

Bala Gulbay <https://balagulbay.com/>
<https://www.linkedin.com/in/bala-gulbay/>
lb.gulbay@gmail.com

Art Director with experience in fashion, editorial, and brand campaigns, currently working at Humans Unlimited. My work focuses on visual storytelling, campaign concepts, and brand world-building across digital, retail, and experiential platforms. Previously worked across fashion, media, and cultural brands in New York and Istanbul, developing campaign visuals, editorial design, and brand collaborations.

Experience **Humans Unlimited Senior Art Director**

Joined the founding creative team of Humans Unlimited, a newly established agency founded by the former Chief Creative Officer of TBWA Istanbul.

Continuing to lead art direction for Beymen (luxury fashion retailer), developing campaign concepts, visual storytelling, and brand communications across digital, social, and retail platforms.

Working closely with the agency's founding leadership on early-stage client projects, creative pitches, and the development of the studio's visual language and creative output.

Nov 2025 – Present

TBWA Istanbul Art Director

Art directed integrated campaigns and visual concepts for fashion and lifestyle clients including Beymen Group and Big Media.

Developed campaign visuals, brand identities, and storytelling across digital, social, and retail environments. Worked closely with strategy, copy, and production teams to bring campaign concepts to life.

Responsible for art direction, concept development, and presentation design for major client pitches and seasonal launches.

Aug 2024 – Nov 2025

Sober Art Director

Led creative direction across editorial design, digital platforms, and brand collaborations for a leading fashion magazine. Oversaw visual storytelling for print and digital content, developed branding for events and partnerships, and created presentation decks for brand collaborations and creative pitches. Collaborated closely with the creative director and editorial team to shape the magazine's visual identity and develop concept-driven visual narratives.

Nov 2023 – Aug 2024

Dizon Inc. New York City Associate Graphic Designer

Worked on branding and marketing projects for fashion and lifestyle clients including **Vogue**, **Helmut Lang**, **Opening Ceremony**, **Everlane**, and **Peter Do**. Designed digital and print assets, assisted on photo and video shoots, and collaborated with cross-functional teams across creative and production. Contributed to brand campaigns, marketing materials, and visual assets across multiple platforms.

May 2022 – Present (Freelance)

Education **Parsons School of Design Communication Design**

Class of 2021 with Honors

Istituto Europeo Di Design Di Milano Interior Design

Class of 2019

Skills

Software	Visual	Coding
Adobe Creative Suite	Branding	HTML
After Effects	Typography	CSS
Premiere Pro	Editorial	Javascript
AutoCad	Motion Design	P5.js
Blender		

Bala Gulbay

<https://balagulbay.com/>
<https://www.linkedin.com/in/bala-gulbay/>
lb.gulbay@gmail.com

Experience

Dizon Inc. Graphic Design Intern/Associate Graphic Designer

As a graphic design intern for Dizon Inc, I gained experience creating digital designs, assisting with photo and video shoots, and collaborating with cross-functional teams like production. I developed my skills in not only design but communication, and teamwork while working closely with industry professionals. I had the opportunity to work on a variety of branding projects, including creating marketing materials and designing printed collateral. I worked closely with the marketing and creative teams to ensure that our branding efforts were aligned with the overall goals of our clients that include Vogue, Opening Ceremony, Everlane and Peter Do.

May 2022 - Jan 2023

Mika Agency Graphic Design Intern/Jr. Graphic Designer

Worked at a marketing agency specializing in beauty brands and art and educational institutions, I gained experience in designing visual content for various marketing campaigns, collaborating with cross-functional teams, and bringing creative concepts to life that effectively communicated the brand's message and connected with its target audience.

Dec 2020 - June 2021

Book Cover Zone Freelance Graphic Designer

As a freelance graphic design intern, I designed over a hundred book covers for self-publishing writers gaining extensive experience in creating visually appealing designs that accurately represented the genre of the book while learning how to create compositions by resourcing different artists' work.

2020 - 2021

Imrahor Interior Designer

Worked on various aspects of the design process, including space planning, material selection, furniture arrangement, client communication and mood boarding. I collaborated with a team of designers to create design concepts, drafted floor plans, and 3D renderings. I also created decks for clients.

2018 - 2020

Education

Parsons School of Design Communication Design

Class of 2021 with Honors

Istituto Europeo Di Design Di Milano Interior Design

Class of 2019

Skills	Software	Visual	Coding
	Adobe Creative Suite	Branding	HTML
	After Effects	Typography	CSS
	Premiere Pro	Editorial	Javascript
	AutoCad	Motion Design	P5.js
	Blender		