

İsmail Hakkı Aşıkutlu Digital Solutions Architect

“A Digital Solutions Architect with over 20 years of experience designing web and SaaS-based digital systems aligned with strategic vision, technology, and commercial objectives.”

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About İsmail Hakkı Aşıkutlu

İsmail Hakkı Aşıkutlu is a seasoned professional with over 20 years of experience in advertising, brand management, and digital communication. He approaches strategic positioning, perception management, and sustainable growth through a holistic and system-oriented perspective. Throughout his career, his core philosophy has been to move beyond short-term communication tactics and instead build corporate, measurable, and scalable systems that generate long-term brand value.

His work spans end-to-end brand and advertising management, starting with corporate identity planning, brand language, and visual standards, and extending to the structuring of digital and print advertising campaigns, brand registration and protection, marketing strategy development, and the design of sales support mechanisms. Each project is driven by in-depth target audience analysis, competitive evaluation, and clearly defined commercial objectives, ensuring data-driven, consistent, and sustainable outcomes.

On the digital front, web platforms, content management systems, payment infrastructures, and technical SEO architectures are positioned as operational extensions of the overall brand strategy. Digital assets are not treated merely as technical or visual outputs, but as integrated systems that strengthen brand credibility, reinforce communication consistency, and directly support commercial performance. This approach ensures that digital investments contribute measurably to core business goals.

Beyond technical execution, he coordinates multi-channel and integrated brand management processes, including advertising strategy development, media planning, print production workflows, catalog and corporate documentation, as well as exhibition stand design and organizational management. Maintaining brand integrity, consistent corporate perception, and continuity of communication across all digital and physical touchpoints is a central priority.

İsmail Hakkı Aşıkutlu's professional approach focuses not only on visibility, but on precise positioning, building institutional trust, and creating sustainable long-term business value. By integrating strategy, execution, and measurement into a unified framework, he aims to deliver lasting and measurable results that strengthen brands' market positions.

Core Competencies

- Web Platforms and SaaS Development
- UI/UX and SEO-Focused Web Architecture
- Digital Growth and Integrated Web Solutions

Programming Languages

Python

AI-assisted web development, Flask-based web applications, web-based automation systems, and data-driven backend services.

PHP

Object-Oriented Programming (OOP) and MVC architecture, Laravel framework, scalable backend systems, and RESTful API development.

JavaScript

ES6+ standards, interactive web interfaces, dynamic and user-centric frontend components.

SQL

Advanced querying, indexing, and performance optimization for web applications.

Frameworks / Platforms (Web & Product-Oriented)

Flask: Python-based web applications and backend service architectures.

Laravel: Scalable PHP backend systems and API layers.

Custom PHP Frameworks: Project-specific, modular, and performance-driven architectures.

SaaS-Oriented Web Platforms: Membership systems, subscription models, role & permission management, payment systems, and administrative dashboards.

Databases (Web & Product-Oriented)

MySQL / MariaDB: Core database architectures for web and SaaS platforms.

PostgreSQL: Web applications requiring strong data integrity (optional).

SQLite: Prototypes and lightweight web applications.

Database Architecture & Optimization: Performance tuning, indexing strategies, and scalability planning.

Frontend Technologies (Custom & Product-Oriented)

HTML5 / CSS3: Interfaces developed from scratch, compliant with semantic structure and web standards.

Bootstrap (Customized): Fully responsive user interface structures built without using ready-made templates.

JavaScript (Vanilla + jQuery): Dynamic interactions and performance-oriented behaviors.

UI/UX Architecture & Design Systems: Modular, scalable, and sustainable interface architectures.

Responsive & Conversion-Oriented Design: Conversion-focused designs integrated with SEO architecture.

DevOps / Tools (Web-Oriented)

- Linux-based web hosting environments
- Apache / Nginx web server configurations
- Version control using Git / GitHub
- Web deployment and environment management (development / production)
- Domain, DNS, and SSL configurations
- Web performance and security optimizations

Additional Value Areas

SEO Architecture & Technical SEO

Technical SEO infrastructure for web projects, performance improvements, and indexability optimizations.

Digital Marketing & Advertising Strategy

Digital growth, positioning, and scaling strategies for web-based products and brands.

Payment Systems Integration (Web)

Local (Türkiye): PayTR, lyzico, other virtual POS providers, and bank integrations.

International: Checkout.com, Stripe, PayPal, Wise, and location-based international provider integrations.

(One-time payments, subscription models, and international payment scenarios.)

RESTful API Design & Integration

End-to-end API architectures, including third-party services and payment infrastructures.

AI-Powered Web Applications

AI-based web applications and solutions that automate business processes.

Advanced Adobe Creative Cloud

Photoshop, Illustrator, InDesign, Premiere Pro, Premiere Rush.

Branding & Advertising Consultancy

Full-service advertising approach including brand strategy, brand and industrial product registration, printed media solutions, and exhibition stand design.

Professional Experience

www.ismailhakki.com.tr

Founder | Digital Solutions Architect

2011 – Present

- End-to-end design and development of web platforms, SaaS systems, and corporate digital projects
- Strategic management of payment infrastructures, technical SEO, UI/UX, and digital growth processes
- Integrated and holistic management of brand, advertising, and print media processes aligned with digital projects

Professional Experience

www.spiart.com.tr

Graphic Design

2006 – 2009

- Graphic design, corporate identity, and printed media production
- Design-oriented work for advertising and creative projects

Selected Projects

www.latifamuhendislik.com

- Corporate identity, logo, and brand architecture
- UI/UX web design from scratch and backend implementation
- Database infrastructure and fully authorized management panel
- Catalogs, documentation, and corporate materials
- End-to-end SEO and digital visibility initiatives

Selected Projects

www.cawfa.com

- Global-scale casting and portfolio platform
- Corporate identity, UI/UX, and custom backend architecture
- Advanced content and portfolio management
- Payment integrations and membership systems
- Casting matching algorithms and SEO infrastructure

Working Models

İsmail Hakkı Aşıkutlu offers flexible and results-driven working models aligned with the scope of the project, the organizational structure of the company, and defined business objectives.

Full-Time

Strategic roles within corporate organizations, agencies, or product teams where brand, digital communication, and technology processes are managed end-to-end with full strategic responsibility.

Project-Based

Brand positioning, digital transformation, web platforms, SaaS systems, and advertising projects executed according to defined goals, timelines, and deliverables.

Hybrid Work

A flexible structure combining close collaboration in strategic planning and management processes with remote execution for operational and technical implementations.

Consulting & Retainer Model

Ongoing brand, advertising, and digital operations supported through monthly or periodic consulting engagements covering strategy, execution, and performance monitoring.

Why İsmail Hakkı Aşıkutlu?

Strategy-Driven Approach

Treats communication and digital solutions not merely as production outputs, but as strategic systems directly serving business objectives.

End-to-End Capability

Manages all brand touchpoints under a single framework—from corporate identity and digital platforms to advertising campaigns and printed media.

20+ Years of Hands-On Experience

Offers practical expertise gained across multiple industries, including implementation, crisis management, and scaling—rather than purely theoretical approaches.

Technical and Commercial Balance

Positions technology as a means to support brand growth, ensuring that technical decisions align with commercial realities.

Measurable and Sustainable Results

Focuses on building structures that generate long-term corporate value rather than short-term gains.

Independent and Objective Perspective

Adopts a transparent, results-oriented working discipline that prioritizes the brand's real needs, free from agency-driven reflexes.