Marketing *Portfolio.*

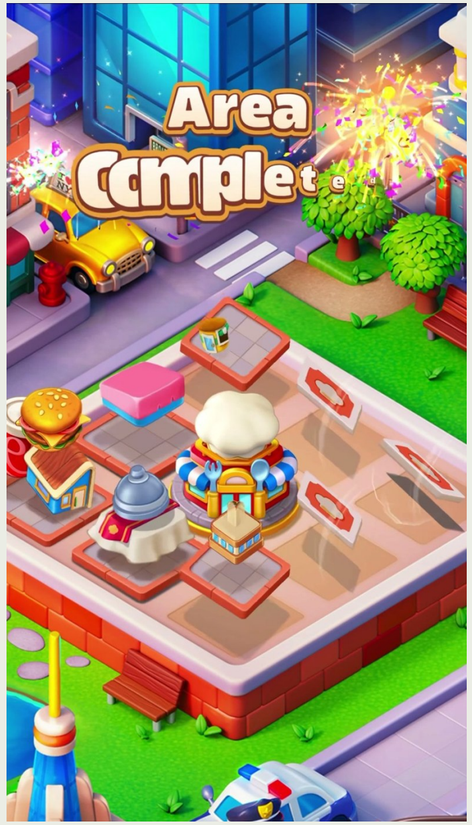
Emre Onur Yeşiltaş

Marketing Artist

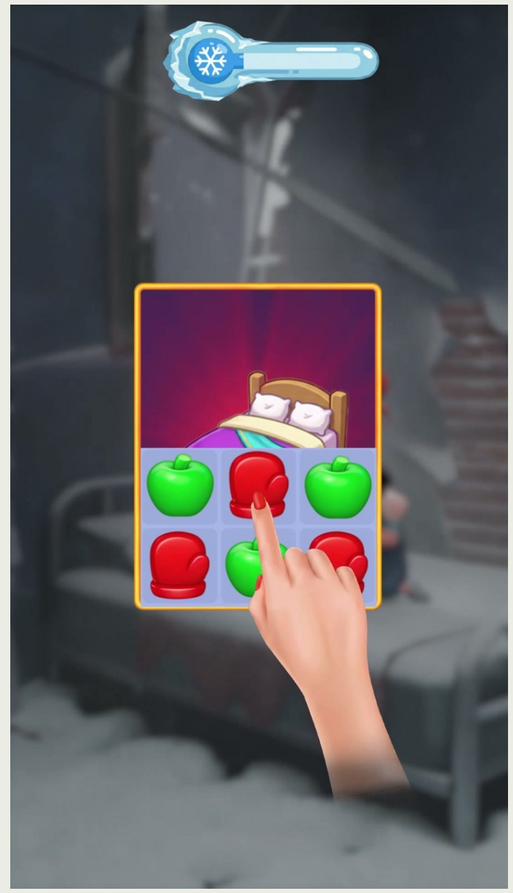
Motion design & 3D animation

Playable ads

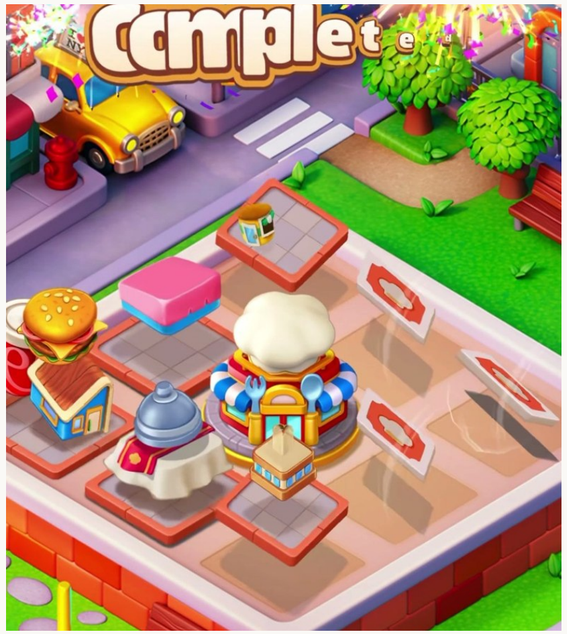
Game prototypes & concepts







Selected Work



01

Motion

Game marketing videos

09 videos **03-08**

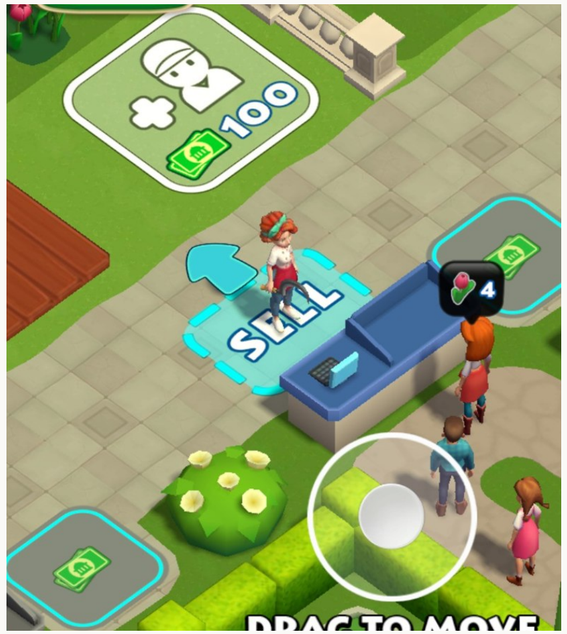


02

3D

Animation & rendered scenes

14 videos **09-15**

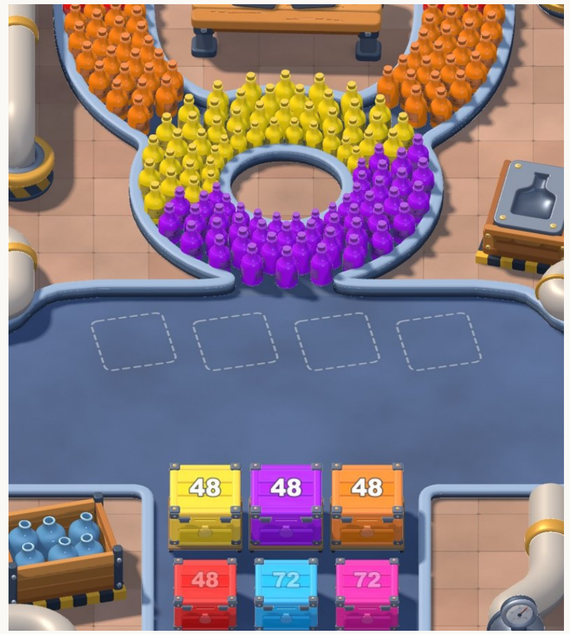


03

Playables

Interactive game ads

06 playable ads **16-18**



04

Prototypes & Concepts

Mechanics & theme exploration

06 prototype families **19-25**

CV / 26

01 / Motion

Game marketing videos, motion design and editing.

Foodie Sizzle

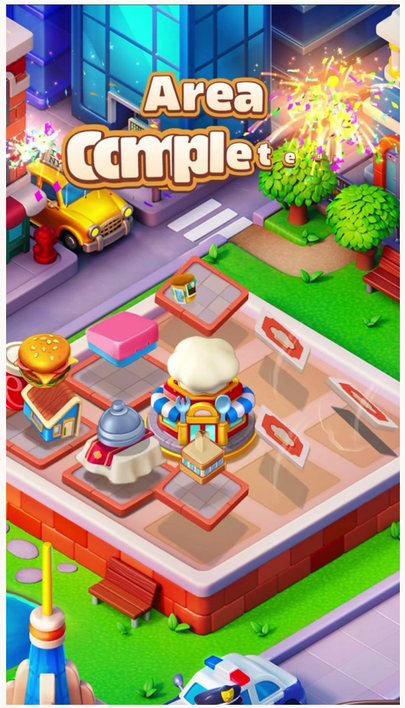
Color, rhythm and rewards

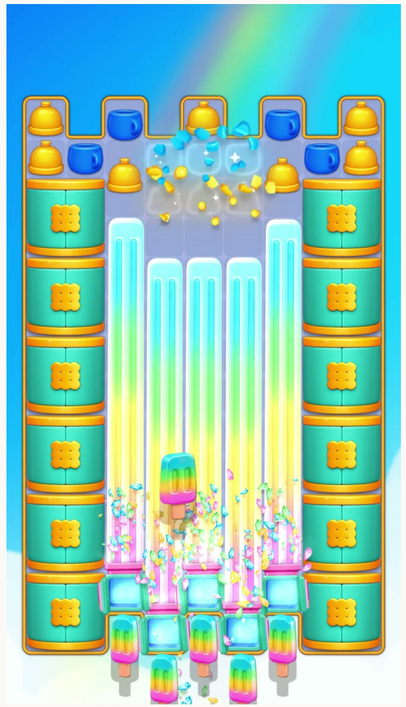
Food scenes transition into match-3 gameplay, with particle effects and reward animations.

Match-3 Effects Vertical video

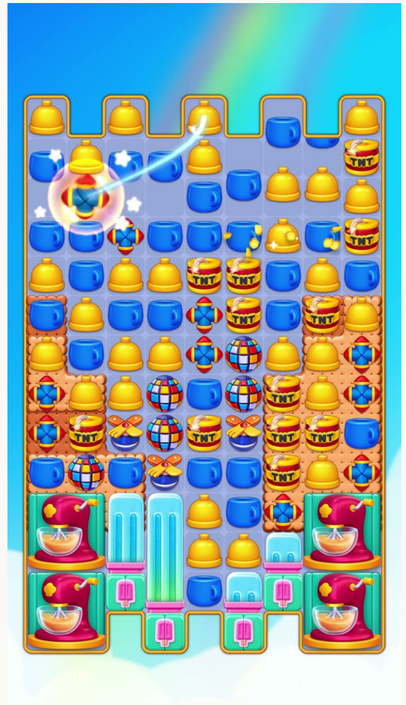
Watch video >

9:16 / 54 sec





00:19

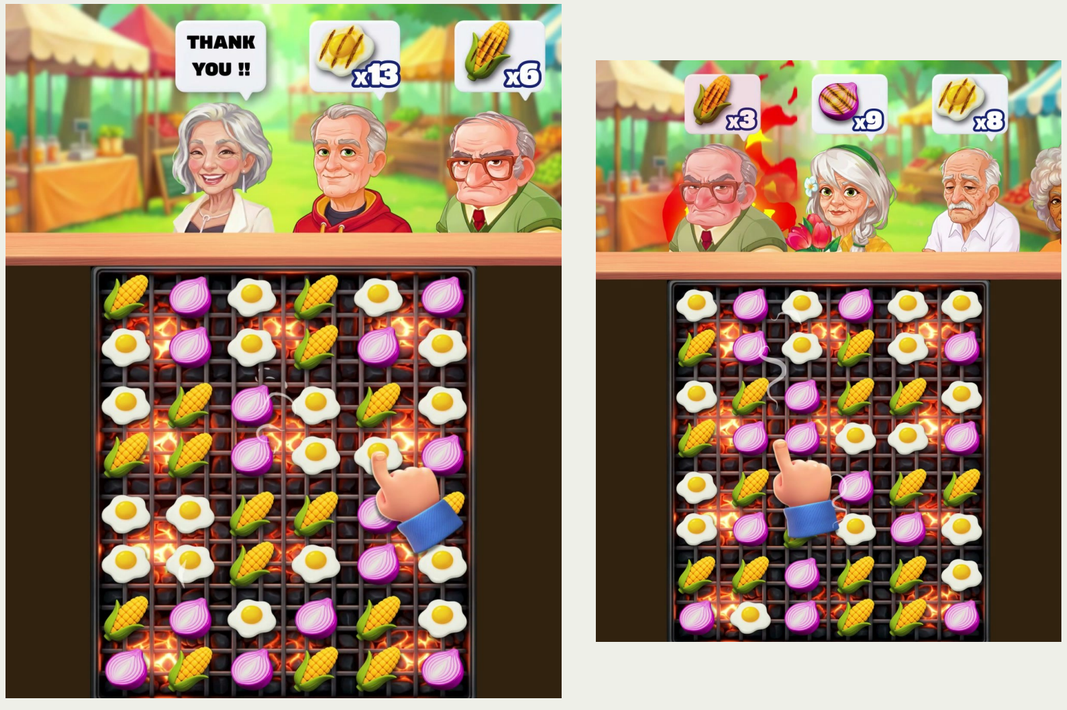


00:35

Motion / Royal Cooking

Two food themes built around the same gameplay structure.

Royal Cooking / Big Grill



Order-based matching

Customer orders and food matching in a grill-themed gameplay sequence.

Watch video >

4:5 / 38 sec

Royal Cooking / Fruit



Fruit theme variant

Fruit tiles and customer orders form a visual variant of the Royal Cooking sequence.

Watch video >

4:5 / 38 sec

Motion / Cleaning & Matching

Gameplay sequences with animated objects and visual feedback.

Cleaning Kitchen



Kitchen cleaning sequence

Cleaning gestures and surface transformations in a pastel kitchen.

Watch video > 9:16 / 30 sec

Multi Match



Food-target matching

Food targets guide a matching sequence with animated pieces.

Watch video > 9:16 / 60 sec

Motion / Story & Puzzle

Family rescue and tile-matching gameplay sequences.

Family Save





Family rescue sequence

A family rescue story connects short game tasks with room scenes.

Watch video >

4:5 / 50 sec

Mahjong Tiles





Layered tile matching

Layered tiles, clear symbols and moves that open space on the board.

Watch video >

4:5 / 35 sec

Motion / Bottle Escape

Landscape video showing the setting and puzzle action together.

Bottle Escape

Landscape puzzle layout



00:07



00:19

A wide layout shows customer orders, colorful bottles and puzzle actions together.

Watch video >

16:9 / 35 sec

Motion / Hook Idea

Color sorting and flowing beads

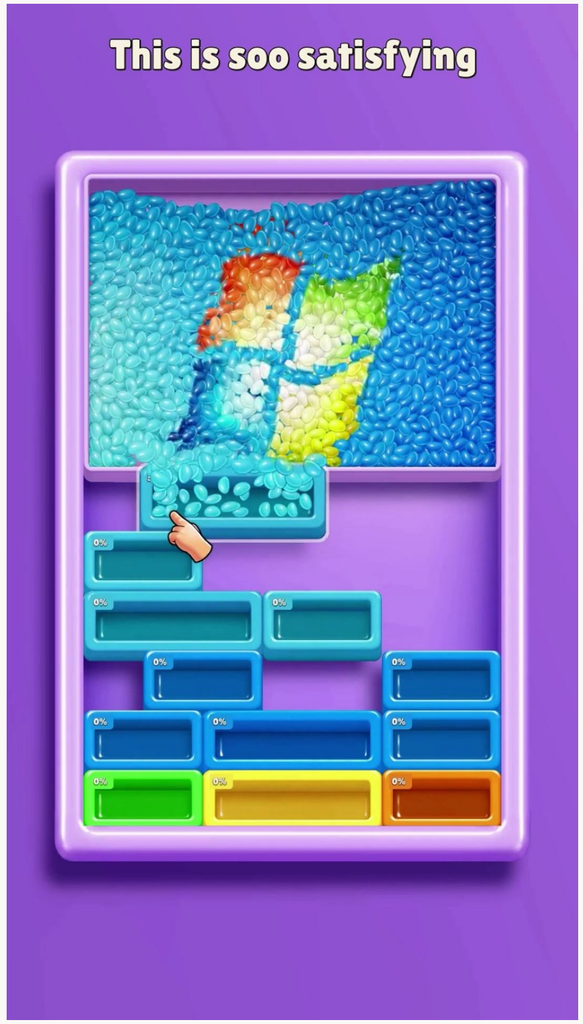
Hook Idea

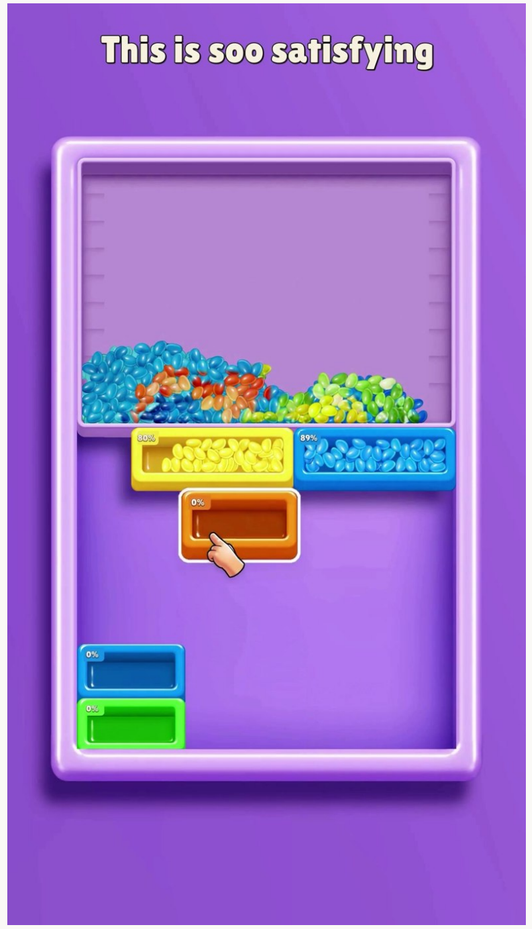
A color-sorting hook with flowing beads, matching trays and guided interactions.

Color sorting | Bead animation | Gameplay hook

Watch video >

9:16 / 28 sec

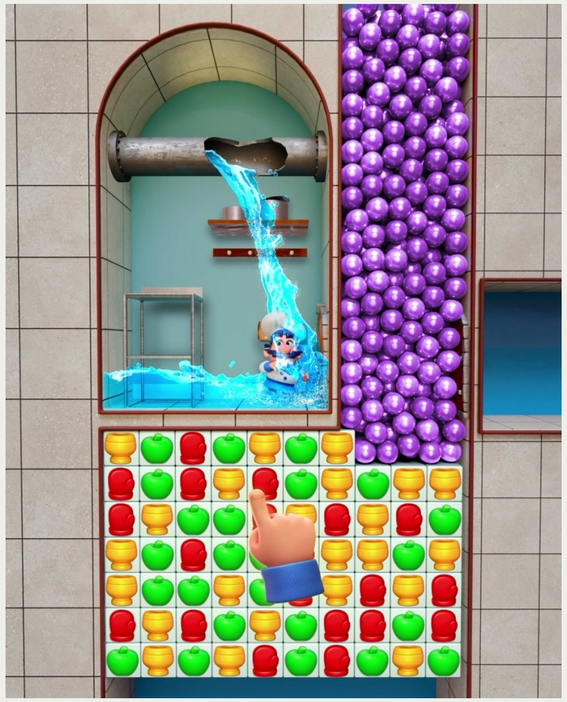


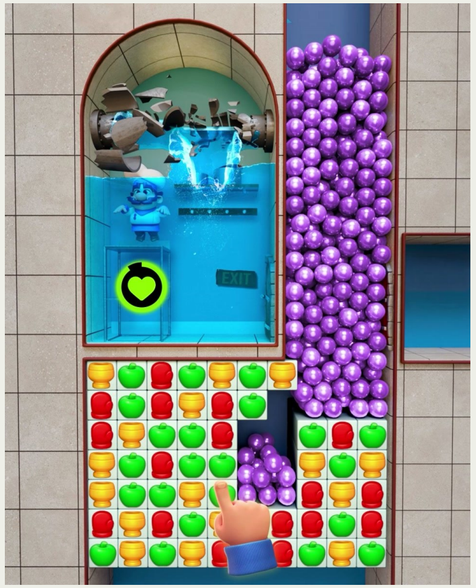


02 / 3D

Rising water, falling marbles and object-matching gameplay.

Marble Water



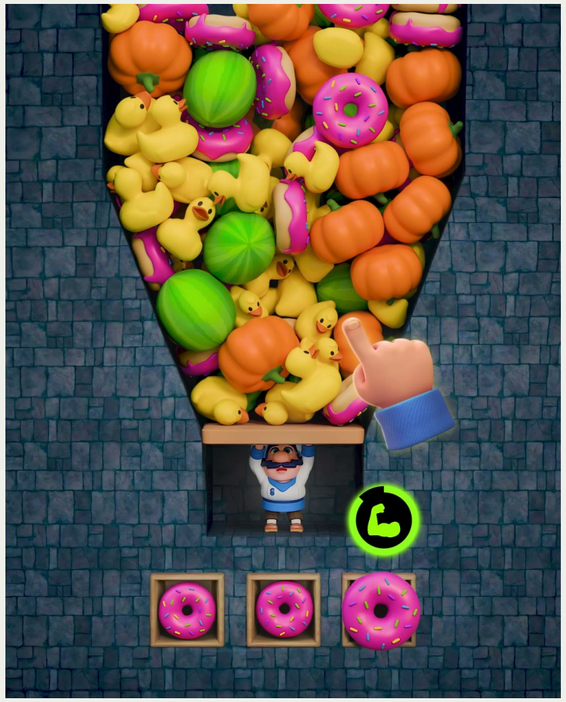


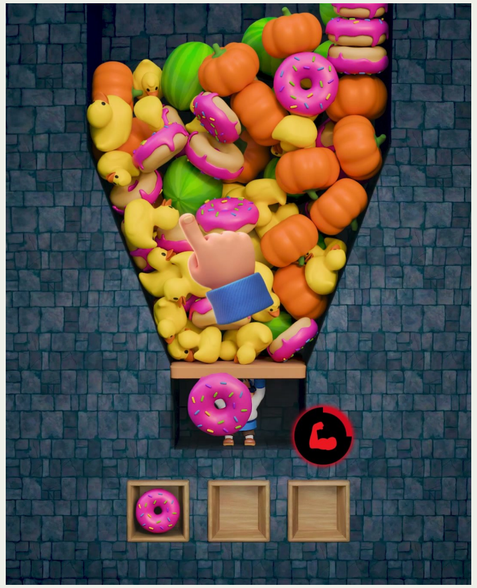
Rising water and falling marbles

Water rises around the chef as match-3 moves release purple marbles through the adjacent shaft.

Watch video > 4:5 / 59 sec

Select Three





3D food matching

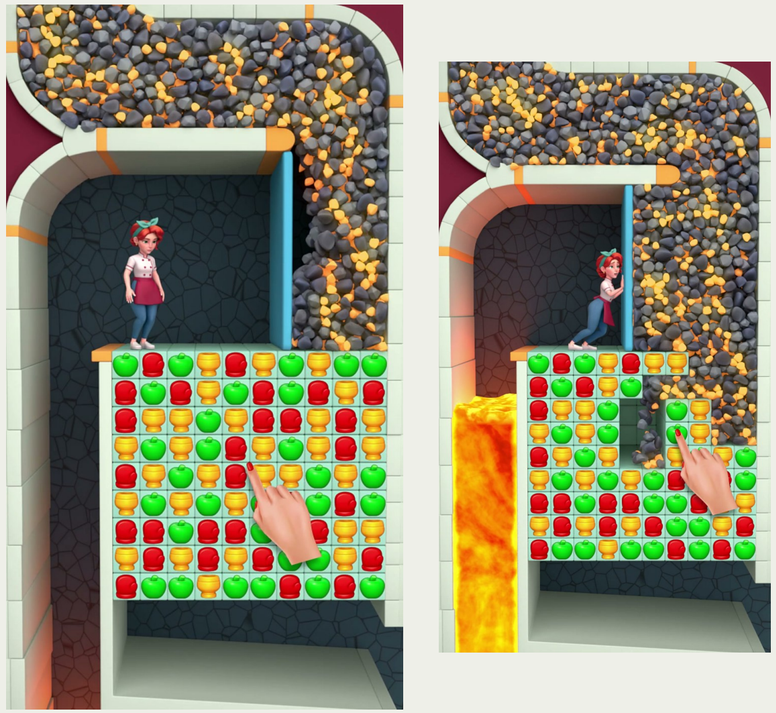
A pile of colorful food objects and a selection tray show 3D matching.

Watch video > 4:5 / 30 sec

3D / Paths & Environments

Winding escape routes, physical obstacles and environment variations.

Jump Ball



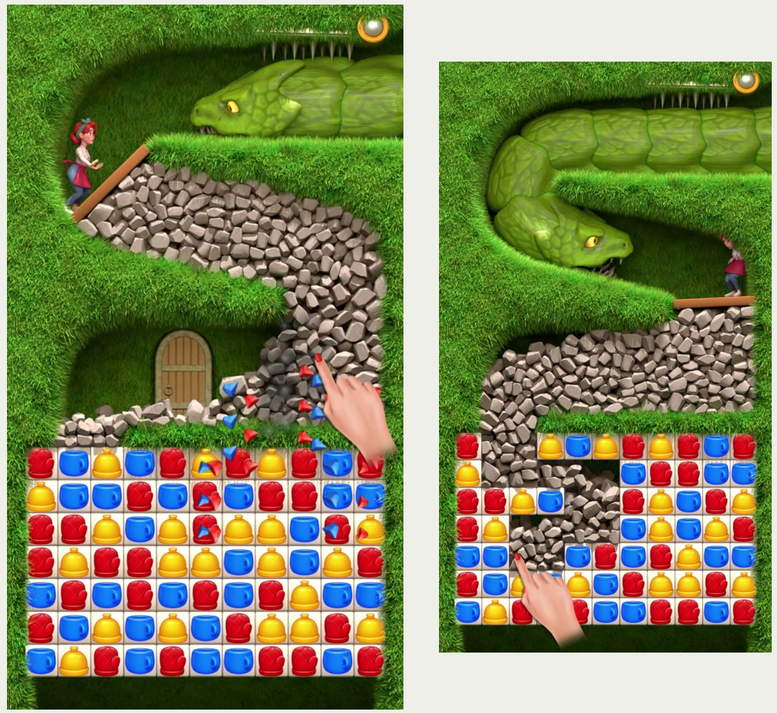
Obstacle escape sequence

A winding route and obstacles create an escape sequence above the match board.

Watch video >

9:16 / 29 sec

Grass Environment



Environment variant

Green terrain, stone fill and a winding channel form an environment variant of the escape concept.

Watch video >

9:16 / 59 sec

3D / Rescue Scenes

Cold interiors and a shark escape, connected to puzzle actions.

Cold House

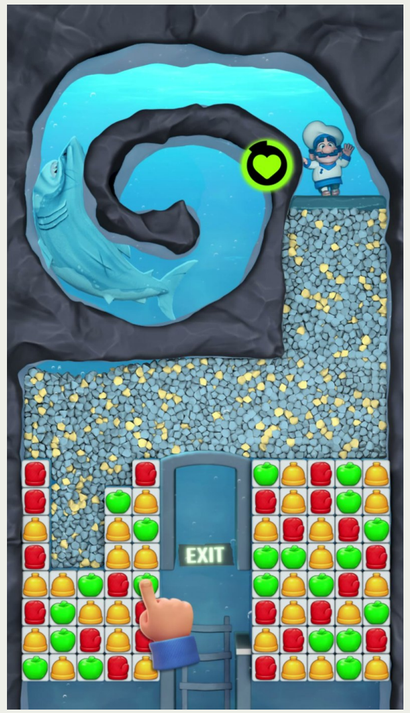


Cold interior and rescue

Snow-filled interiors, a temperature meter and short game tasks define the rescue sequence.

Watch video > 9:16 / 40 sec

Shark





Shark escape scene

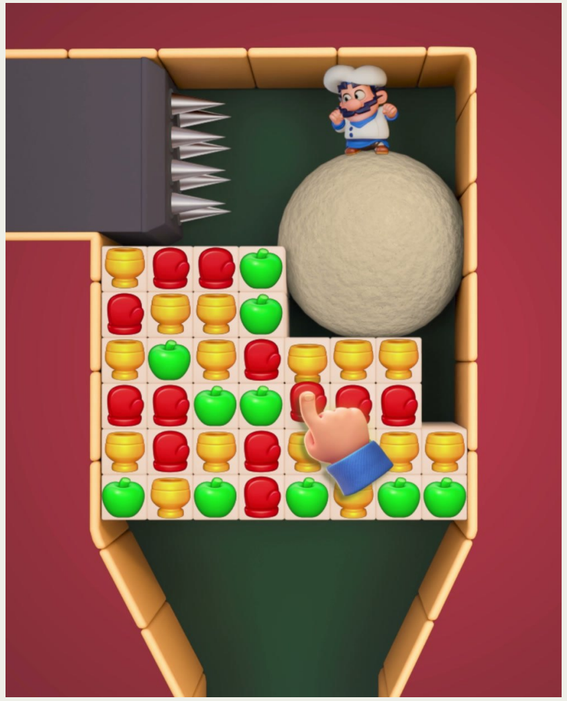
A shark threat and winding water channel connect puzzle moves to an escape scene.

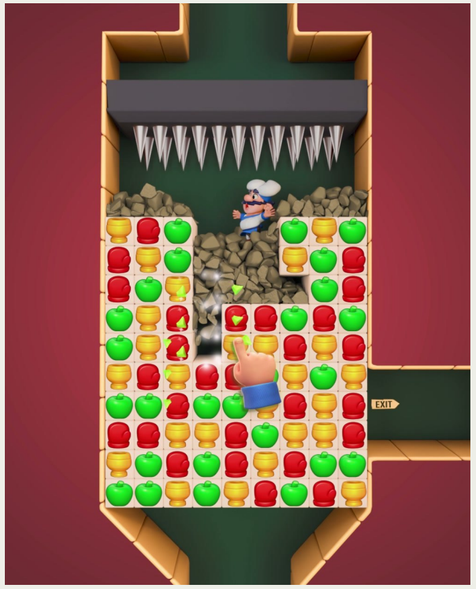
Watch video > 9:16 / 59 sec

3D / Obstacles & Interiors

Boulder and spike puzzles, followed by character animation in a cold interior.

Stone Crush / Spear





Boulder and spike puzzle

A boulder and sharp obstacles surround the match board and define the rescue goal.

Watch video > 4:5 / 59 sec

Freezing Room





Interior scenes and character animation

Character animation, camera framing and cold interiors support a rescue sequence.

Watch video > 9:16 / 59 sec

3D / Gameplay & Environments

Restaurant scenes and tunnel gameplay with different camera perspectives.

Restaurant Chaos



Character movement, area clearing and rewards show a worn space becoming a restaurant.

Watch video > 4:5 / 35 sec

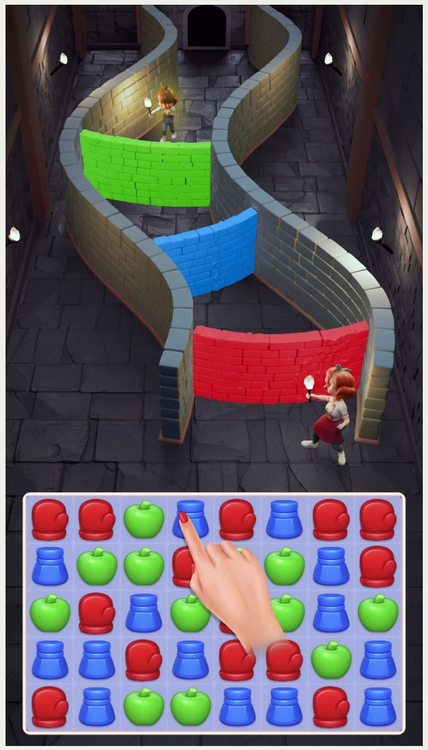
Waiter



A chef, matching tasks and restaurant scenes connect close-up gameplay with the environment.

Watch video > 4:5 / 48 sec

Dangerous Tunnel



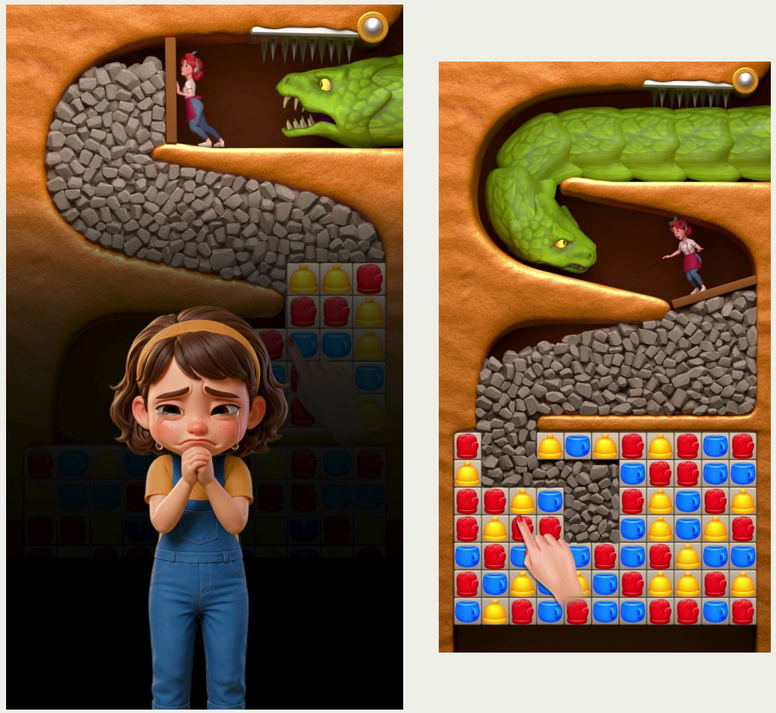
Character movement and colored barriers show progress through a dark, winding tunnel.

Watch video > 9:16 / 40 sec

3D / Character & Physics

A crocodile threat and a stone cascade frame two character-led puzzle sequences.

Girl Hook



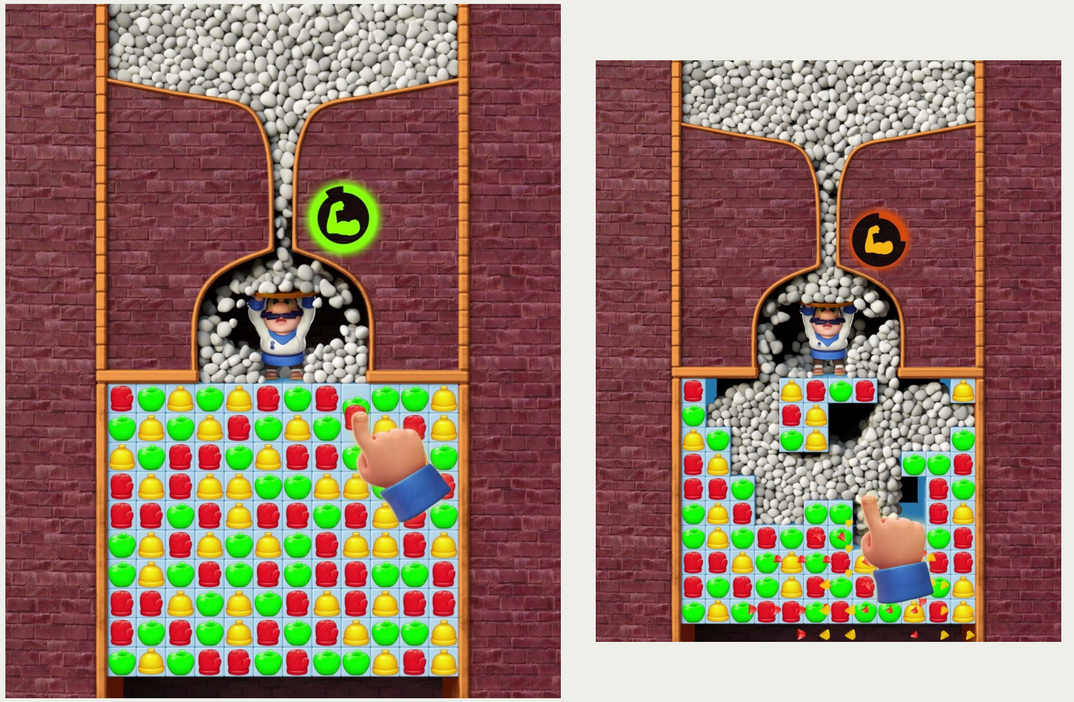
Character-led opening

A girl and a crocodile threat introduce an escape story linked to puzzle moves.

Watch video >

9:16 / 59 sec

Stone Carry



Stone cascade and match-3 gameplay

A chef supports a cascade of stones while match-3 moves clear a path below.

Watch video >

4:5 / 29 sec

3D / Lava Snake Rescue

Lava, a descending snake and chef rescue gameplay.

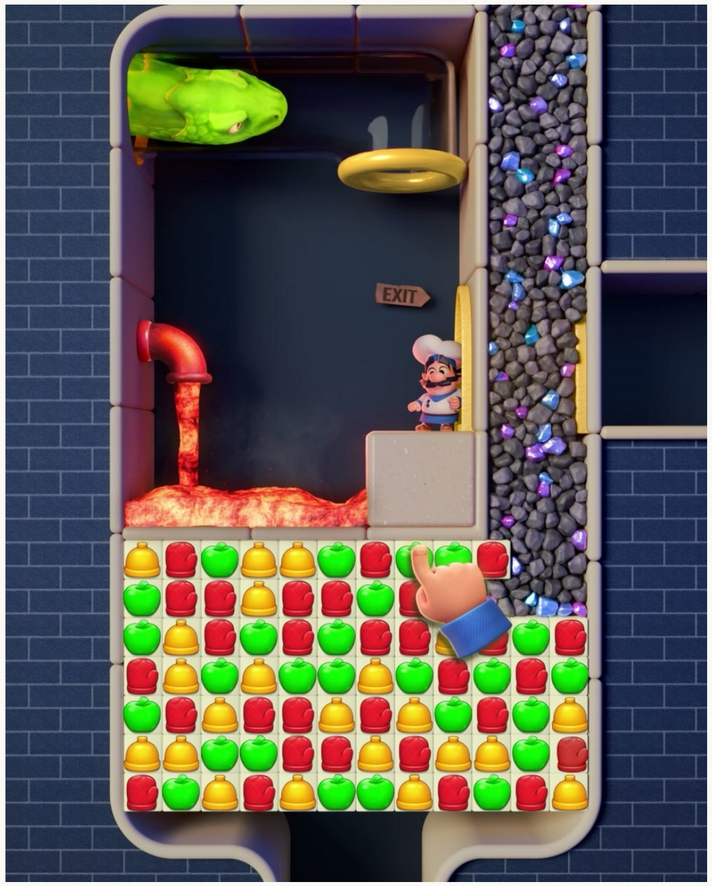
Lava Snake Rescue

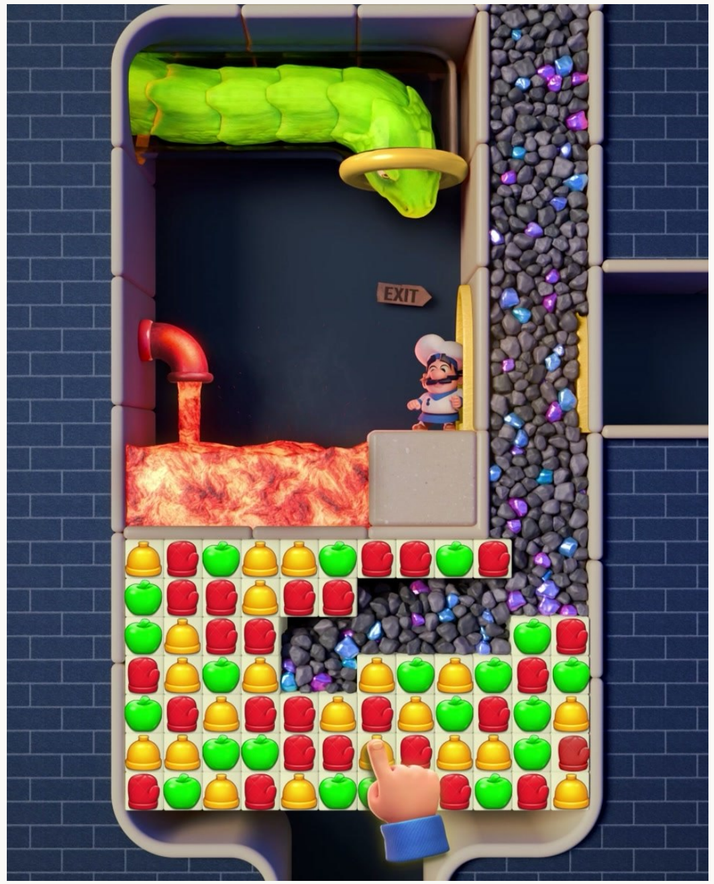
Lava, a snake and a chef rescue

A lava-filled room and a descending snake build tension around chef rescue gameplay.

Watch video >

4:5 / 59 sec





03 / Playables

Playable ads demonstrating the main interaction.



Food Merge

Ingredient merging

Merge ingredients on a kitchen counter to complete the orders shown on the board.

INTERACTION

Drag, merge and complete the order.

Play demo >

Merge · Food



Mia Rescue

Match-3 rescue

A playable ad combining tile matching, a life ring and a character rescue goal.

INTERACTION

Match the tiles to bring the life ring down.

Play demo >

Rescue · Match-3

Playables / Production & Building

Production, sales and construction gameplay loops.



Flower Simulation

Flower production loop

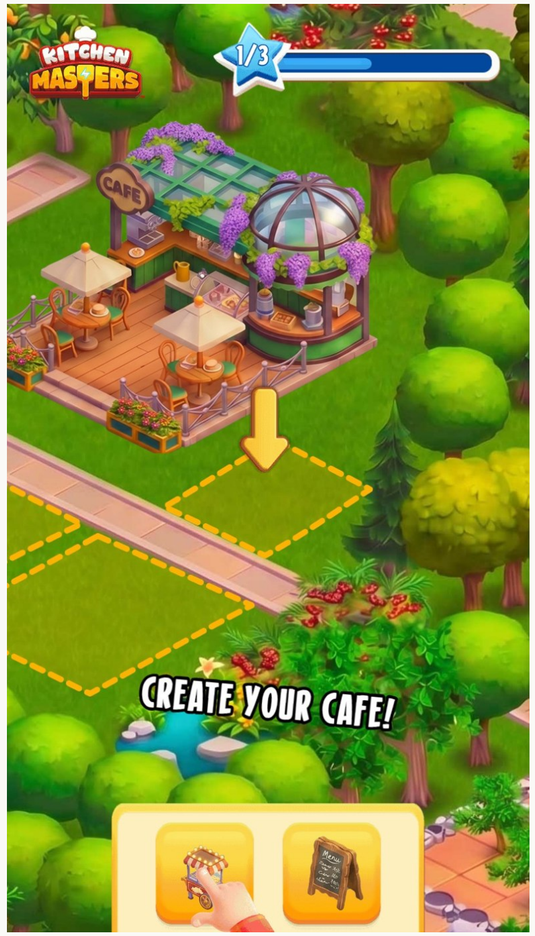
An isometric flower-production, collection and sales loop with drag controls.

INTERACTION

Drag to move the character.

Play demo >

Simulation · Production



Café Builder

Cafe building loop

Choose buildings and develop an isometric space into a cafe.

INTERACTION

Choose a building and start developing the space.

Play demo >

Building · Isometric world

Playables / Matching & Sorting

Ingredient merging and color-based passenger boarding.



Cocktail Match

Ingredient launch and merge

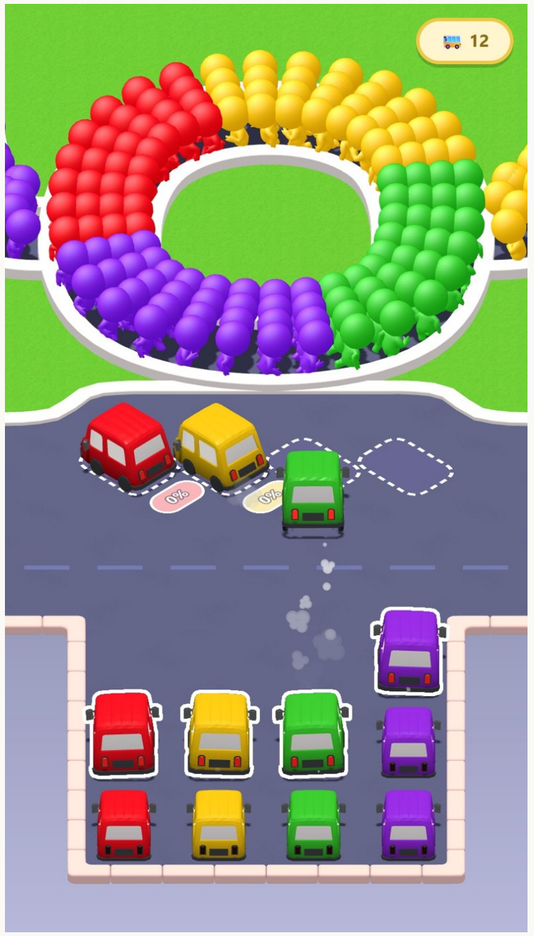
Launch and merge ingredients in a timed mini-game with a preview of the next piece.

INTERACTION

Aim the ingredient and launch it onto the counter.

Play demo >

Mini-game · Merge



Bus Out

Color-based boarding

Match colorful passenger groups with vehicles in a single-screen puzzle.

INTERACTION

Choose the right vehicle and collect the passengers.

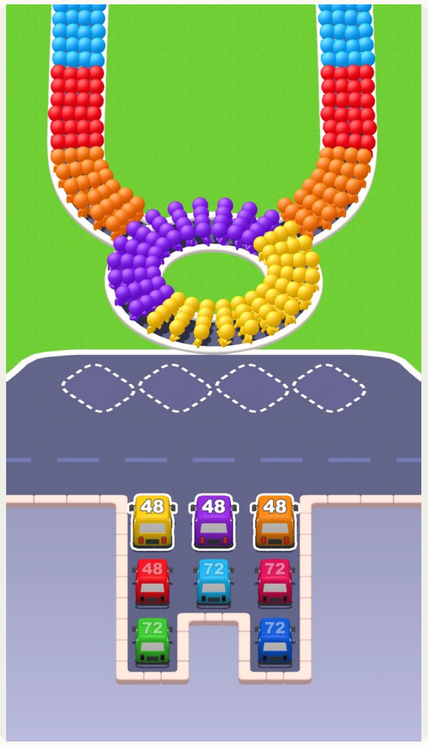
Play demo >

Color matching · Vehicles

04 / Prototypes & Concepts

Bus Out: rapid mechanic prototyping and nine visual themes.

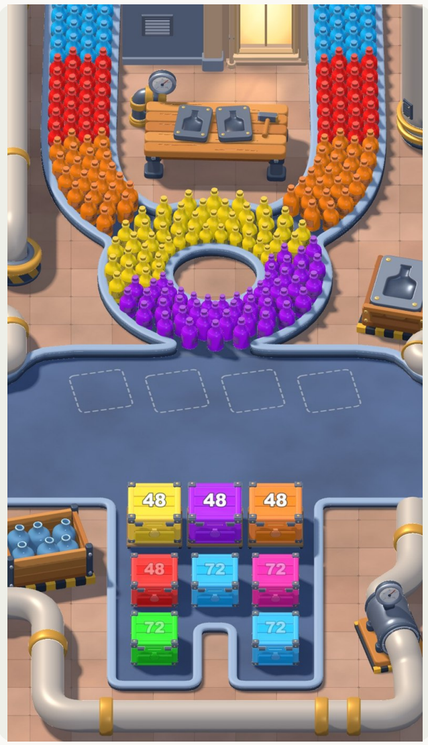
Original



Vehicles and colorful crowds

Play prototype >

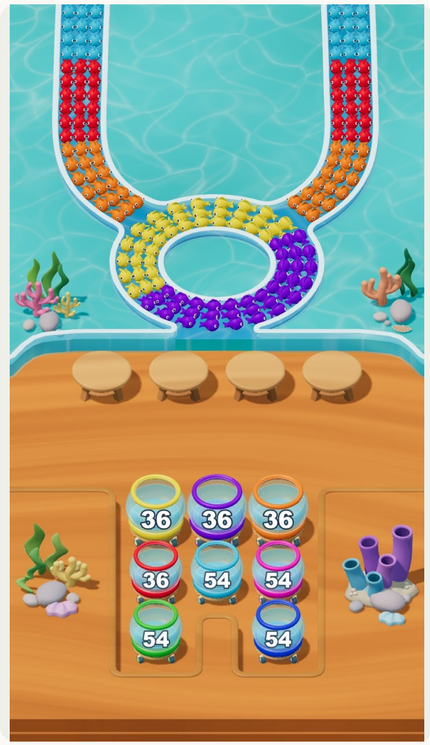
Factory



An industrial setting

Play prototype >

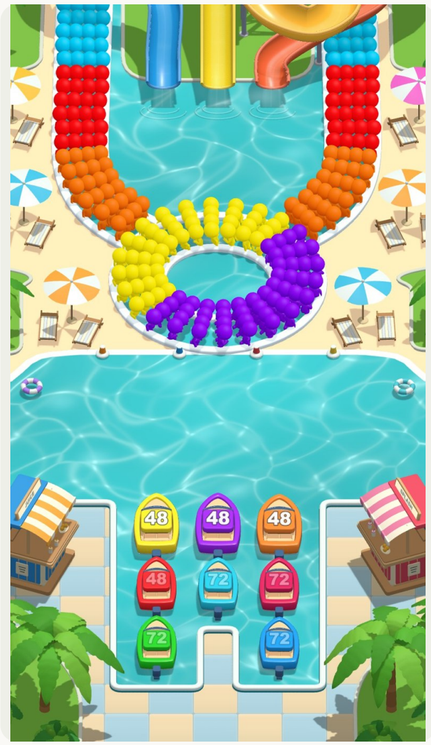
Aquarium



An underwater world

Play prototype >

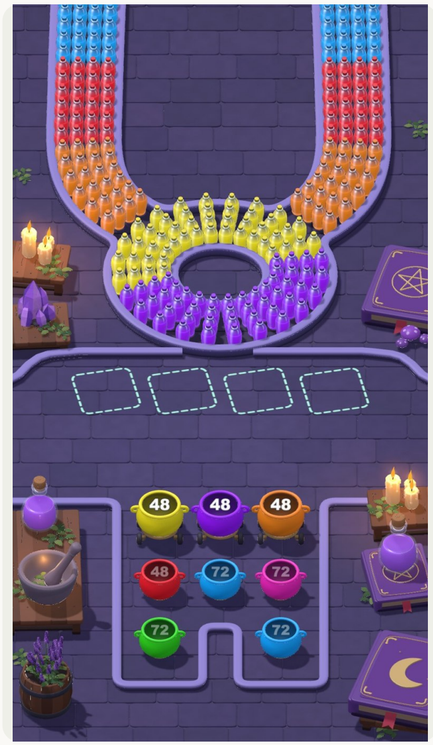
Aqua Park



Slides, pools and summer colors

Play prototype >

Potion



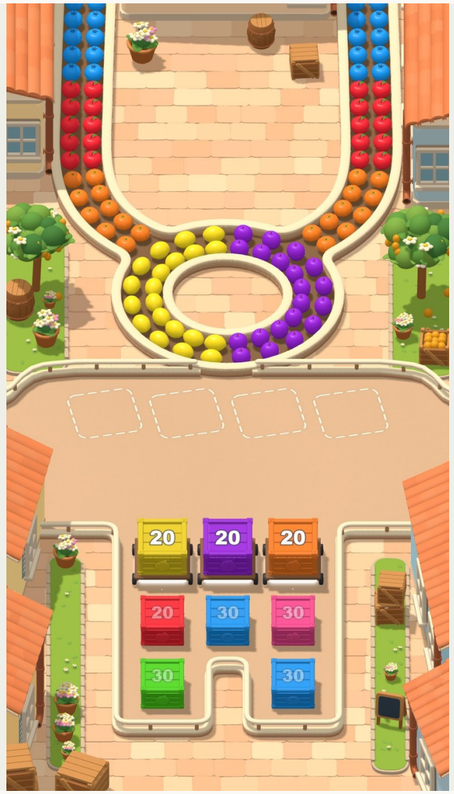
A magical workshop

Play prototype >

Bus Out / Theme Variations

The same crowd-and-vehicle mechanic across four more visual themes.

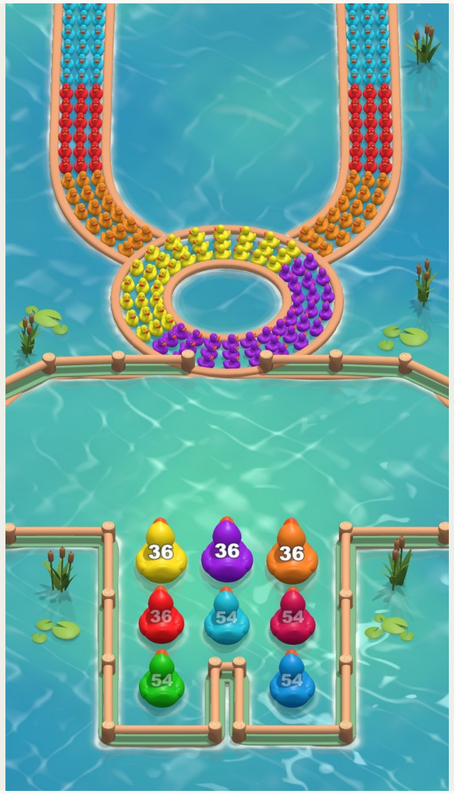
Fruit



A warm market street

Play prototype >

Duck



Colorful flocks on the water

Play prototype >

Christmas



A festive winter setting

Play prototype >

Flower



Flowers and deliveries

Play prototype >

Push Out / Gameplay Variations

Two gameplay structures and four visual themes, with A/B marketing test videos.

Classic



Variant A / Montage

Variant B / Features

Temple



Variant A / Montage

Variant B / Features

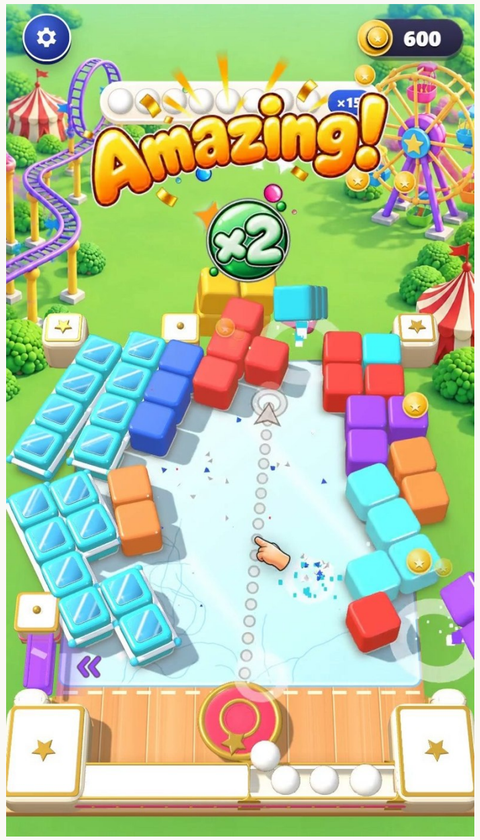
Tiki



Variant A / Montage

Variant B / Features

Carnival



Variant A / Montage

Variant B / Features

Tidy Up / Cleaning Prototypes

Four visual styles, with final-level and large-object playable versions.

Tidy Up



The original soft-color style

Play final level >

Large objects

Cozy Corners



A warm pastel kitchen

Play final level >

Large objects

Pop & Polish



Bold colors and clear outlines

Play final level >

Large objects

Sketch & Shine



A light, sketch-style world

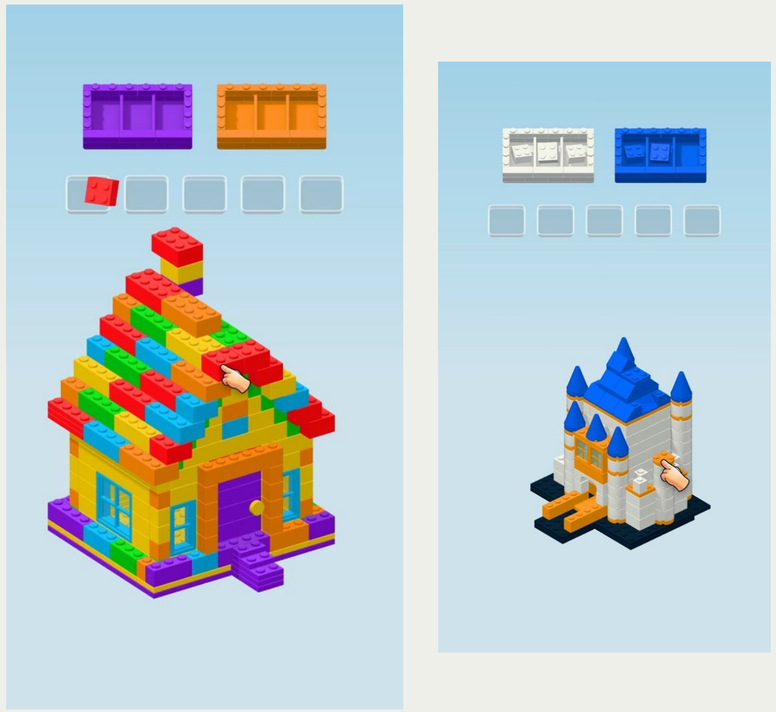
Play final level >

Large objects

Factory / Physics Prototypes

Block collection, balance and structure breakdown.

Block Factory

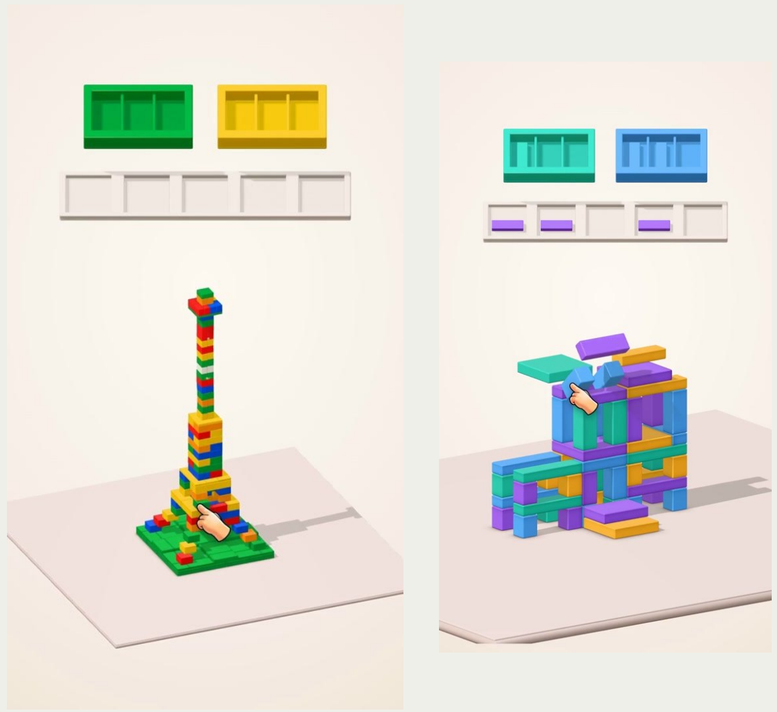


A block-selection prototype testing collection across small building layouts.

Play prototype >

Watch montage >

Brick Factory



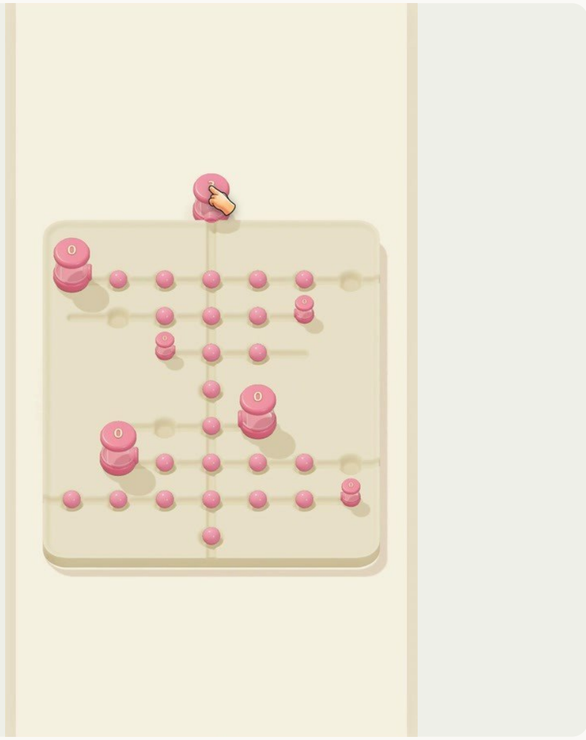
A block-collection prototype testing balance, collapse and different structure layouts.

Play prototype >

Watch montage >

Candy Flow / Flow Prototypes

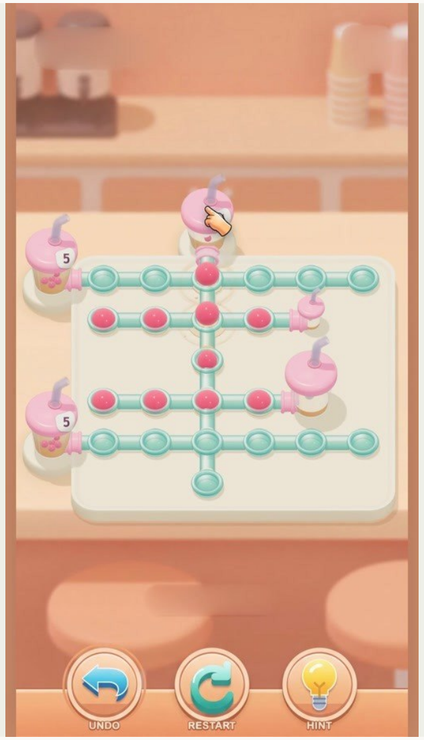
One flow mechanic, explored through candy, drinks and candle themes.



Flow puzzle prototype

Play prototype >

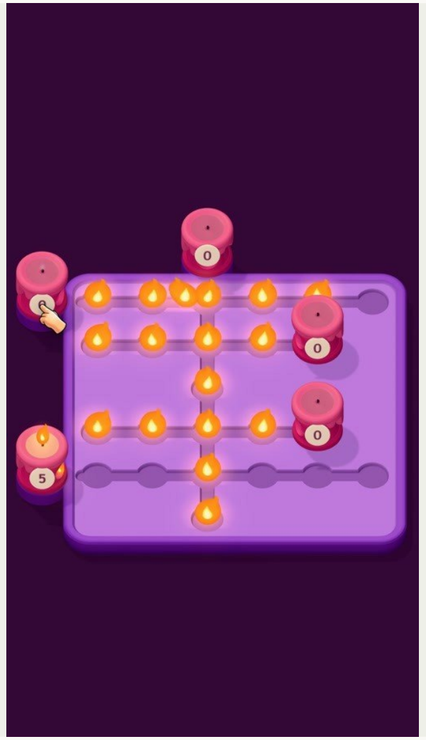
Watch montage >



Cafe theme variant

Play prototype >

Watch montage >



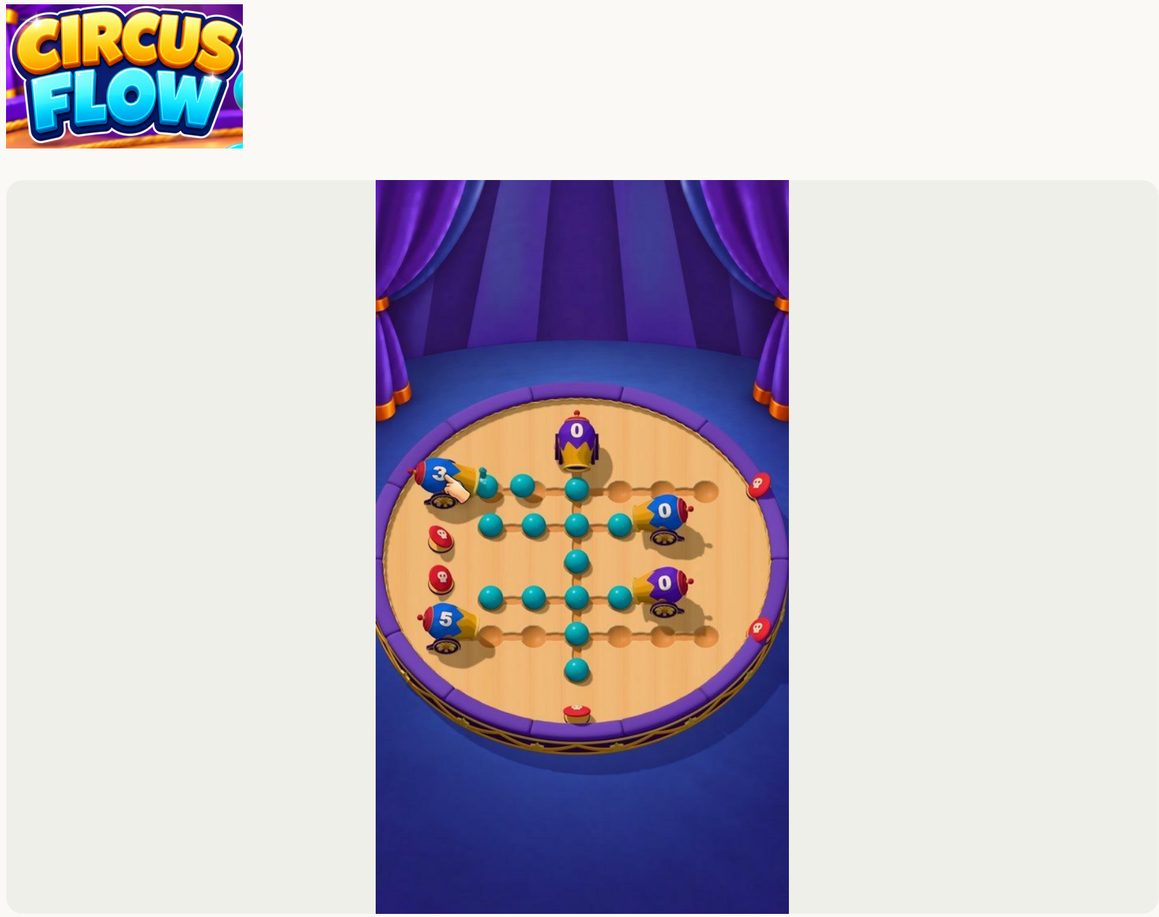
Candle theme variant

Play prototype >

Watch montage >

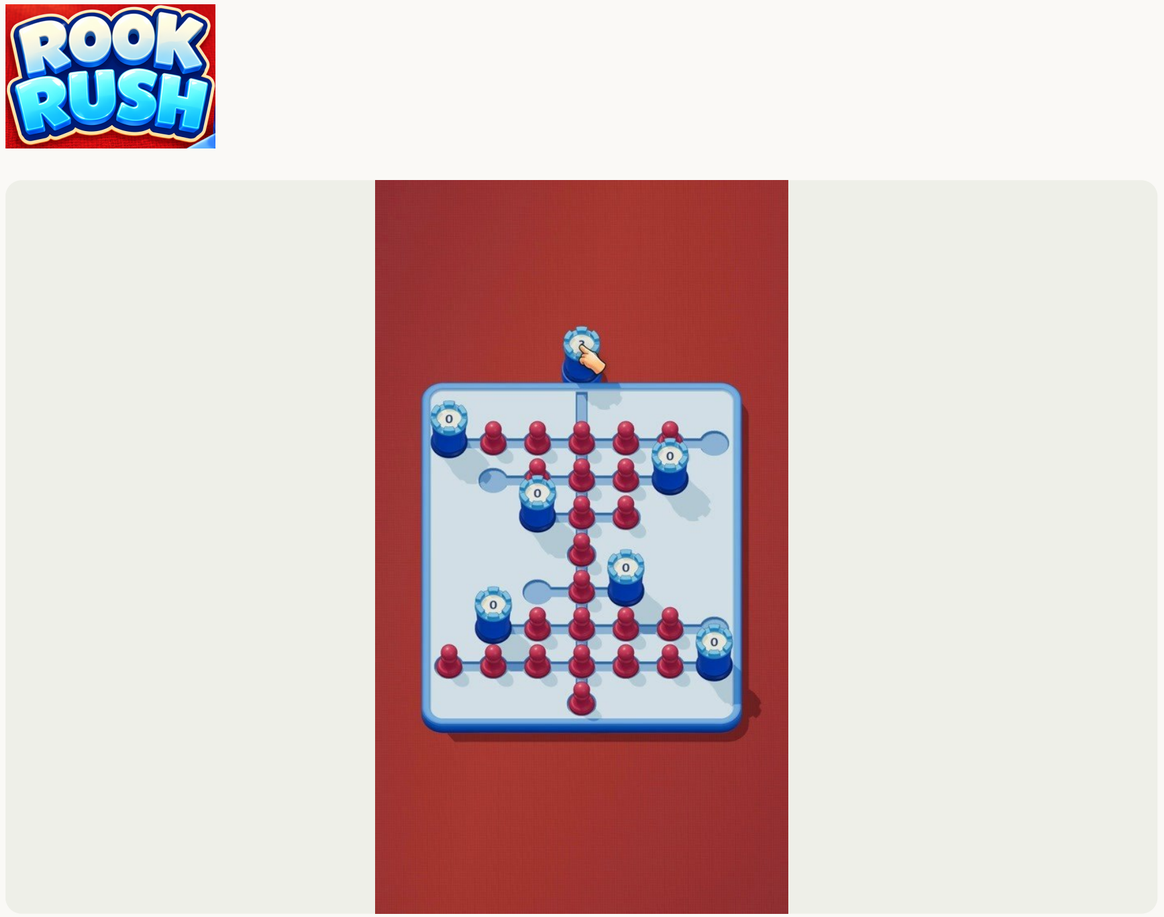
Candy Flow / Theme Variations

Circus and chess interpretations of the flow puzzle mechanic.



Circus theme variant

Play prototype > **Watch montage >**



Chess theme variant

Play prototype > **Watch montage >**

Emre Onur Yeşiltaş

Marketing Artist

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Portfolio: artstation.com/onuryesiltas



EXPERIENCE

Bigger Games
Marketing Artist
Sep 2025 - Present | Istanbul, Türkiye

- Develop HTML5 playable ads for major ad networks, including MRAID integration, asset packaging and network requirements.
- Produce motion and gameplay ads with original assets, animation, compositing and end cards.
- Build 3D marketing scenes with modelling, lighting, camera work, shaders, animation and fluid and rigid body simulations.
- Research casual and hybrid-casual games and competitor creatives; prototype concepts in Three.js and Unity for marketing tests.

Hangar Animation
Freelance Technical Artist
2023 - Present

Provide freelance 3D scene production and animation, alongside product development and R&D.

Lucky Robots
Contract Technical Artist
2024 | 5 months

Created and set up scenes in Unreal Engine, including lighting, asset optimisation and technical troubleshooting.

ToonXR / SuperbPandaClub
Technical Artist - Rigging & Animation
2022 - 2023 | 10 months

Created animations, rigs and 3D scenes.

GoArt / Roofstacks
Rigging & Animation Intern
2022 | 6 months

Worked on technical animation, motion capture editing and R&D.

Siyahmartı Advertising & Animation
3D Animation Intern
2021 | 5 months

CORE SKILLS

3D production

Modelling & lighting
Animation & composition
Shaders & simulation

Motion & video

Motion design
Gameplay editing
Compositing
Kinetic typography

Playable ads

HTML5 & MRAID
Ad network integration
Interactive prototyping

Creative research

Competitor analysis
Game deconstruction
Market & creative trend analysis

TOOLS

Blender · Maya · After Effects
Unity · Three.js · Cocos
PlayCanvas / Luna · PixiJS · Phaser

AI tools

Seedance · Claude Code

EDUCATION

BA, Digital Game Design

Bahçeşehir University
2019 - 2023

Cartoon & Animation

Certificate
Bahçeşehir University
2021 - 2023

LANGUAGES

Turkish - Native
English - High proficiency