

# Çağın Başkan

Product and Experience Designer

+44 7771 852923  
baskancagin@gmail.com  
Newbury, Berkshire

/in/caginbaskan/  
/caginbaskan

caginbaskan.co.uk

## Language Skills

Turkish | Native  
English | Advanced  
German | Intermediate  
Italian | Beginner

## Skills

Product Design, UX Design, UI Design, VUI Design, User Research, Interaction Design, Rapid Prototyping, Visual Design, Branding, Marketing, 3D Modelling, VR Design, Photography, Videography.

## Softwares

Adobe Suit (Illustrator, Photoshop, Adobe Xd, Premiere, Pro, After Effects, InDesign, Lightroom), Figma, Sketch, Invision, Rhinoceros, Keyshot, Arduino, 3ds Max, Procreate, Dialogflow.

## Education

**2018 - 2021 M.Sc in Industrial Design** | Middle East Technical University | **Thesis:** Entire History of You: Research and Design to Manage Digital Hoarding **Supervisor:** Prof. Dr. Owain Pedgley  
The research takes a UX approach to better understand how the curation process of digital visuals can be improved from a user centered perspective.

**2013 - 2018 B.Sc in Industrial Design** | Middle East Technical University

**2016 - 2017 Erasmus Exchange Programme (Industrial Design)** | Loughborough University

**2008 - 2012 Formal Education in Physical Sciences** | Ted Ankara College Private High School | The International Baccalaureate Programme (2008 - 2011)

## Design Experience

### Product Designer Everlaunch

Contract  
September 2020 - Present

- Redesigning website in a accessible and user-centred way working with front end developers, testing and improving user experience
- Assisting with product launches
- Rebranding Everlaunch
- Designing both printed and digital visuals for web platforms, marketing materials, press features and more
- Creating and curating content for social media accounts and their managements
- Management of design processes including outsourcing when needed
- Involved in creating systems for the management of the company

### Creative Designer Succeed & Repeat

Freelance  
July 2020 - Present

- Designing websites and apps for clients and firm itself
- Responsible from all design deliverables for clients and firm itself
- Content creation and designing visuals for social media usage of clients and managing social media accounts
- Branding and brand identity creation for clients
- Creating print ready materials for clients
- Creating systems working closely with management

### Creative Lead Lumos Agency

Self-employed  
July 2019 - April 2021

- Worked closely with clients to gather and define requirements, establish scopes, and managing project milestones
- Build and lead the creative process of all web, print, and digital marketing materials of clients and the company itself to support branding strategies
- Coordinated, created, and scheduled content for social media using design, marketing, and production skills
- Worked with several clients from different industries, including beauty, health, catering, tourism, and more.

### Creative Designer Fernas Group of Companies

Full-time  
September 2018 - May 2019

- Working on several projects related to their Hotel (Cape Bodrum), Food Inc. (Fernas Food Inc.), Gym (Most Life Club) and Construction Company (Fernas Construction Company)
- Packaging design for Fernas Food Inc
- Designing printed materials such as brochures, catalogues, advertisements, press features and managing their printing process including formatting and managing stakeholders for all mentioned companies as well as all their digital media visuals
- Worked on improvement of brand identity of Fernas Group of Companies
- Conducted photo shoots for Cape Bodrum, Fernas Food Inc and Most Life Club and edited raw visuals for printed and digital media usage

### Graduation Project Karel Electronics

February 2017 - June 2018

- Worked on an Experience Recorder for people in festival/concert environment to record without missing the moment and archive their experiences easily
- Project involved aspects related to User Experience Design, Interaction Design and System Design and Creating Persona, User Research, User Journey Mapping, designing User Interfaces and Prototyping steps

### Intern

**Karel Electronics**  
July 2016 - 1 month

- Worked in the R&D department, witnessed how communication between departments affects design solutions in firsthand
- Had the chance to go through the company's corporate identity manual and further developed a better understanding of the printing techniques of logos on industrial products

### Intern

**Gri Design Studio**  
June 2016 - 1 month

- Involved in several projects that the firm was working on, including Corporate Identity Projects.
- Recreated a client website aligned with Google SEO rules
- Worked on several projects involving printed materials using Adobe Indesign, practiced different printing techniques
- Worked on a real estate project and prepared interactive VR visuals for it

### Intern

**Arcelik Group**  
September 2015 - 1 month

- Worked in Research and Development department in the dishwasher factory. Experienced both production and product development processes

### Intern

**Nurus**  
August 2015 - 1 month

- Mainly worked in Metal Production Department in collaboration with Design Department, experienced a furniture's journey started with design and ended up in production

## Other Relevant Experience

### Music & Stage Manager Laankara.com

November 2018 - March 2020

- Arranging and conducting interviews with musicians performing in Ankara's leading concert venues
- Photographing and recording live shows, editing raw data and creating digital content about these live shows

### Photographer & Videographer Barikat Pub

October 2017- November 2018

- Responsible for shooting photographs and videos of events, live shows, and food served in this pub
- Editing raw visual assets and getting them ready to be featured on the press, printed media, and digital platforms such as social media
- Managing social media accounts and working on marketing strategies

### Videographer & Designer Aytül Keskin Photography

September 2017 - September 2018

- Mainly responsible for delivering visuals to customers - process includes editing images and designing print-ready photo-books
- Responsible for recording videos and editing them
- Worked in many projects as photographer and photographer assistant in some

### Photographer & Videographer Campus Sessions

April 2017- September 2018

- Recording musicians for Campus Sessions which is aiming to deliver quality music from our campus to audience

### Social Team Member Company Musicals

May - September 2017

- Worked on several marketing projects to increase recognition of the branch including social media
- Restructured and redesigned website
- Prepared teasers from previous musicals

### Organization Team Member TEDx Loughborough Conference

November 2016

- Welcoming spokespeople and audience
- Handling any issues that rise on the event day

### Administrative Board Member IEEE METU Student Branch, Career and Internship Project Group

May 2013- May 2014

- Coordinated Campus Development Days'14, which is Turkey's most significant career event organized by students and lasted three days with 45+ individual seminars, 15+ workshops, 5.000+ participants on site, & 5.000 online participants
- Actively participated in organizing several events conducted by IEEE METU Student Branch between 2013-2014