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ABOUT ME



I am a highly skilled and creative advertising photographer with over four years of experience. A former public relations and media manager with a proven track record of managing successful campaigns for clients across various industries. Known for excellent communication and collaboration skills with both clients and creative teams. Experienced in web design and developing large-scale campaigns for famous companies.

- Create visually compelling images for advertising campaigns across various mediums, including print, digital, and social media.
- Collaborate with creative directors, art directors, and clients to understand their vision and bring it to life through photography.
- Manage all aspects of photoshoots, including pre-production, shooting, and post-production.
- Use the latest photography techniques, equipment, and software to deliver high-quality images that exceed client expectations.
- Develop and design websites using WordPress, HTML, and CSS, creating visually appealing and user-friendly interfaces.
- Collaborate with clients and teams to understand their vision and requirements, and ensure timely and efficient delivery of projects.
- Participate in designing and launching large-scale campaigns for famous companies, developing creative concepts and executing campaigns across multiple channels.



Product photography is a specialized field in which skilled photographers capture images of items intended for sale. The goal is to create images that are visually appealing, clear, and accurate in representing the product. The job requires a keen eye for detail, knowledge of camera equipment, and an ability to work with light to create the desired effect. Beyond the technical aspects of the job, product photography also demands creativity and a sense of artistry. A good product photographer must be able to think outside the box and come up with new and innovative ways to showcase products. This is particularly important in today's competitive market, where businesses are constantly looking for ways to differentiate themselves and grab the attention of potential customers. In addition to photography skills, product photographers must be proficient in high-end retouching techniques, which ensure that the final image is flawless.

PROJECT 07.

BERGESTON MOTOR OIL

As a product photographer, I have a passion for capturing the essence of products in the most effective way possible. I relish the challenge of working with lighting to find the best possible angle and approach, striving to highlight each product's unique features and design elements.











PROJECT 01.

MACROTEL REPLACEMENT BATTERIES

As a commercial photographer, I recently had the opportunity to work on a project for a company that specializes in smartphone replacement batteries. The goal of the project was to create a series of product images that showcased the features and benefits of the company's batteries in a visually compelling way. To accomplish this, we collaborated closely with the client to understand their brand and messaging, as well as their desired aesthetic. We chose to shoot the images in a bright, modern studio setting, using studio lighting to create a clean and polished look. We also incorporated creative angles and compositions to highlight the batteries' sleek design and functionality. Overall, the project was a success, and the client was thrilled with the final images, which have since been used in a variety of marketing materials, including social media, e-commerce listings, and print ads.

PROJECT 02.

LAICO MATTRESSES

The aim of the project was to create a series of product images that would visually communicate the quality, style, and comfort of the company's mattresses.

With the right lighting and angles, product photography with a white background can result in crisp and professional images that are perfect for marketing materials, e-commerce websites, and other promotional materials.



















PROJECT 03.

LAICO CHILD BATHROBES

When it comes to product photography, the goal is to capture the essence of the product and highlight its features and unique qualities. In the case of children's bathrobes, this means showcasing the softness of the fabric, the fun and playful designs, and the cozy fit. Overall, by using the white background and ghost technique, we can create compelling and eye-catching images of children's bathrobes that effectively showcase the product's features and appeal to potential customers.









PROJECT 04.

NARMASA
BATHROBES AND
TOWEL SLIPPERS

For bathrobe photography, a white background is often used to provide a minimalist look and emphasize the product's design.

To achieve this, a professional lighting setup is used to create even lighting across the product and background. This allows for the bathrobe to stand out and the viewer to focus on the design details, such as the stitching and fabric texture.







PROJECT 05.

LAICO PILLOWS

In post-production, retouching techniques can be used to refine the final image. This may involve removing any distracting elements, adjusting the color and brightness to accurately represent the pillow, and enhancing the texture and details of the pillow to make it appear even more appealing to potential customers.



PROJECT 06.

HILAMIA REFRIGERATORS

Refrigerator photography can be a challenging task due to the size of the product and the reflective surfaces that are commonly found on refrigerators. To capture the best possible shot, multiple images from different angles are often necessary to showcase the product's design and features. Proper lighting is also crucial when it comes to refrigerator photography, as it can be tricky to avoid unwanted reflections and shadows. Professional lighting techniques are required to create even lighting across the refrigerator, highlighting its design and details.



















Advertising photography plays a vital role in the branding and advertising industry. The ability to capture products and services in the most appealing and attractive way possible is a skill that requires creativity, artistic vision, and a deep knowledge of lighting, photography, and high-end retouching techniques. Great advertising photography can elevate the perception of a brand and its products, attracting attention and building a sense of trust and credibility with potential customers. It's not just about taking a beautiful photo, but also understanding the brand's target audience and the message that the brand wants to convey through the photograph.

PROJECT 08.

LAICO PILLOWS



PROJECT 09.

LAICO BEDDINGS





PROJECT 10.

LAICO BEDDINGS FOR KIDS





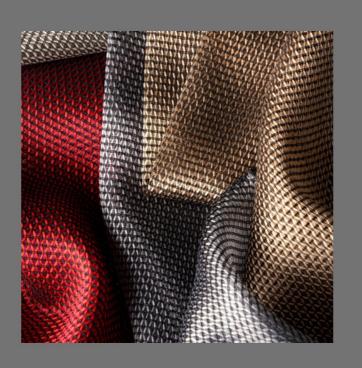


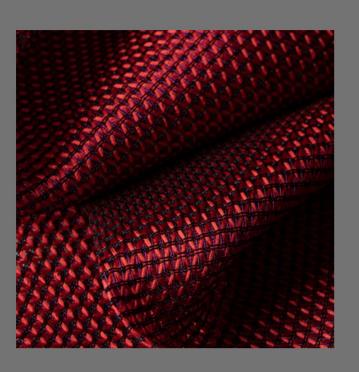




PROJECT 11. CURTAINS

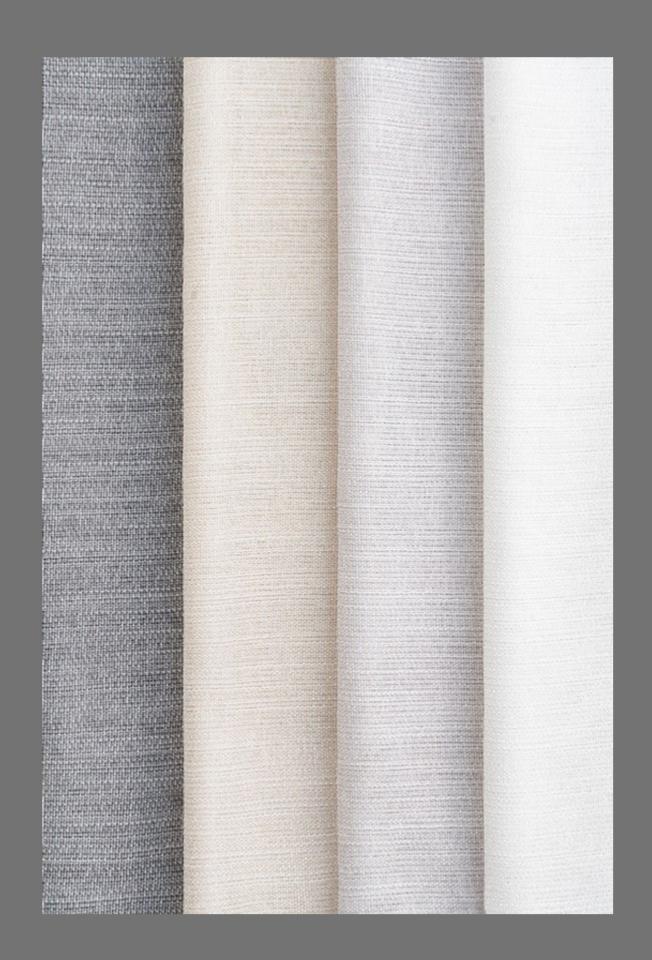






PROJECT 11. CURTAINS

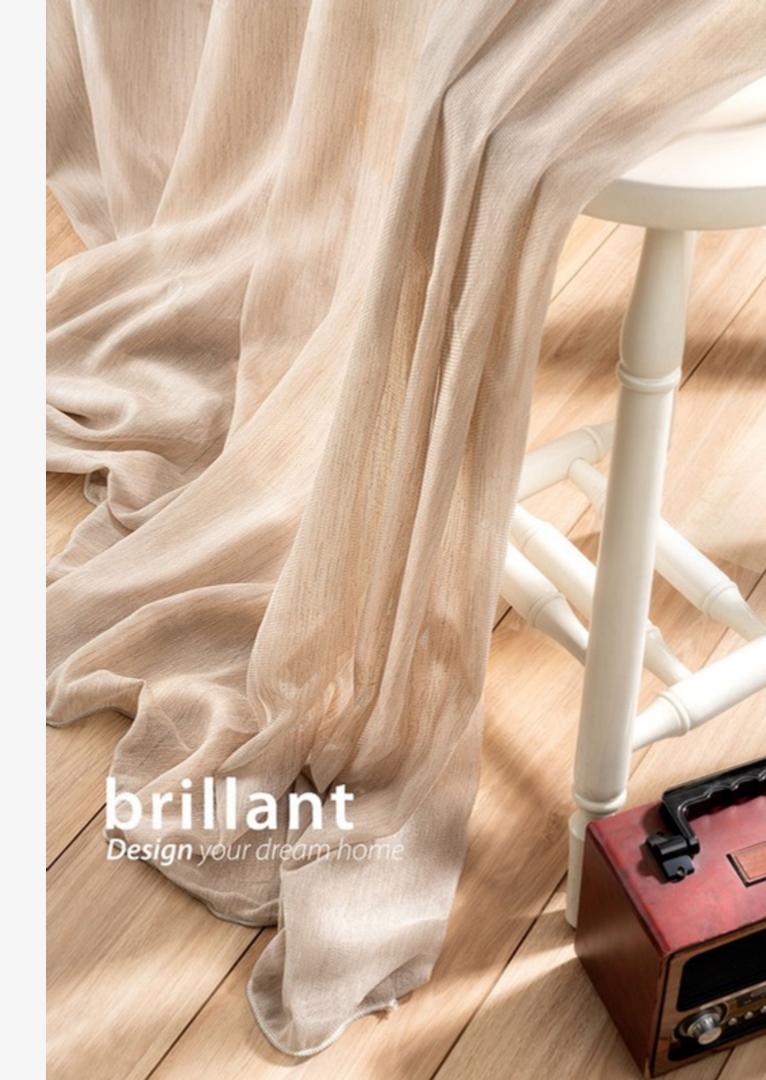
It becomes more challenging when it comes to showcasing different types of curtains and their materials. In order to capture the best possible shots, a professional photographer should pay close attention to the fabric texture, color, and the way the curtains drape. Each curtain type should be arranged and photographed in a way that highlights its unique features and selling points.





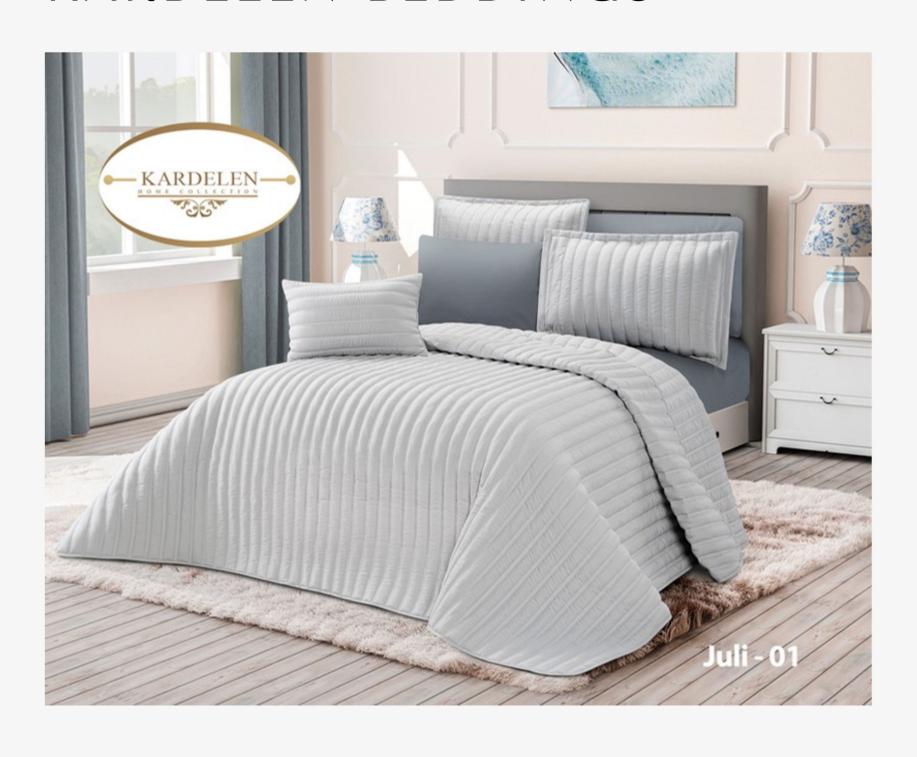






PROJECT 12.

KARDELEN BEDDINGS





We have been shooting bedding items almost every day, and we are proud to say that we have multiple loyal customers who trust us for their bedding photography needs. To ensure high-quality images, we use a 3D-designed background that is specially created to complement the subject and enhance the overall visual appeal of the image. This approach adds depth to the image and creates a seamless look. With our expertise in lighting, composition, and high-end retouching, we capture every detail of the bedding item, making sure it looks its best.





PROJECT 13.

LAICO BATHROBES FOR KIDS

PROJECT 14.

BATO CAFE MENU







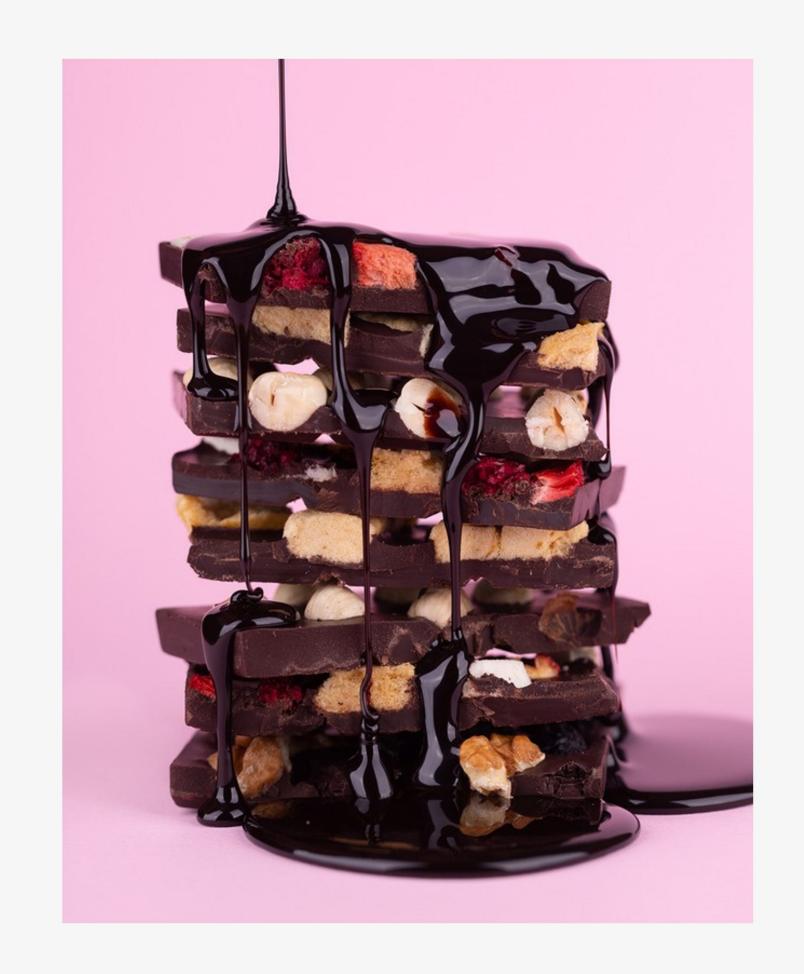


PROJECT 15.

CHOCOLOGO CHOCOLATE BARS

Food photography requires a keen eye for detail, a strong understanding of lighting and composition, and the ability to make food look both appetizing and visually appealing. In addition to traditional advertising and marketing campaigns, food photography is also used in cookbooks, magazines, menus, and online food blogs and websites.

When it comes to photographing Chocologo chocolate bars, a pink background can be a great way to convey the message of desire and indulgence associated with this delicious treat. By using a soft, pastel pink, we can create a warm and inviting atmosphere that draws the viewer's eye to the rich, brown tones of the chocolate itself.





PROJECT 16.

BIOAQUA WATERGET HYALURONIC ACID

Bioaqua Water Gel Hyaluronic Acid is a skincare product that deeply moisturizes the skin, leaving it smooth and fresh. To convey the message of freshness and hydration, the product can be photographed by dropping it into a container of water. The water creates a refreshing and revitalizing background, emphasizing the product's hydrating properties. The use of Hyaluronic Acid, a naturally occurring substance in our skin, can also be emphasized by incorporating water droplets into the photo to represent the molecule's hydrophilic nature. This kind of photography can create a visually stunning image that will catch the consumer's attention and convey the benefits of the product in an instant.



PROJECT 17. ROSSINI PERFUME

The client, a perfume retailer, hired me as the sole photographer for a project centered on their fragrance, Rossini. The scent—a blend of orange and wood notes—inspired a classical theme that I reflected through the model's wardrobe and the overall shoot design. After capturing a variety of shots, the client selected one image that perfectly embodied the essence of their brand and the perfume. This photo now features prominently on mall lightboards, showcasing Rossini to a wider audience. The project was a challenging yet rewarding experience, allowing me to bring my creative vision to life.



PROJECT 17. YVES ROCHER LIPSTICK





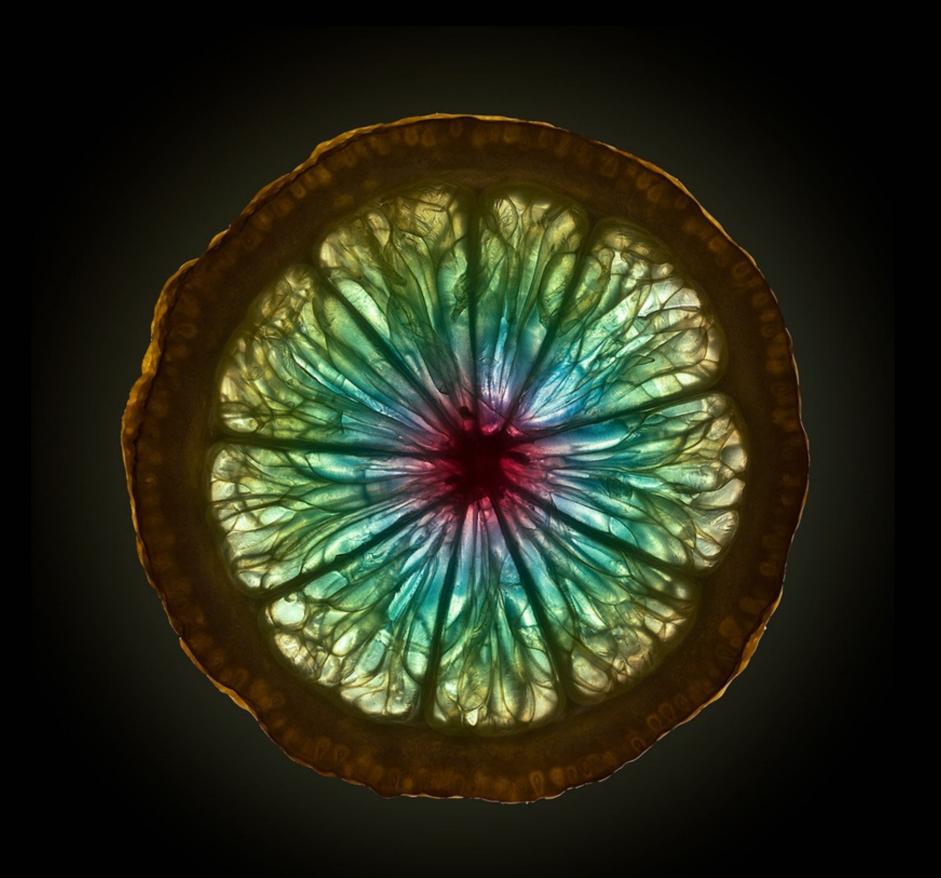
PROJECT 18.

CHANEL PERFUME
(Personal Project)



PROJECT 19.

SIODER SHOES





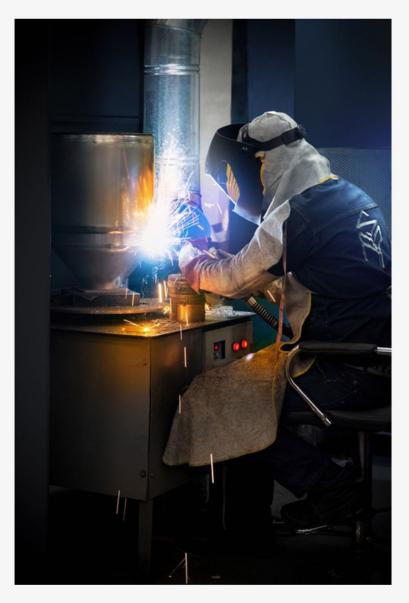


I decided to push my skills to the limit and take on the challenge of photographing the Seri 7 Apple Watch. After testing multiple lighting setups, I finally found the perfect setup that would highlight the watch's features and bring out its beauty. I used a 90mm macro lens to capture the intricate details of the watch. When the photography was completed, I used my advanced retouching skills to merge three photos into one stunning final image. With a keen eye for detail, I ensured that the colors and details were true to life and that the watch was showcased in the best possible way. The end result was a breathtaking image that perfectly captured the essence of the Seri 7 Apple Watch.

PROJECT 20.

PAYA SANAT POLYMER FACTORY

Production line and factory photography requires great attention to detail and an eye for capturing the intricacies of the manufacturing process. Recently, I had the opportunity to shoot a technological factory that produced various car and machine parts. This factory was equipped with state-of-the-art machinery, a laboratory, and multiple production lines. As a product photographer, I was tasked with capturing every aspect of the production process in the most compelling and visually striking way possible. It was a challenging project, but one that was ultimately rewarding. With each shot, I aimed to convey the precision, craftsmanship, and attention to detail that went into creating each and every product. From the assembly lines to the laboratory, every area of the factory required a unique approach and careful consideration to ensure that the final product was of the highest quality. Through my photography, I was able to showcase the factory's advanced technology, skilled workforce, and commitment to excellence.





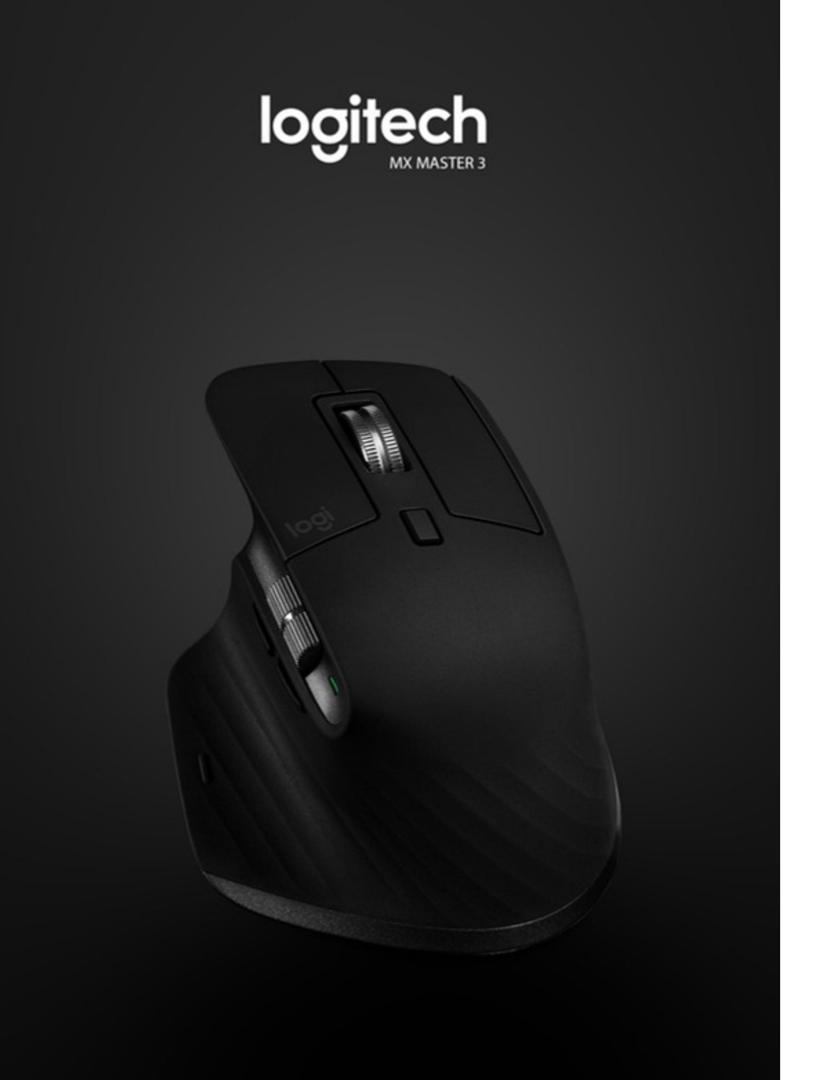


PROJECT 21.

ACTIVE BODY SHAMPOO

The focus is not only on the product itself but also on its effects. To highlight the product's properties and texture, proper lighting is required. A balance must be struck between highlighting the product's curves and the bubbles used in the background. The challenge is to get the right balance between the two. The bubbles are an essential part of the photography because they convey the product's effervescence and freshness. The final result is a photograph that captures the product's essence in all its glory, ready to be used in advertising campaigns and promotions.





PROJECT 22.

LOGITECH MOUSES

(Personal Project)



CONTACT

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