

Portfolio

Berkay SEZER

2022



BERKAY SEZER



ABOUT ME

I was born in July 8, 1999. I am a 4th year student of Industrial Design at Yaşar University. I have been professionally active in waterpolo for 6 years. My friends describe me as **curious, open to learning** and **sociable**. My interests are the most activity that I believe has developed me is reading books. I read books on history and philosophy.

Industrial Design profession the biggest factor in my choice is taht it offers me the opportunity to make a difference in people's lifes. While creating this difference, keeping the **design thinking method** in foreground, choosing the best from **different alternatives** and **making experiments** allows me to reach the better.

CONTACT



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SCHOOL

KARABAĞLAR
NEVVAR-SALİH İŞGÖREN
HIGH SCHOOL
2013-2017

HIGH SCOOOL ACHIEVEMENT

2013-2014 Turkey National Team Camp
2014-2015 Turkey National Team Camp

ACTIVITIES

Industrial Cooler Design for **Klimasan** Brand (2021)

SWOT analysis training in Truva Academy (2021)

Disinformation in Emergencies / **Co.Creation** (2021)

Advanced Modeling (70hours) (2020)

Fundraising project for **Engelsiz Yaşam Association** (2021)

Digital Transformation Study in **IEEE** (2020)

Internship in **Özgörkey** (2021)

Entrepreneurship Education in **IEEE** (2020)

Advanced Visual Presentation Techniques (70hours)

Stress Management Education in **IEEE** (2020)

3D SKILLS

IN DESING



RHINO 3D



ILLUSTRATOR



FUSION 360



FIGMA



AUTOCAD



PHOTOSHOP



KEYSHOT



CONTENT



BEER COOLER

8 weeks, 2021



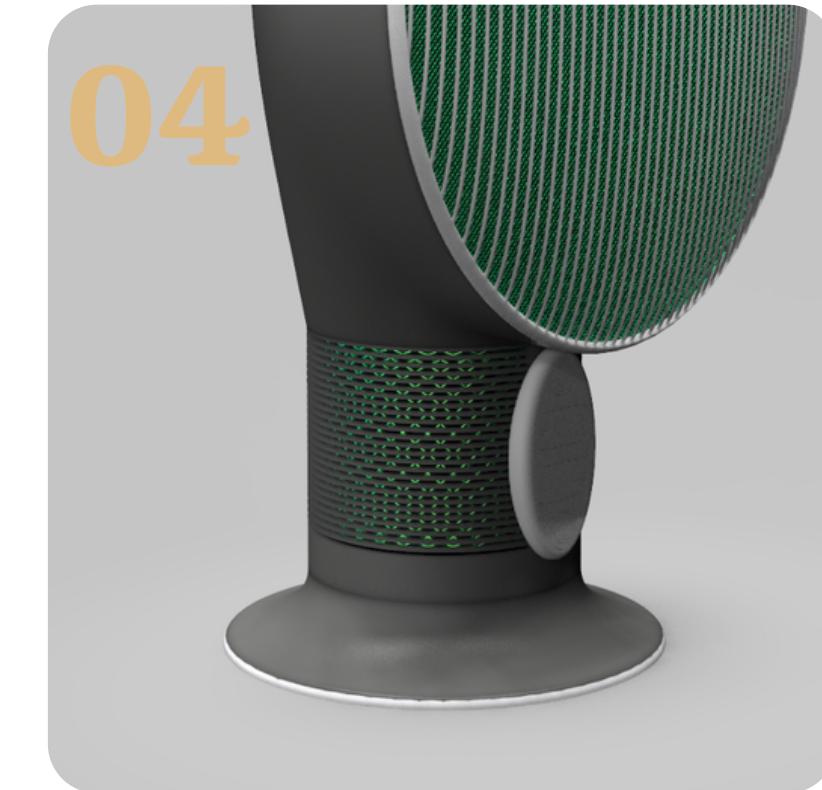
MİNİK.

6 weeks, 2020



McTWIST

8 weeks, 2021



ABYSS

7 weeks, 2019

01

Beer Cooler

BRIEF

Beer cabinet design to attract the **attention** of the customers and increase the **user experience** in the markets.

This project was made with **Klimasan**.



Research



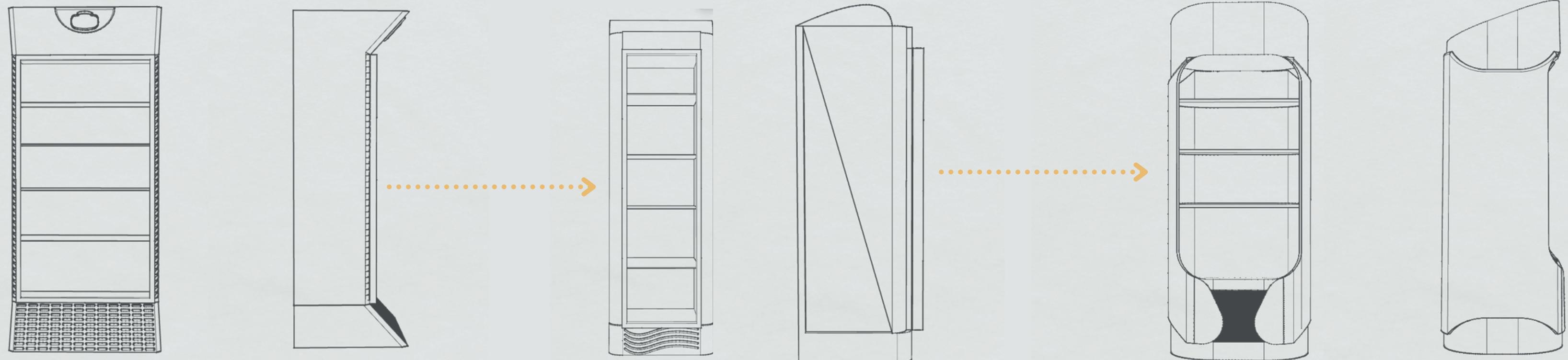
Developing and advancing the user experience to better showcase new production techniques in the markets.

According to researches, beer companies cannot **advertise directly** in Turkey.



To create consumer **awareness** by defining different advertising areas on the cabinet in order to **increase attention** in the market.

Ideation



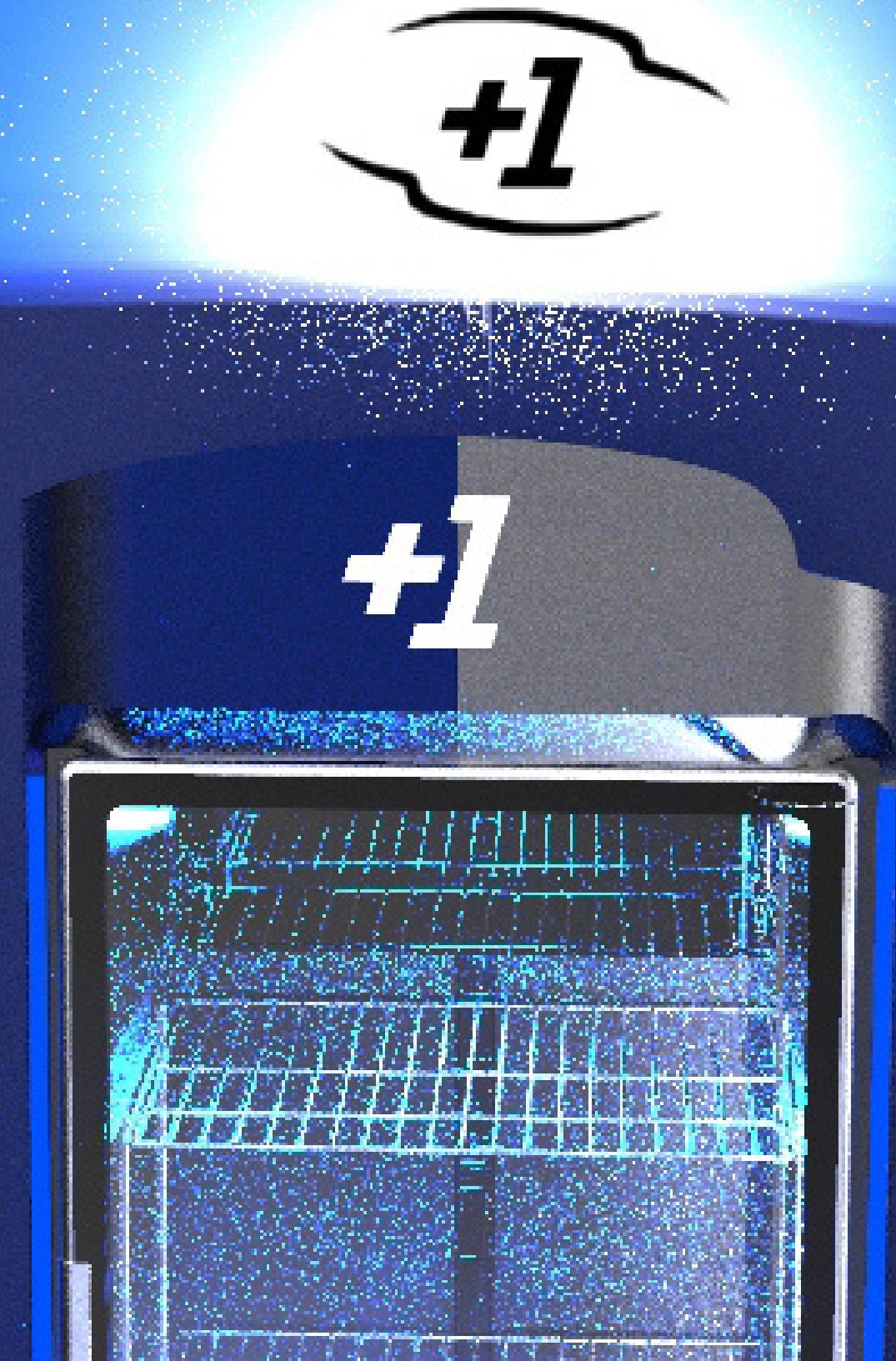
Features



- When the cabinet door is opened, the light turns on under it.

Features

- Advertising lights come on from the top **when** the cabinet door is closed.





02

Minik.

BRIEF

Product design to make easier the work of families with children **aged 0-6** in the kitchen.



Research



Families with children aged 0-6 have to use **one hand** in the kitchen **because of the child**.

According to the results of the survey conducted with **358** people, families want **quick solutions** in the kitchen.



Minik solution offers the possibility of **steaming** and **pureeing** with a **single setting** and with **one hand**.

Ideation



Final Design

- Minik is made of **bioplastic** material and **heat resistant glass**.
- Puree and steam in **single** bowl.
- **Electronic panel assistant**
- The use of the product is facilitated by **non-slip** surfaces.



Minik



Dimensions



03

MC TWIST

BRIEF

A public health product that aims to remind people of correct **body posture** and support the user regarding this.

This project was made with **Yaşar University**



Research



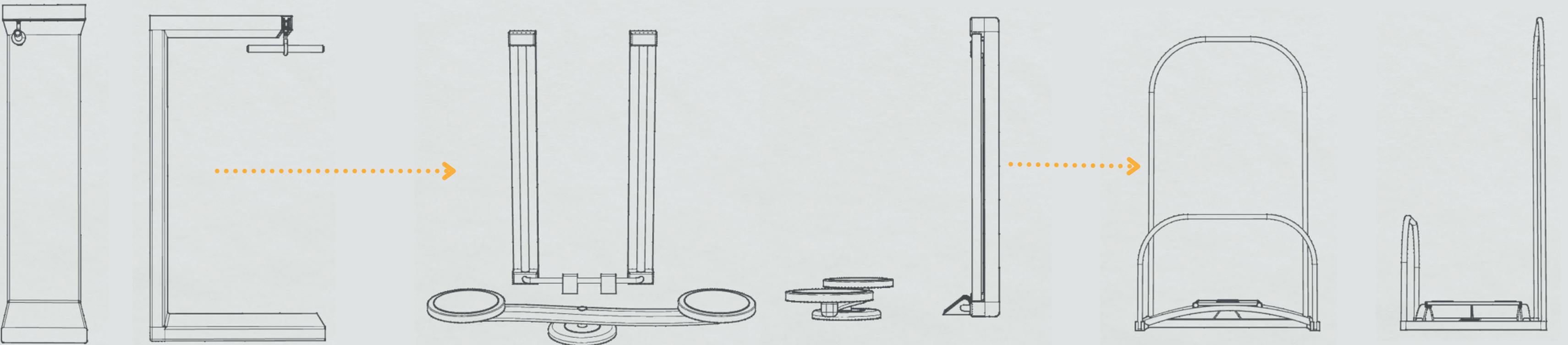
According to research, people **work sitting** in the new world order, and therefore their **body posture** is deteriorated.

67% of people who do not stand correctly during the day cannot stand upright because they **forget** the correct **body posture**.



The solution proposal of the design is to **remind** the user of the **correct posture** by using the effect of **snowboarding** on body posture.

Ideation



Final Design

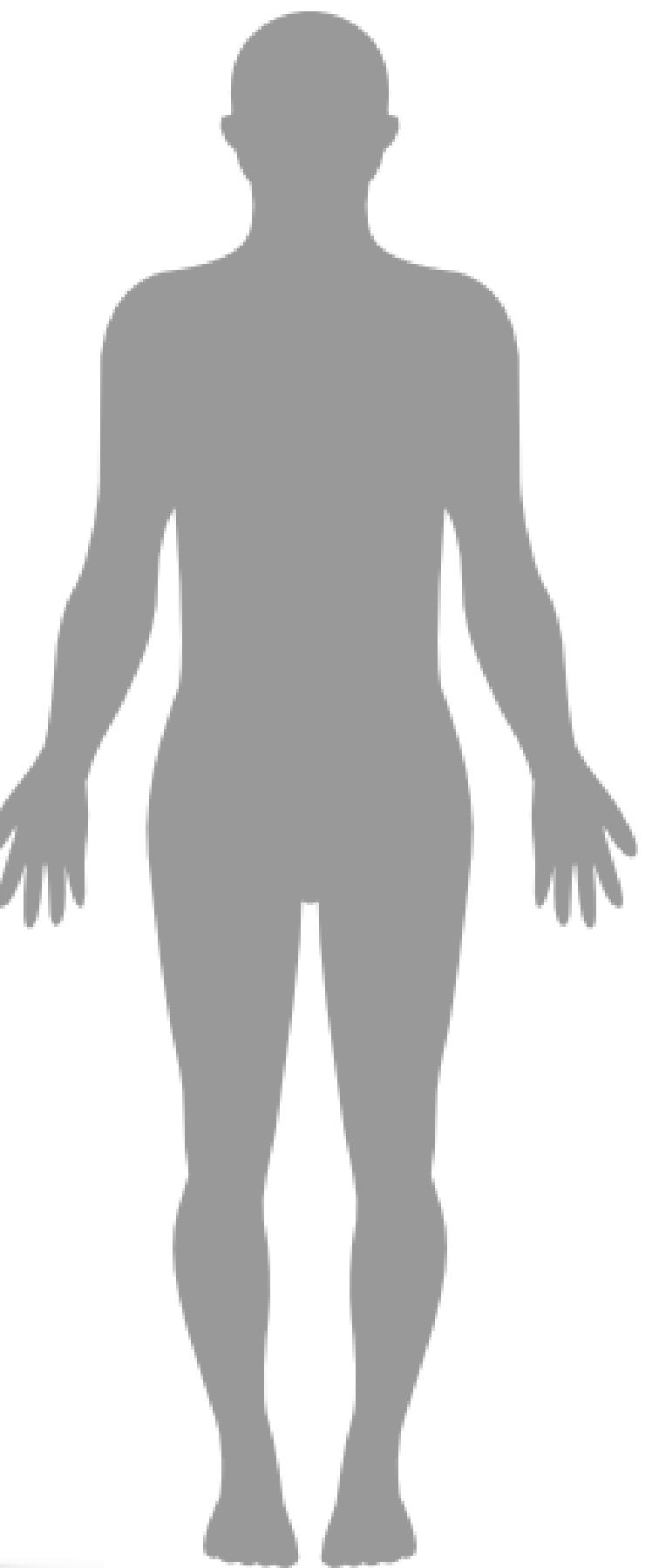
- McTwist has a rotation angle of 120 degrees.
- The product is made of stainless steel and CLT material.
- There is an guidance panel on the top of the product for proper use.
- The use of the product is facilitated by non-slip surfaces.



McTwist



Dimensions

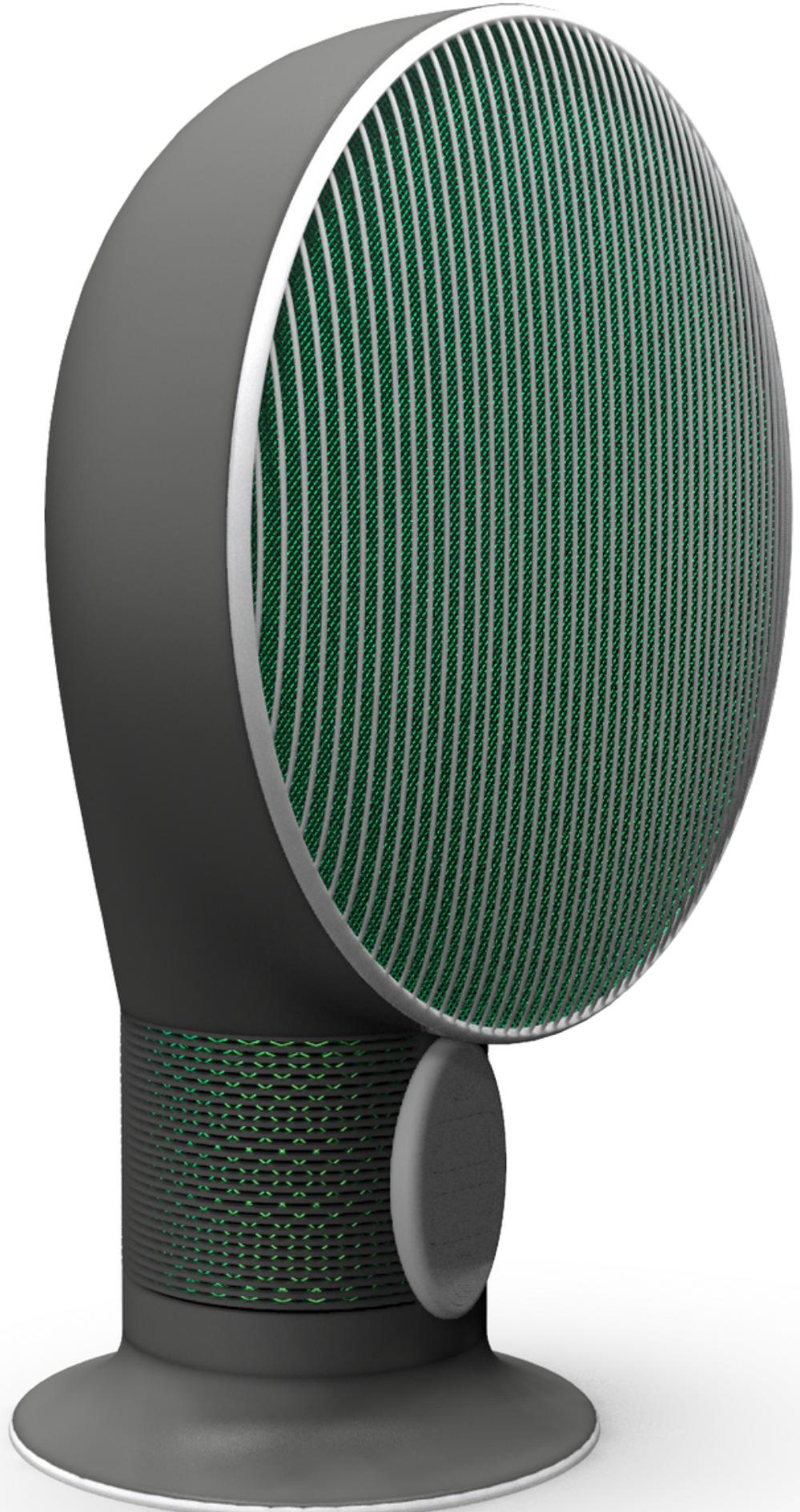


04

ABYSS

BRIEF

Air cleaner design for users to breathe **safe** and **clean** air due to the increased need for clean air during the **pandemic** period.



Research



According to research, the biggest reason why people do not use air cleaners is that it takes up **too much space** and **cannot clean** the air sufficiently.

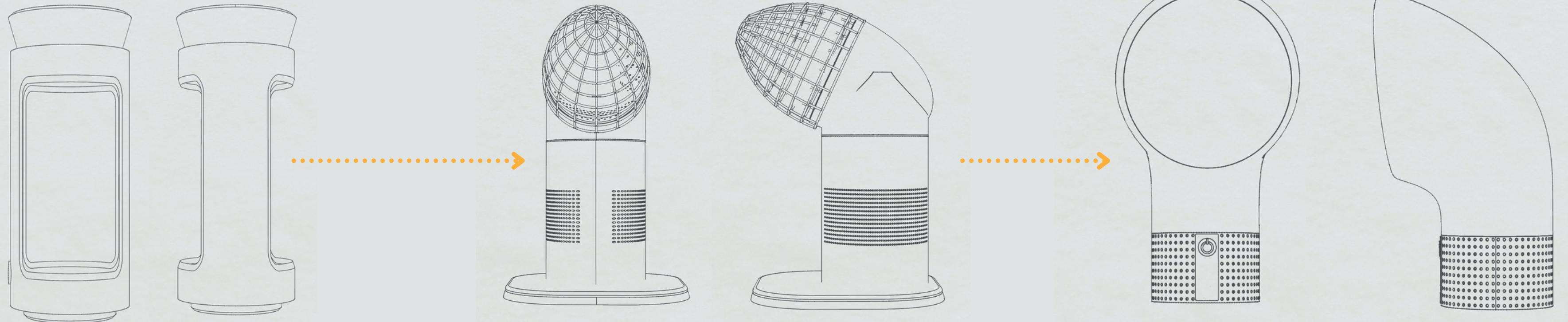
According to the results of the survey conducted with 234 people, 12% of these people use air cleaners.



Thanks to the new generation **dc motors**, **reducing the dimensions** of the air cleaner device and providing a **more effective** air cleaning experience in **less space**.



Ideation



Final Design

- Abyss is designed with inspiration from **ship pipes**.
- The product is made of **bioplastic** and **aluminum** material.
- There is a **remote control** positioned with a magnet on the product.
- The use of the product is facilitated by **non-slip** surfaces.



ABYSS



Dimensions



18 cm



27cm