

Senior strategic designer and product owner with 10+ years of experience designing and implementing world-class digital products, services and ventures. Proven track record in startups and on different industry verticals and markets with clients such as Santander, Turkish Airlines, İşBank, Repsol, Zurich Insurance, Vodafone...

## **Fjord** Madrid, Nov 2015 - Present **Senior Strategic Design Consultant**

Leading cross-functional teams and strategic design stream in innovation projects. Utilizes design research and human-centric design methodology, facilitates collaboration, defines direction and owns the delivery of strategic deliverables such as research insights, vision and strategy, customer journey, roadmaps, KPIs.

### **New Venture and Value Proposition Design:**

- Designing a brand new home internet proposition for differentiation: Magenta One *Prague*
- Exploring and creating a new digital business in the car insurance market: Doost *Achmea Group, Istanbul*

### **Service Design and UX:**

- Reimagining user experiences and physical spaces for better meetings. *Madrid*
- Designing disruptive omni-channel customer journeys for mortgage and credit card products. *Istanbul*

### **Customer-Centric Innovation Strategy:**

- Co-creating a new digital business vision and transformation roadmap working directly with the CEO for global automotive company. *Madrid*
- Researching and strategising ways to transform a traditional TV channel to an omni-channel service business. *Lisbon*

### **Digital Product Strategy and Design:**

- Co-designing the B2B e-commerce portal's strategy, UX and UI for a global oil & gas company. *Geneva, Brisbane, San Juan*

### **Design Thinking and Agile Methods Instructor and Coach:**

- Led a 3-month transformation program training 30+ employees and executives. Coached 5 scrum teams simultaneously in a fast-paced environment. *Zurich*

### **Data & Design:**

- Defining the KPIs for a new franchise business model and the roadmap for the reporting platform. *Madrid*
- Analytics review and insights generation for a global telco based on 11 countries' websites. *Madrid*

## **Fjord** Istanbul, July 2014 - Nov 2015 **Project and Program Manager**

Planned & managed projects in terms of finances, scope, team and timeplan as well as having studio level responsibilities in processes, finances and sales.

- **Turkish Airlines - Mobile Applications Design, Istanbul**  
Managed successful delivery of multi-billion dollar sales channels' design.
- **Vodafone - Loyalty App for Youth Segment, Istanbul**  
Led the planning, team building, scoping, and financials of the CX and UX design of Vodafone's loyalty application for youth segment.

## **Modasor.com - Startup** Istanbul, Feb 2012 - July 2014 **Head of Products, Co-founder**

Co-founded Turkey's first e-commerce search engine for fashion vertical. Modasor reached 300k monthly unique visitors in less than 6 months after launch and became a sustainable business with 50k\$ seed investment.

**Product:** Single-handedly led the creation of a complex product from the ground up and managed it with globally distributed design, development and data teams.

**Project Management:** Organized multiple streams of tasks, activities and product launches with a globally distributed team.

**Analytics and Testing:** Assessed and improved product performance based on analyses on web analytics tools and A/B tests.

**Data:** Oversaw the data operations of >100k products/day in the systems.

**Operations:** Supported marketing and business initiatives relating to the product. Built relationships with partners and potential investors.

Expanded the business with Dekosor.com & Bebesor.com (products for Home decoration & mom-baby verticals). Concluded sale of the business in 2014.

## **Independent Consultant** Istanbul, May 2011 - June 2012 **E2E Delivery of Digital Projects**

Provided full-stack consulting to startups and SMEs on their digital projects. Undertook end-to-end ownership and hands-on implementation and management.

- **TBWA Group - Custom Project Tracking Software**  
Developed a custom software to track ongoing & upcoming projects.
- **DBC Makina - Downhole Survey Device**  
Developed a custom tool for the mining company. Designed the electronics and developed the embedded software with a small engineering team.
- **Bijumi.com - E-commerce Startup**  
Shopify implementation and product advisory for designer goods venture.
- **Yellow Media - Digital Product Catalog**  
Designed and developed an online catalog to showcase service portfolio.

## **Accenture** Istanbul, January 2009 - January 2011 **Technology Consultant**

Technology consultant working on large-scale software implementation projects.

- **Pepsico Fritolay - Supply Chain Management Software, Istanbul**  
Analyzed needs of corporate functions, redesigned business processes and ran the change management stream as lead consultant on the implementation.
- **AstraZeneca - CRM Implementation, Istanbul**  
Redesigned customer-facing business processes and led testing and change management streams of the implementation project.

## Education

### **Boğaziçi University, Istanbul, 2004-2009**

#### **Bachelor of Applied Science (B.A.Sc.), Electrical and Electronics Engineering**

3.07/4 GPA, Honor's Degree. Ranked 133rd in 1.5 million candidates on college entry exam. AFS and TEV scholarships.

### **Linköpings Universitet, 2007-2008**

#### **Exchange Program, Computer Science and Electronics Engineering**

Completed courses on computer graphics, Java, and computer architecture.

### **Darüşşafaka High School, Istanbul, 1996-2003**

Ranked 2nd in graduation degree. 4.87/5.0. 2nd Place in "Tubitak National Scientific Projects Competition" in Physics (2002)

## Selected Participations and Certificates

- MAD Design Summer School, Riga, 2019
- Designing for Environmental Sustainability and Social Impact, +Acumen, 2019
- Designing a Business, IdeoU, 2018
- Product Management with Lean, Agile and System Design Thinking, BUx, 2018
- Storytelling for Change, +Acumen, 2018
- Creative Problem Solving & Decision Making, TU Delft, 2016
- The Analytics Edge, MITx, 2015
- Product Design: The Delft Design Approach, TU Delft, 2015

## Languages

English (fluent), Spanish (advanced), German (beginner), Danish (beginner), Turkish (native)

## Personal Interests

- Research, Ventures, Sustainability
- Hiking, Camping, Cycling, Cinema, Vipassana Meditation