



EXPERIENCES

UX Designer - Afry AB

2021-.... Gothenburg - <https://afry.com/en>

Industrial&Digital Solutions / UX Team

HMI Designer - Lynk&Co

2021-2024 Gothenburg - <https://www.lynkco.com/en>

- DigiPhysical Team member:
Interaction/UX design of Digi-physical Touchpoints
- Vehicle Specific Design team member:
Undertook leading role in whole HMI design process of vehicles L946 and P376

UX / UI Designer - Properly, Inc

2021 Milan - www.getproperly.com

- Broke down the existing app's user flow,
- Started to create Design System
- Conducted User interviews and tests.

Designer & Design Consultant - Freelance

2013-2020 Istanbul - <https://www.cagriozen.com>

Designed:

- Award winning Automated Medical Products for TriaTech.
- Travel Service Products, Food Packagings for Sem Plastik.
- Tent, Pergola Systems for Monte Carlo Tente.
- Usb, Educational Electronics for Exploristan
- Urban furnitures, Products for Antalya Municipality

Designer & Design Specialist - Sem Plastik

2011-2013 Istanbul - <https://semplastik.com.tr/anasayfa?lang=en>

Designed Travel Service Products, Food Packagings. Achieved designing cost effective and functional products. Some of the clients were: Austrian Airlines, Pegasus, THY, Turkish Do&Co, Qatar Airlines, Atlas Jet, Ulker, Unilever, Pinar, Sutas.

EDUCATION

MID - Interaction Design - Domus Academy

Milan - Italy

Involved in Experience Design, Tangible Interaction workshops; Computational Design and Design Research Projects.

BSC - Industrial Product Design - I.T.U

Istanbul - Turkey

Ayçal

is a constant learner and refiner.
stays calm when encounters a problem.
is sympathetic and empathic.
lives on the border between extrovert and introvert.

RECOGNITION

First Prize Winner - IMMIB Design Contests

Project Name: *Ehil*

Designed a Multi-Functional Doner Knife and created a new experience for the user after asked this question: "HMW design a knife which undertakes some other functions so eliminates several tools and eases the workflow?".

Third Prize Winner - Packaging Design Contests

Project Name: *Easy*

Designed a Triangular Cheese Package and proposed a new way for its use after asked this question: "HMW design a package which can be unfolded easily and meaningfully?".

Good Design Award - Design Turkey

Project Name: *Stockart*

Designed an Automated Medication Management System Hardware after asked this question: "HMW enhance the modular characteristics of the system with its physical entity?".

Honorable Mention - IMMIB Design Contests

Project Name: *GrillFusion*

Designed a Multi-Functional Grill and created a new experience for the users after asked this question: "HMW Design a Grill that creates a new experience for the chefs and lets them experiment with new styles of cooking and create new tastes?".

Project Exhibition - Istanbul Design Week

Radical Inclinations in Design

Second Prize Winner - Kütahya Porselen

Project Name: *Metapor*

ROLES

Strategic Design, Interaction Design, Conceptual Design
Industrial Design, UX Design, Design Lead

SKILLS

Research, Concept generation, Story telling, Wireframing,
User Flows, Experience Mapping, 3D Modeling, Rendering,
2D/3D Animation, Coding, Digital/Physical prototyping

TOOLS

Adobe Illustrator/After Effects, Figma, Blender, Rhinoceros,
SolidWorks, P5js, Processing, Touch Designer, Arduino, AI Tools