes create clear distinction across Pesca, Mirtillo and Lime.

Inspired by beach textiles, coastal movement and Mediterranean leisure, the system captures **the energy of an Italian summer by the sea**, positioning ZERO as a fresh and social choice for younger consumers.







Università
San Raffaele >



OPEN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234#@.,!/?&
abcdefghijklmnopqrstuvwxyz1234#@.,!/?&

Crea la formula per il tuo successo



Intro

Università San Raffaele Roma commissioned a complete rebrand to **build a more distinctive, science-led identity** from the ground up.

Working as a Junior Designer, I developed **the selected logo and initial art direction**, then expanded the system across typography, colour, imagery and applications as the project evolved.

The identity has since been fully implemented across the university's communications, including digital platforms and outdoor campaigns.



Raggiungi i Tuo Obiettivi

Corso di Laurea
Triennale in
Amministrazione
e Organizzazione



Challenge

As a digital university with strong roots in science and sport, San Raffaele wanted to communicate its academic focus with greater clarity and ambition.

The existing visual system was too limited to support a broader range of messages.

The new identity needed to feel **credible, contemporary and relevant to a younger audience**, while remaining flexible across digital and physical touchpoints.

Metodo Ricerca Eccellenza

 Università
San Raffaele
Roma

 Università
San Raffaele
Roma



Corso di Laurea
in Scienze
Biologiche

 Università
San Raffaele
Roma



Corsi di Laurea
in Moda e Design

Solution

The logo turns the student journey into a **visual story of transformation.**

A rectangular form marks the point of entry, while evolving molecular shapes represent learning, growth and change. The sequence ends in a circle, symbolising a student shaped and completed through their university experience.

This idea became the foundation, developed through an **expanded graphic language, distinctive typography and a more expressive use of colour** across campaigns, digital content, merchandise and outdoor applications.

Progetta il futuro che desideri

L'Università Telematica San Raffaele Roma, riconosciuta dal MIUR con decreto del 8 maggio 2006, è un Ateneo non statale che rilascia titoli con lo stesso valore legale delle Università tradizionali.

Iscriviti ora



FOOTBALL UNIVERSITY



Univ
S

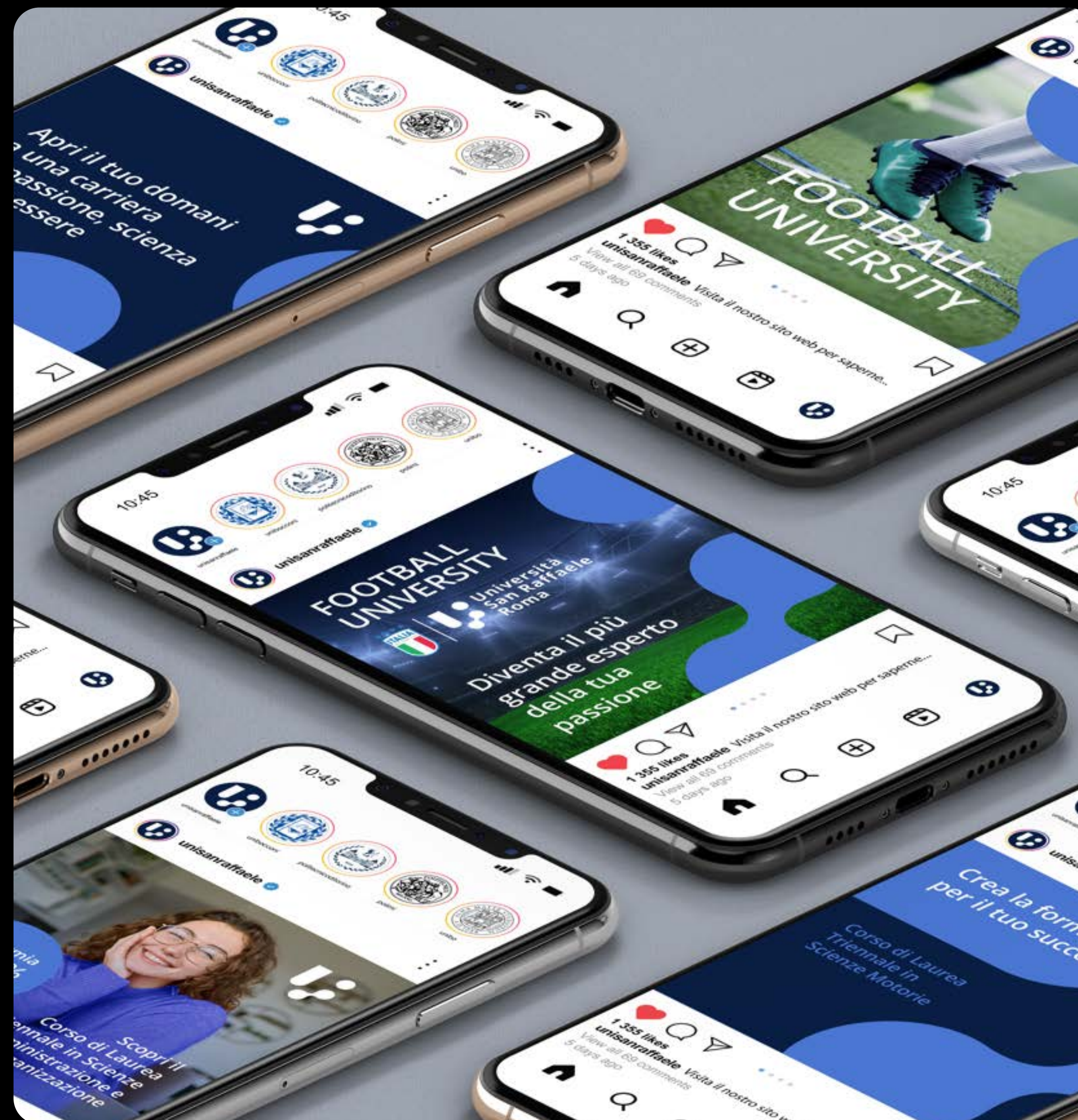
Diventa il più grande

FOOTBALL UNIVERSITY



Università
San Raffaele
Roma

Diventa il più
grande esperto
della tua
passione



Risparmia
-40%
sulla retta

Scopri il
Corso di Laurea
Triennale in Scienze
dell'Amministrazione e
dell'Organizzazione

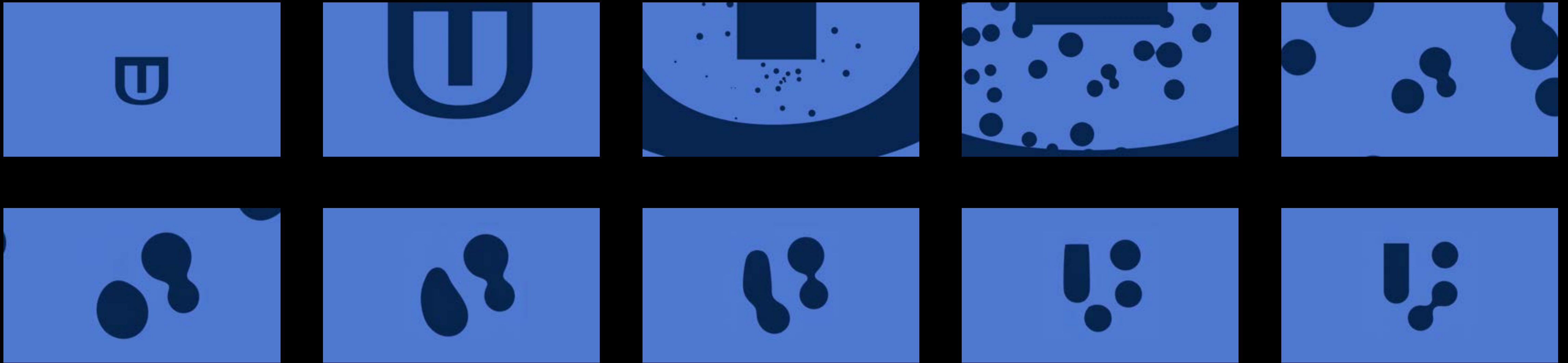
Corsi di Laurea
in Moda e Design

Crea la formula
per il tuo successo

Corso di Laurea
Triennale in
Scienze Motorie



Animation



To watch the logo animation, please click on the link or scan the QR code: <https://youtu.be/h9d4Ap1Cf3w>



Alpenliebe. >



Intro

A leading confectionery brand in Italy wanted to create a **90s-inspired limited edition** for younger adults, designed in a compact format for impulse purchase at supermarket checkouts and service stations.

Working as a Junior Designer, I developed **one of the visual routes for the limited-edition range**, translating the energy of 90s pop culture into a contemporary packaging system.

To protect confidential client work, **the brand name and selected design details have been altered** for this case study.

Alpenliebe®

100% GUSTO

MENTA

*Back to
the 90s*



CARAMELLA
GOMMOSA **ZERO**
ZUCCHERO

Challenge

The challenge was to build on 90s nostalgia without turning the range into a **literal or dated retro revival**.

The packaging needed to feel playful and immediately noticeable in a small retail format, while creating clear distinction between the Fragola, Menta and Espresso variants.



Solution

The direction draws on **the patterns, typography and visual excess of 90s pop culture**, reworked through a cleaner and more contemporary design language.

Layered graphics, energetic type and flavour-specific colour combinations give each variant its own personality while keeping the range visually connected.

The result is a **bold limited-edition system built for impulse and collectability**, bringing the optimism and expressive attitude of the 90s into a modern retail context.

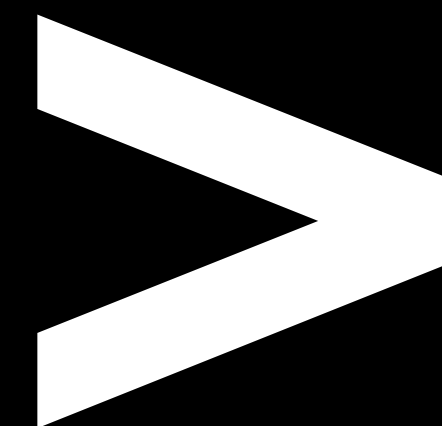






21:38

Surgical.





Intro

Following the selection of a new logo and icon system developed by my Design Director, Surgital needed to translate its refreshed identity into a **complete and recognisable brand experience**.

Working as a Junior Designer, I expanded the direction across campaigns, digital content, event materials and physical applications, shaping the wider **art direction and visual rollout of the brand**.

The identity has since been fully implemented and is publicly visible across Surgital's communication touchpoints.



Challenge

The challenge was to make the new identity work consistently across a wide range of applications, from social content and banners to exhibitions, restaurant materials and fleet design.

The system needed to modernise Surgital while preserving **the expertise and Italian heritage of a company producing frozen fresh pasta since 1980.**

Photography, graphics and messaging also needed to feel part of one coherent visual language.

Solution

I developed the wider system through **campaign layouts, graphic elements, art direction and image treatment** to align with the brand's yellow and charcoal palette.

I also proposed a flexible **"Surgi-" naming device** to extend the identity across new branded ideas. This led to concepts such as **Surgitruck**, transforming the delivery vehicle into a distinctive moving brand asset.

Applied across digital, print, events and environmental touchpoints, the system gave the selected identity a **consistent and ownable presence in the real world.**



we believe in
F.R.E.S.C.A.

Lorem
ipsum
dolor

Lorem ipsum
dolor sit
ametla
consectetur

Roboto
bold

A B C D E F G H I L M N O P Q R S T U V Z
a b c d e f g h i l m n o p q r s t u v z
1 2 3 4 5 6 7 8 9 0

Roboto regular

A B C D E F G H I L M N O P Q R S T U V Z
a b c d e f g h i l m n o p q r s t u v z
1 2 3 4 5 6 7 8 9 0





we believe in

F.R.E.S.C.A.



SURGITAL®

SURGITAL®
NOME COGNOME
TITOLO

Surgital®
Via Bastia
48017 Lavezzola
Emilia-Romagna
ITALIA

@surgital.it

SURGITAL®

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SURGITAL®
NOME COGNOME
TITOLO

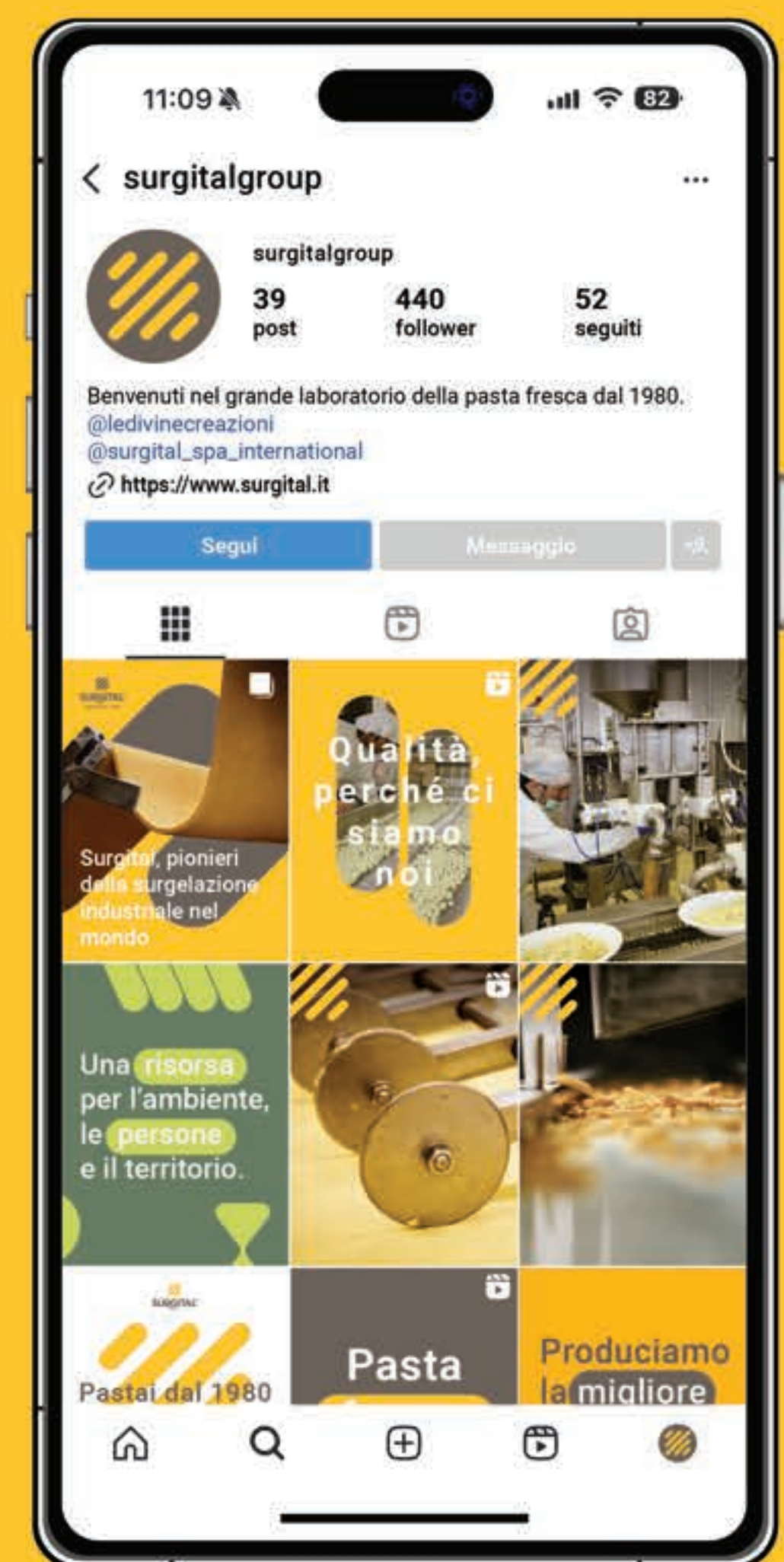
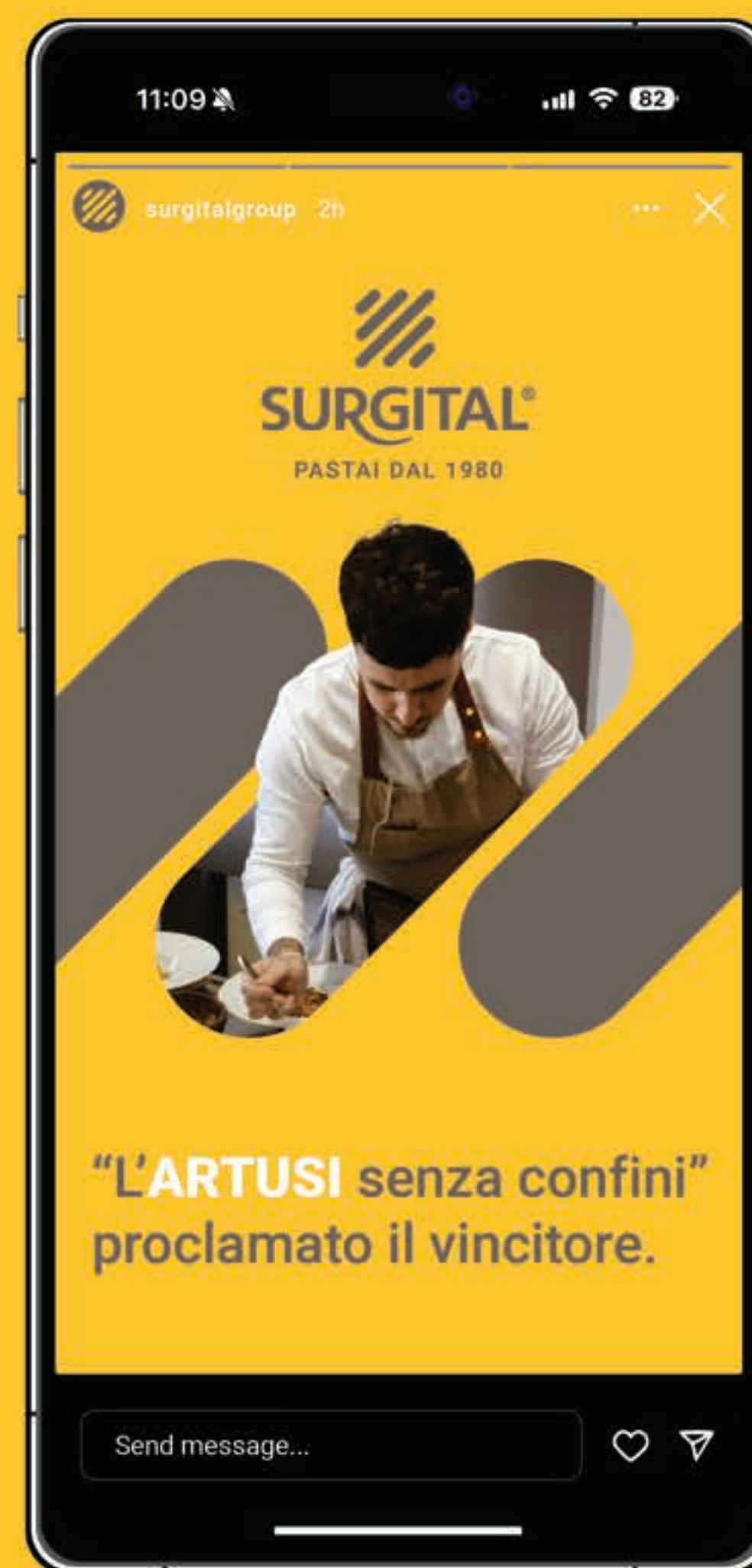
Surgital®
Via Bastia
48017 Lavezzola
Emilia-Romagna
ITALIA

SURGITAL®

NOME COGNOME
TITOLO

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Emilia-Romagna
ITALIA

Cognome@surgital.it
6789xxx



we believe in
F.R.E.S.C.A.

Produciamo la migliore
pasta fresca surgelata

Scopri di più







Animation

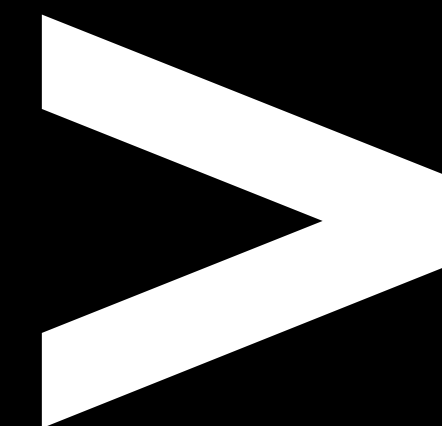


To watch the logo animation, please click on the link or scan the QR code: <https://www.youtube.com/watch?v=IYoHY4xCrsM>



Magnesia

Red.





Intro

Magnesia Red set out to expand beyond its established PET bottle range with a **new slim-can format for faster, more contemporary drinking occasions** in Czechia.

Working as a Junior Designer, I developed **the selected packaging direction for Raspberry and Blood Orange**.

The design has since been fully implemented and is currently available across the Czech market.



Challenge

The challenge was to introduce a more energetic format without losing recognition of the existing Magnesia Red range.

The cans needed to feel **fresh, immediate and designed for life on the move**, while creating strong flavour distinction and enough visual impact to compete in a fast-paced beverage category.

CHUŤ, KTERÉ
NELZE ODOLAT



CHUŤ, KTERÉ



NELZE ODOLAT



Solution

The direction captures freshness through **fruit suspended in motion**, creating an immediate sense of flavour, energy and refreshment.

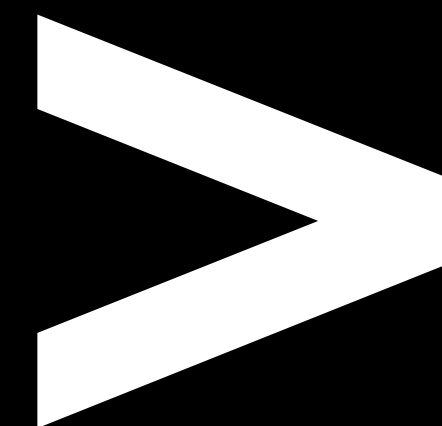
A bold line cuts across the pack giving the cans a distinctive sense of speed. Deep red tones connect the variants to Magnesia Red, while flavour-specific fruit and accents distinguish Raspberry from Blood Orange.

The system was extended across multipacks and campaign applications to create **a consistent, high-impact launch for the new format.**





Essehunga





ESSELUNGA®

NUTRIMENTO PER
PIANTE VERDI



con aggiunta
DI MICROELEMENTI

ESSELUNGA®

LUCIDANTE
FOGLIARE



ESSELUNGA®

NUTRIMENTO
UNIVERSALE



con aggiunta
DI MICROELEMENTI

ESSELUNGA®

NUTRIMENTO PER
PIANTE DA FIORE



con aggiunta
DI MICROELEMENTI

Intro

Esselunga wanted to refresh its existing plant-care range with **a clearer and more distinctive packaging system** across specialised nutrients and leaf-shine products.

Working as a Visual Brand Design Intern, I developed **the selected redesign from the ground up**, defining the visual direction and extending it across the full range.

The system was implemented by the client and is currently available in Esselunga stores across Italy.



Challenge

The challenge was to elevate an established supermarket range in a category often shaped by technical and generic packaging.

The redesign needed to **feel specialist yet accessible**, clearly differentiate products for green and flowering plants, and create consistency across formats with different functions.



Solution

The system combines a **clean white structure with deep green labels**, creating a recognisable foundation across the range.

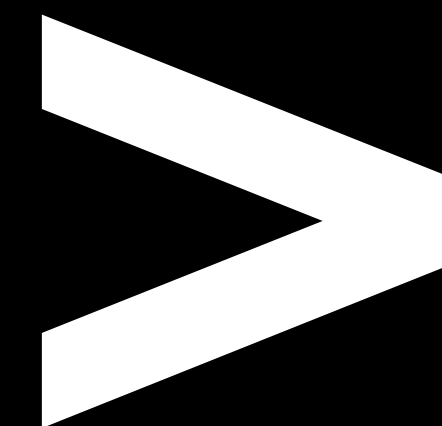
Detailed botanical imagery communicates each product's purpose, while the wheelbarrow graphic introduces an approachable gardening cue.

A clear typographic hierarchy improves navigation and gives the line a **more confident and specialist presence on shelf**.



Nesquik

Biscotti





Intro

Nesquik Biscotti required a **targeted packaging adaptation for the Italian market**, introducing new commercial messaging without altering the established design.

Working as a Junior Designer, I developed the selected solution within **Nesquik's tightly governed global brand system**.

The update was fully implemented and is currently visible across Italian retail.



Challenge

With a brand as recognisable as Nesquik, **even a small intervention must balance multiple commercial and visual priorities.**

The logo, Quicky character, product imagery and core hierarchy had to remain unchanged.

The new message needed **immediate shelf visibility without competing with the brand's most recognisable assets.**



Solution

I created a **compact promotional device integrated into the existing composition**, refining its scale, contrast and placement to work naturally with the pack.

The solution gives the commercial message clear prominence while preserving Nesquik's familiarity, energy and product appeal.

It demonstrates **how a precise intervention can deliver impact within a highly controlled global identity.**

PROJECTS, COLLABORATIONS AND NEW OPPORTUNITIES

LET'S MAKE
it visible.

