

## WORK EXPERIENCE

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### **Graphics, Visualization, and Usability Center, Atlanta**

Georgia Institute of Technology

Visual Designer

[2003-Present]

Design logos, posters, brochures, flyers for research projects and industry events at Georgia Tech.

### **Zentropy Partners / McCann Worldwide, Los Angeles**

Academy of Television Arts and Sciences Fellow

[summer 2004]

Researched and presented emerging interactive media concepts such as advergaming, interactive TV, and on-demand technologies.

### **Saatchi & Saatchi Advertising Co., Istanbul**

Conceptual Designer & Copywriter

[1999-2002]

Created advertising campaigns for www, TV, radio, print, and outdoor for blue chip accounts such as Telecom Italia Mobile and Alfa Romeo. Promoted to senior status in 6 months.

### **Freelance**

Conceptual Designer & Copywriter

[1998-2000]

Developed communication strategies, and designed concepts for corporate multimedia projects.

### **ARUP International Engineering Consultant, Istanbul**

Intern Project Engineer

[summer 1999]

Collaborated with architects on engineering design solutions.

### **Hines-Tekser Construction Co., Moscow**

Intern Site Engineer

[summer 1998]

Created the application method of a new construction system and solved on-site problems.

## ADVANCED CREATIVITY TRAINING

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### **Opportunities in Interactive Media**

Saatchi & Saatchi Headquarters, London

[March 2002]

Focused on the integration of interactive media technologies in marketing communications.

### **Creativity Workshop with the Masters**

Advertising Association of Turkey

[January 2002]

Brainstorming sessions with creative directors of international advertising networks.

## EDUCATION

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### **Georgia Institute of Technology, Atlanta**

MS, Information Design and Technology, May 2005 (exp.)

### **Yildiz Technical University, Istanbul**

BS, Civil Engineering, 2000

## INTERACTION DESIGN PROJECTS

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### **On-demand Advertising Model for Interactive Platforms**

Masters Project (ongoing)

A consumer-user centered approach to advertising, where ads are visible if and only if they are triggered by the viewers.

### **"Love & Diane" Interactive Documentary User Interface**

PBS Documentary Series, 2004

Role: Information architecture, Actionscript programming

Presented at the Digital Storytelling Conference at UCLA.

Application used as a discussion guide in high schools.

### **"Who is watching?" Bathroom Surveillance Installation**

Georgia Tech Demo Day, 2004

Role: Concept, Experience design

Would you sacrifice your privacy for your security?

Documentation available upon request.

### **"Celebrity Mole" Interactive Reality Show Prototype**

ABC Network, 2003

Role: Advertising concept, Interaction design

Featured project of American Film Institute's Enhanced TV

Workshop. Final application won the Emmy Award for

Outstanding Achievement in Interactive Television .

## COMPUTER SKILLS

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Macromedia Flash, Dreamweaver, Freehand, Fireworks, Final Cut Pro, Adobe Photoshop, Illustrator, Premier, Max/MSP, HTML, XML, CSS, Javascript, Actionscript, Processing, Java, PHP, MySQL

## AWARDS

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### **Interactive Media Fellowship, 2004**

Academy of Television Arts and Sciences, Los Angeles

### **First Prize**

Copy Break Advertising Contest, 2002