

## Work Experience

June 2020 - Present (Montréal, QC)

### **INSEAD School of Business**

#### ***Design Coach in « Design Thinking and Creativity for Business »***

- Present conceptual thinking processes to apply to large-scale organizations
- Facilitate discussions and encourage collaboration between participants
- Teach methods of ideation and creative thinking skills to non-designer participants
- Visualize the concepts proposed by the participants
- Provide insightful feedback to participants to help them identify opportunities
- Closely guide participants in the design of their action-learning project
- Ensure the follow-up and the progress of the participants throughout the program

April to June 2018 (Los Angeles, CA)

### **Verynice Design Studio**

#### ***Brand Strategy Intern***

- Lead a strategic project to craft a revised strategy for an organization
- Conducted intensive research to analyze existing markets and user groups
- Analyzed the data collected by the research and proposed ideas and action plans
- Prepared a brand strategy report filled with insights and a roadmap for the client
- Communicated with clients from the project's start to finish

January to April 2018 (Los Angeles, CA)

### **Verynice Design Studio**

#### ***Visual Design Intern***

- Prepared wireframes for websites and applications
- Crafted brand identities and color schemes for various clients and non-profit organizations
- Designed printed materials such as brochures and booklets
- Created illustrations and designed icons

November 2018 (Portland, OR)

### **Adidas**

#### ***Workshop Facilitator « The Future of Sport and Play »***

- Conceptualized a compelling roadmap that included branding, wearable technology, the retail environment and product design
- Presented a concept developed to multiple stakeholders at Adidas Headquarters

January to April 2017 (Pasadena, CA)

### **HP Inc.**

#### ***Lead Product Designer in « Future of Computing » Project***

- Lead a team of designers to design products within the project scope
- Conducted in-depth user research
- Designed products, user experience, user interface and produced prototypes
- Presented innovative ideas to HP Innovation Team

September to October 2016 (Kolding, Denmark)

### **ECCO**

#### ***Color, Materials and Finish Designer***

- Researched new materials and techniques to create trend research analysis
- Produced trend, color, material boards
- Presented the concept to multiple stakeholders within the company

January to May 2016 (Pasadena, CA)

### **ArtCenter College of Design**

#### ***Teacher Assistant in Rapid Prototyping***

- Assisted students in learning the softwares SolidWorks and KeyShot
- Introduced students to 3D printing methods

## Education

April 2019 (Pasadena, CA)

### **ArtCenter College of Design**

Bachelor of Science in Product Design  
with a minor in Social Innovation

## Volunteer Work

August 2020 - Present (Istanbul, Turkey)

### **Flying Broom**

#### ***Media and Communication Designer***

- Create brand identity and social media content for Flying Broom, a feminist organization that aims to raise awareness for gender equality and provide various trainings to women

January to August 2019 (Los Angeles)

### **Kitten Rescue LA**

#### ***Foster Volunteer***

- Nurtured cats until they are ready for adoption
- Created social media content to promote the organization

## Skillset

### ***Digital skills:***

Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Acrobat, Adobe XD, Solidworks, Keyshot, Keynote, Microsoft Suite

### ***Design skills:***

Product design, packaging design, graphic design, rapid prototyping, brand strategy, interaction design, branding and identity, user research, trend research, systems design, 3D modeling, user interface, user experience

Critical thinking, public speaking, teamwork, design thinking, problem solving skills

### ***Languages:***

English, French, Turkish

References available upon request