

Koray OZSOY

Nationality: Turkish
Date of birth / place: 1983, Turkey
Driving licence: B Class (2003)

Kadikoy, Istanbul / Turkey

www.korayozsoy.com
korayozsoy@gmail.com



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“ An interdisciplinary journey, where good planning, right choice and use of research methods are followed by meaningful insights and opportunities, takes you to tangible and winning results. ”

Education

- Sep. - May 2006 - 2010 **Istanbul Technical University, MSc in Industrial Product Design / Turkey**
 - 2010 Thesis: Human-Service Robot Interaction: An Ethnographic Study on Roomba Vacuum Cleaner in the Domestic Environment in Italy
 - 2007 Participated in Nokia the Only Planet Project
Mobile phone accessory design: "Ding: The Comfort in your pocket!"
- Sep. - Feb. 2007 - 2008 **Delft University of Technology, MSc in Industrial Design Engineering / The Netherlands**
(Exchange Student in Integrated Product Design)
 - Won the 1st Prize given by Philips Design Department
Robotic Vacuum Cleaner Design for Philips: "Myth"
 - Focused on understanding, designing and developing culture-oriented products and services for markets in BoP countries.
- Feb. - Feb. 2002 - 2006 **Istanbul Technical University, BSc in Industrial Product Design / Turkey**
 - 2006 Graduation Project: Canned-Food Packaging and System Design
(GPA : 3,53 / 4,00 – 3rd of 38)
 - 2003 Vice President of Social Activities, ITU Design Club
 - 2003 Powder 'Salep' Packaging Design
Exhibited in: MEDesign: Forms of the Mediterranean (Genova-Italy, 2004)
III. International Packaging Congress & Exhibition (Istanbul, 2003)
9. Packaging Industry Fair (Izmir, 2003)
International Retail Fair (Istanbul, 2003)
- English (Writing: ★★★★★ Speaking: ★★★★★)
- German (Writing: ★★★★★☆ Speaking: ★★★★★☆ - Sprachdiplom 2001)
- Italian (Writing: ★☆☆☆☆ Speaking: ★★☆☆☆)

Professional Work Experience

- Aug. - present 2010 **Koleksiyon Design Partners / Istanbul, Turkey**
Design Supervisor:
 - Participating actively in the early phases of projects and guiding the design team with the opportunities of the given target market.
 - Managing the communication of projects in collaboration with local and foreign designers and design studios.
 - Working on the development of company's online strategies.
- Jan. - Jun. 2009 - 2010 **Design Continuum, Innovation & Design Consultancy / Milan, Italy**
Designer:
 - Overall focus of projects was mainly on products and services where the team helped clients grow in their business through design and innovation.
 - Involved actively in development of the GUI project of Hamilton Medical's new mechanical closed loop ventilation: S1 INTELLiVENT®-ASV.
 - Designed and managed the web-based platform of Observational Immune Tolerance Induction Study (ObsITI) sponsored by Octapharma.
Intern:
 - Involved in web strategy development of a brand* in heating industry.
 - Participated actively in an international project* which required high level of ethnographic research on various stakeholders in different continents.
 - Designed and developed 2 merchandising units for Amplifon to be produced in 2010 as a part of brand's new identity.

* Clients' name can not be given here due to confidentiality agreements.



- May - present
2002

Designophy, Design Publication / Istanbul, Turkey

Editor & Associate:

- Managing the content and future strategies within the team.
- Developed the new interface and strategy that delivered 350% ramp-up in daily visitors' rate.

<http://www.designophy.com>

- Aug. - Jan.
2008 2009

Koleksiyon Home / Istanbul, Turkey

Design Specialist:

- Responsible of company's website development
- Managed international media relationship
- Worked closely with marketing and communication department to enhance company's visibility on local and international arena.

- Sep. - Aug.
2006 2008

Freelance Designer / Istanbul, Turkey

Provided product, brand identity and web related services to local companies as well as professional individuals.

Selected clients:

- Istanbul Metropolitan Municipality: Pergolale (City furniture, in collaboration with Hokka Design Studio)
- Phonomed A.S.: Koterbir (Electrosurgical pen)
- Elektra Bikes: Logo, business card, brochure and website development (Brand identity)



Computer Skills

★★★★★ Adobe Photoshop
 Adobe Illustrator
 Autodesk Alias Studio
 Autodesk AutoCad
 CSS & HTML
 MS Powerpoint & Word
 Rhinoceros

★★★★☆ Adobe Flash
 Adobe InDesign
 Corel Painter
 MS Excel

★★★☆☆ 3D Studio MAX
 Autodesk Maya
 Adobe After Effects
 Adobe Premiere
 Poser



Extra Cirricular Activities

- 1999 - present Professional Drummer & Tutor
- 1999 - present Website Design & Coding
 1999-present Designing personal and corporate websites since 1999.
 Full list of clients can be found at www.korayozsoy.com.



References

- **Fabio Di Liberto** Principal of Innovation, Design Continuum Milan / Italy
- **Eero Miettinen** Director of Design, NOKIA / Finland
- **Prof. Dr. H. Alpay Er** Chairperson, Industrial Product Design Department, Istanbul Technical University / Turkey

