



Serhan KAYA
INDUSTRIAL PRODUCT DESIGNER

Me

My creativity journey has begun at an early age during my childhood, when I started to draw before I first talked. The way I sense the world was shaped in the following years. I believe that for every single person, the way of sensing the surroundings is very unique. Therefore, it has been my goal to design in order to make people understand and put individual meanings into my work by their all senses; how it looks, smells, sounds, feels and the whole experience that brings the satisfaction.

soft skills

Design Management
Design Thinking
Brand Perception
Brand Differentiation
OEM Management
Innovation
User Centricity
Detail-Oriented

hard skills

Hand Sketching
Digital Sketching
CAD Modelling
Rendering
Prototyping
Adobe Softwares
MacOS
Microsoft Office

Turkish - Native

English - Advanced

German - Beginner

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 in/serhan-kaya

Experience

• B/S/H/ - Bosch-Siemens Home Appliances

(Aug 2022 - present, Istanbul/Türkiye)

• **Design Specialist, Design Team,** (Nov 2023 - present)

• **Design Professional, Design Team,** (Aug 2022 - Oct 2023)

Design responsible for Cooling, Laundry, Dishcare and Home Comfort product categories in region REM, which covers more than 100 countries worldwide. Worked on various projects both internal manufacturing & OEM. Continuously working together with global design, development, marketing and brand teams. Responsible for high quality mock-up&prototype manufacturing with external&internal prototype suppliers. Following Consumer Tests and applying Consumer Insights into design projects. Responsible for design projects in collaboration with external design agencies. Creating brand differentiation through design, between various brands such as; Bosch, Siemens, Profilo, Pitsos & Balay.

• Token Financial Technologies

(Oct 2021 - Aug 2022, Istanbul/Türkiye)

• **Industrial Designer , Design Team**

Worked on 'Beko' branded payment devices such as ECR POS and Pump Station ECR and took part in UX/UI design processes of digital and hardware fintech products.
Run design and OEM projects in collaboration with external design agencies and global manufacturing companies.

• B/S/H/ - Bosch-Siemens Home Appliances

(Nov 2019 - Sept 2021, Tekirdağ/Türkiye)

• **Industrial Designer Working Student, Innovation Team**

Worked on innovation projects, in cooling product category. Lead and designed new feature projects and took part in many patent registrations.

Education

• Istanbul Technical University / Industrial Design, BA

(Feb 2016 - June 2021, Istanbul/Türkiye)

GPA: 3,22/4

• Izmir Atatürk Highschool / Highschool Degree

(Sep 2011 - June 2015, Izmir/Türkiye)