



YASEMİN GÜRASLAN

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Turkish Native English Advanced

EDUCATION

2016-2021 Istanbul Technical University Bachelor in Industrial Product Design

I graduated in Industrial Product Design in 2021. Through my diverse experiences, I have evolved into a multidirectional designer capable of conceptualizing and managing projects from inception. My education has fostered a robust conceptual thinking mindset, enabling me to create impactful concepts, gain profound insights into users and contexts, and translate this mindset into the development of sustainable products. I firmly believe that every product possesses a distinct personality, and I aspire to design products with character while prioritizing user needs.

EXPERIENCE

2023- Present ZORLUTEKS TEKSİL Product Design Specialist

2021- 2023 KARACA A.Ş. Product Designer

2021 Sema Topaloğlu Studio Jr. Designer

In Sema Topaloglu Studio, I experienced small-scale production techniques, designed and developed high-end products, explored possibilities of the environment, and learned about supplier chains and organizations. I also worked with glass and experienced its possibilities.

2021 Heating Trade Supplies Social Media Manager

In HTS I designed social media contents. I made visual designs for increase interaction with customers and made researches through customer orientations about the heating sector.

2020 KARACA A.Ş. Industrial Design Intern

In Karaca, I experienced designing and producing a product from scratch. I researched and understood Karaca's user profiles and designed and prototyped a coffee mug through my researches. I learned about the corporate working system.

2018 Studio X Architecture in Relation Exhibition Member/Exhibition Design Assistant

2016- 2018 IKS V (İstanbul Kültür Sanat Vakfı) Membership Program Representative

In IKS V, I developed my communication and persuasion skills. I was always in contact with customers face to face and learned about different customers. I was involved in art events all the time and gained a wide perspective about the organizational structure of various artistic events.

ACADEMIC ACTIVITIES

2020 e-bebek Collaborative Project Stuffed Toy Design

2019-2020 ITU Rover Team Corporate Operations Sub-Team Member Graphic Designer

2019 B/S/H/ Collaborative Project Bottle Cooler Design

2016- 2018 ITU Ortabahçe Literature Magazine Poet/Graphic Designer

SKILLS

Adobe Photoshop Adobe Illustrator RhinoCeros SolidWorks

Adobe XD Adobe Indesign Keyshot Fusion360

INTERESTS

Poetry, Modern Dance, Collage, Oil Pastel, Snowboard