

# MELTEM PARLAK

MULTIDISCIPLINARY  
DESIGNER

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## EDUCATION

Parsons School of Design  
MFA – Product Design  
New York | 2016 - 2018

Middle East Technical University  
BFA - Industrial Design  
Turkey | 2010 - 2015

## SKILLS

Design Strategy  
Design Research  
Insights and Ideation  
Innovative Problem-Solving  
Concept Strategy Development  
Web Design  
Branding  
Mock-ups & Wireframes  
Project Management

## LANGUAGE

English, German, Turkish

## CERTIFICATIONS

Grow Design Leadership  
Google UX Design Certificate

## ACHIEVEMENTS

Designer of the month  
Staples | Jan 2022

Design and Creative Center Kobe  
Exhibition | Jan 2020 | Japan

Corelle Design Challenge  
3rd Place | Jun 2018

NYC x Design | Parsons Festival  
Exhibition | May 2018

NYC x Design | Roche Bobois  
Exhibition | May 2018

LINGA Intergenerational Tourism  
3rd Place | Apr 2014

## WORK EXPERIENCE

### SENIOR PRODUCT DESIGNER, STAPLES

12/2021 - Present | Framingham, MA

- Manage creative services for new product and packaging design projects from initial concept through to commercial launch.
- Facilitate design workshops with cross functional teams, identify innovation pathways, develop concepts, and gain senior management approval to short and long term projects.
- Partner with brand and customer insights on qualitative and quantitative research to drive forward customer-centered design.

Tools used: Design Thinking Methodologies, Adobe Creative Suite

### ART DIRECTOR + BRAND DESIGNER, LC & CO

11/2020 - Present | New York, NY

- Understand marketing initiatives, strategic positioning, and target audience. Develop visual concepts and designs that align with a brand's identity and meet the needs of clients and marketing teams.
- Plan and conduct user research and competitor analysis. Interpret data and qualitative feedback. Create user stories, personas, and storyboards.
- Determine information architecture and create sitemaps. Create prototypes and wireframes.

Tools used: Figma, InVision, Adobe Creative Suite

### PRODUCT DESIGN MANAGER, BIRSEL+SECK

05/2018 - 12/2021 | New York, NY

- Managed the Aging Innovation Program funded by a grant from The SCAN Foundation.
- Held and facilitated co-design sessions with older adults in communities across the country and generated insights.
- Managed the project team, planning resources, monitoring progress, and documentation.
- Lead quantitative and qualitative research, user-testing and design-thinking methodologies to uncover B2B and B2C needs for clients.
- Lead brainstorming and ideation sessions with target groups and clients. Uses human-centric tools to guide sessions, both online and offline.
- Created visual material (slide decks, infographics, moodboards, videos, personas, journey maps) to visualize and communicate prior conducted research results and highlight opportunity spaces for innovation and organizational change.

Tools used: Adobe Creative Suite, Sketch, InVision, Rhinoceros, Keyshot, Project Management  
Clients include: Staples, Facebook, Delish, Nucraft, Minka, The SCAN Foundation, Kale

### ADJUNCT PROFESSOR, PARSONS SCHOOL OF DESIGN

01/2018 - 01/2019 | New York, NY

- Lead professor for the Introduction to Computer-Aided Industrial Design course.
- Taught 2D and 3D graphics software for application sketching, testing, rendering, and design control drawing.

Tools used: Solidworks, Rhinoceros, Autodesk Fusion 360, Keyshot

### PRODUCT DESIGNER, BAMA TECHNOLOGY 07/2015 -

06/2016 | Ankara, Turkey

- Executed and lead the development of FreeGait which is a wearable exoskeleton, from concept to production stage.
- Consulted with the engineering team during the release regarding design decisions.
- Managed team of production workers on the manufacturing process of prototypes after the initial design was completed.

Tools used: User Testing, Adobe Creative Suite, Rhinoceros, Keyshot