

NEVZAT UÇAR

Design Director

Creative Leadership · Strategy · Art Direction · Production

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Hands-on design director with 20+ years at the intersection of creative, production and strategy. Built and led **in-house creative and production teams** at Red Bull, TRT and Riot Games, turning strategy into creative output that drives audience and commercial growth.

20+	12+	150K → 8M	~$2M
years of creative, production and strategy	regional agencies aligned under one business strategy	yearly audience growth on a live broadcast	early investment secured for a B2B product
	DDB FTW	RIOT GAMES	LUCKBOX

Red Bull · DDB Worldwide · TRT · FOX · Riot Games · Luckbox

EXPERIENCE

2021 – XAN MEDIA · UK & TR

Co-Founder

Consulting and production across brand strategy, web and digital design, SaaS and custom software development, AI-driven production and growth marketing

- Content, creative and strategy consulting
- End-to-end project leadership, from business model and brand strategy to creative production and performance marketing
- Partnership and business model development for agencies, SaaS companies and digital products
- Long-term user acquisition, SEO and content marketing programmes
- Content, web and digital design, art direction, video and AI production

Key clients: ESA, Moonton, Tencent, Riot Games, Red Bull

Sep 2021
Jun 2025

D-BRAWL · UK

Co-Founder, Investor & COO EXIT 2025

Digital events and competitive entertainment: tournament operations, league management and live broadcast production

- Event and tournament operations, client relations and business development
- Management of creative and content production
- Live broadcast and publishing schedule management
- Brand and strategic content planning

Feb 2021
Sep 2023

LUCKBOX · UK

Global Head of Content Marketing

International online entertainment platform

- Media and content strategy
- Content and performance budget management across media, influencer and affiliate channels
- End-to-end user acquisition strategies with measurable ROI
- Brand, social, digital and editorial design leadership; team mentoring
- B2B product project that secured close to USD 2M in early-stage investment

Sep 2020 – Mar 2021

DDB FTW GLOBAL NETWORK · DDB WORLDWIDE · PRAGUE HQ

Director of Business Development

FTW is DDB's global agency specialising in gaming and youth entertainment marketing.

- Global marketing and business development strategy across 12+ markets
- Development of new business, partnership and advertising models
- Global client pitches and marketing projects; new product approval
- KPI standardisation and brand consistency across an international media ecosystem

2019 – 2021

RED BULL

Head of Content

- Content marketing and communications strategy aligned with Red Bull's global brand vision
- Creator-led growth strategy on Instagram, TikTok and YouTube, integrating paid, owned and earned media
- Launch campaigns, PR activations, series and short-form content with Brand, Sports, Events and Sales teams

Sep 2017 – Apr 2019

TRT · TÜRKIYE

Head of Creative

Türkiye's largest public broadcaster: 12+ TV channels, radio and 7+ international events a year

- Leadership of a 35+ team of art directors, creative directors and producers, plus agency management
- Corporate media and brand strategy; insight reports and roadmaps for senior management
- Relaunch and corporate identity design direction for 8 channels: TRT 1, TRT 2, TRT World, TRT Belgesel, TRT Arabi, TRT Haber, TRT Çocuk and TRT Müzik
- Setting production standards; team, studio and agency coordination across trailers, key art and campaigns

2014 – Sep 2017

RIOT GAMES · TÜRKIYE

Head of Video & Broadcast

- Video and live broadcast production; yearly viewership grown from 150K to 8M
- Management of esports creative and production with an in-house 10+ team
- Content and partnership development

2007 – 2014

FOX INTERNATIONAL CHANNELS · TÜRKIYE

Art Director

- All promotional content, including editorial, video, trailers and creative assets
- On-air brand identity design and coordination of in-house and external production teams

EARLIER EXPERIENCE

Istanbul Bilgi University
Lecturer · 2008 – 2009
Digital Image Processing, Visual Communication Design Department: curriculum design and teaching

NBI Istanbul
Art Director · 2006 – 2007
Art direction for advertising, interactive, print and motion graphics, including government and EU-funded projects

Avatürk
Designer · 2003 – 2004
Localisation and graphic design at Türkiye's first gaming community and game server company

EDUCATION & LANGUAGES

BA, Visual Communication Design · Istanbul Bilgi University

Turkish · Native **English** · Fluent

AREAS OF EXPERTISE

Creative & Design
Creative direction (design) · Digital design · Web design · Brand and corporate identity · On-air identity · Key art

Production & AI
Video and motion graphics · Live broadcast · Event production · AI production · Production standards

Content & Brand Strategy
Content strategy · Integrated campaigns · Paid · Owned · Earned channel strategy

Leadership & Team Management
Agency and team management · Cross-functional coordination · Team building · Hiring and mentoring · Studio and agency coordination

Growth & Business Development
Partnerships · New business and pitching · Performance marketing · Budget management

Industries
Media and broadcasting · Gaming and esports · Digital entertainment · Advertising · Technology, Software and SaaS