



Hi, I am a designer based in New York.
I design spaces, interfaces, products,
and brands.

keserer.com
keserer@newschool.edu

E K I N
K E S E R E R

Education

Parsons School of Design

New York

Junior in Architecture
GPA 3.64
Dean's BFA Scholarship
expected graduation May 2017

Experience

Please refer to *keserer.com* for the portfolio.

Product Design Intern (June 2015 -)

Markforged Inc. (Cambridge, MA)

Markforged is a 3D printing startup, building the world's first composite 3d printer, able to print in carbon fiber, Kevlar, and, fiberglass and nylon. I worked fulltime with the software team during 2015 Summer. Since then, I've been collaborating remotely in ongoing projects. Here are some highlights:

- Did a complete rebranding project for the company, which included logo, identity, web, packaging, print, product, material language, visual language, messaging. Presented this to the CEO and investors. Since Summer '15 we've been working on the implementation of the new brand, it will be rolled out in early 2016 (I'll share it online once it's in production).
- Redesigned the library page, and print page in our proprietary cloud-based 3d printing software, Eiger (*eiger.io*). Created wireframes and UX flows for a new release of Eiger on different devices.
- Audited the onboarding experience of the printer and created experience reports pertaining to both software and hardware experiences.
- Went to different university labs and hardware startups in the area that use our product and conducted UX interviews.

Co-creator, Designer (November 2015 -)

Cil.io

Cilio is a machine learning project which won first place The Next Web USA 2015 Hackathon in New York. It optimizes blocks of text for traffic without changing their meaning through IBM Watson APIs and evolutionary algorithms. It was voted the Most Impressive Hack by the jury and also won the IBM Watson Prize. We are currently developing a new version which aims to optimize ads.

Branding

Markforged, Boarder et al.

Extensive experience in creating coherent identity systems for corporate clients, non-profits, and creative projects.

Architecture

TURYAPI

Commercial architectural concept designs for a prominent Turkish construction company. The designs were instrumental in securing a multimillion dollar contract for the company.

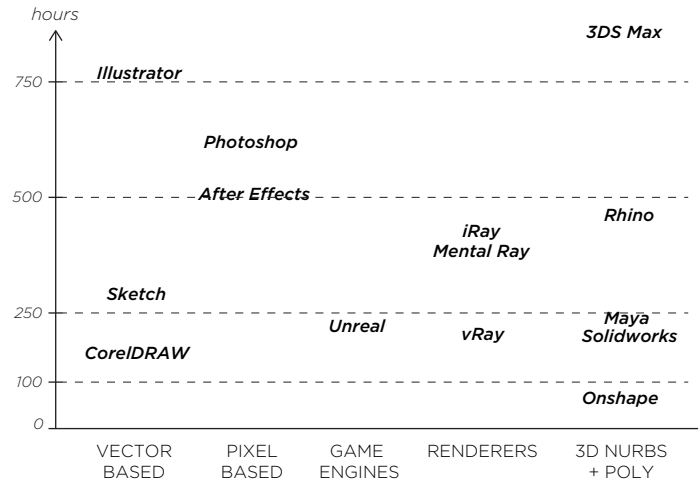
Entrepreneurship

Buharo

Buharo became one of the three finalists in a national entrepreneurship competition in Istanbul organized by Koç University. I've presented the project and the business plan to prominent Turkish angel investors Galata Business Angels.

Skills

Software by hours



Web

HTML, CSS, JS, WP

Interaction/Visualization

Processing, Pixate, FramerJS

Physical Modelmaking

Lasercutting, 3D printing (extensive experience with various printers)

Learning / Interested in

More JS, Angular, Origami, Python, Effective A/B testing

Interests/Passions

Novel human-computer interfaces,

Information hierarchy and design,

Artificial intelligence

Architectural robotics

Programmable Matter

Awards, Honors

2015

The Next Web USA Hackathon
First Place (with Abe Parangi)
Most Impressive Hack
IBM Watson Prize

2014

Koç University Entrepreneurship
Competition (Fikir Kutusu)
Finalist

2012 - 2013, 2014-2015, 2015-2016

Parsons the New School for Design
Dean's BFA Scholarship

2012 - 2013, 2014-2015

Parsons the New School for Design
Dean's List

Miscellaneous

Various graphic Design
and architectural visualization
competitions