

MERWE



EDUCATION

ISTANBUL TECHNICAL UNIVERSITY INDUSTRIAL DESIGN, MA

Developed expertise in design thinking and research methodologies; authored the thesis "The Impact of Technology and Traces of National Representation on Eurovision Stages," examining the intersection of technology, stage design, and national identity.

TU DELFT STRATEGIC PRODUCT DESIGN, EXCHANGE

During my time in TU Delft's master's program, I built strategic design capabilities while working with KLM, Ford, and Eneco to develop forward-thinking projects that enhanced community relationships

ISTANBUL TECHNICAL UNIVERSITY INDUSTRIAL DESIGN, BA

During my Bachelor's studies in Industrial Design at Istanbul Technical University, I specialized in concept development, 3D modeling, and professional presentation of product ideas.

LANGUAGES



Native



C1



A2



A1

SKILLS

FIGMA

ADOBE CREATIVE CLOUD

Photoshop | Illustrator | InDesign | Fresco
Premiere Pro | After Effects | Animate | Character Animator | XD

CINEMA 4D | RHINOCEROS

MICROSOFT OFFICE

Word | Excel | PowerPoint

2015
-
2017

2016
-
2017

2008
-
2013

2018
-

2017

2015
-
2016

2012
-
2015

PROFESSIONAL EXPERIENCE

FREELANCER

Currently serving as Senior Designer in the Global E-Commerce Branding & Creative Team at Henry Schein, leading branding strategy and governance within large-scale Content Migration Projects. Also driving automation and AI-powered workflows in Figma to streamline design processes and ensure brand consistency across teams.

Delivered UI/UX design projects for global firms including JAMS, AIMX, Vredestein, Zoetis, and Watkins Wellness, developing user-centered digital experiences. Designed interface systems for interactive games, focusing on usability, engagement, and visual coherence.

Provided design production and consultancy services across logo design, brand identity systems, presentations, social media content, books, and manuals for clients including NMQ Digital, Pure Food Pure Taste, and Captain Energy.

Authored and illustrated the book Kara Masallar. Curated the exhibition Turkey: More Than Kebab for Dutch Design Week and presented academic articles on Eurovision at international conferences.

OUTWORK EVENT COMPANY ASSISTANT CONTENT MANAGER

Contributed to the curation and production of Design Week Turkey 2017, coordinating both international and local exhibitions.

PAZ ISTANBUL ART DIRECTOR

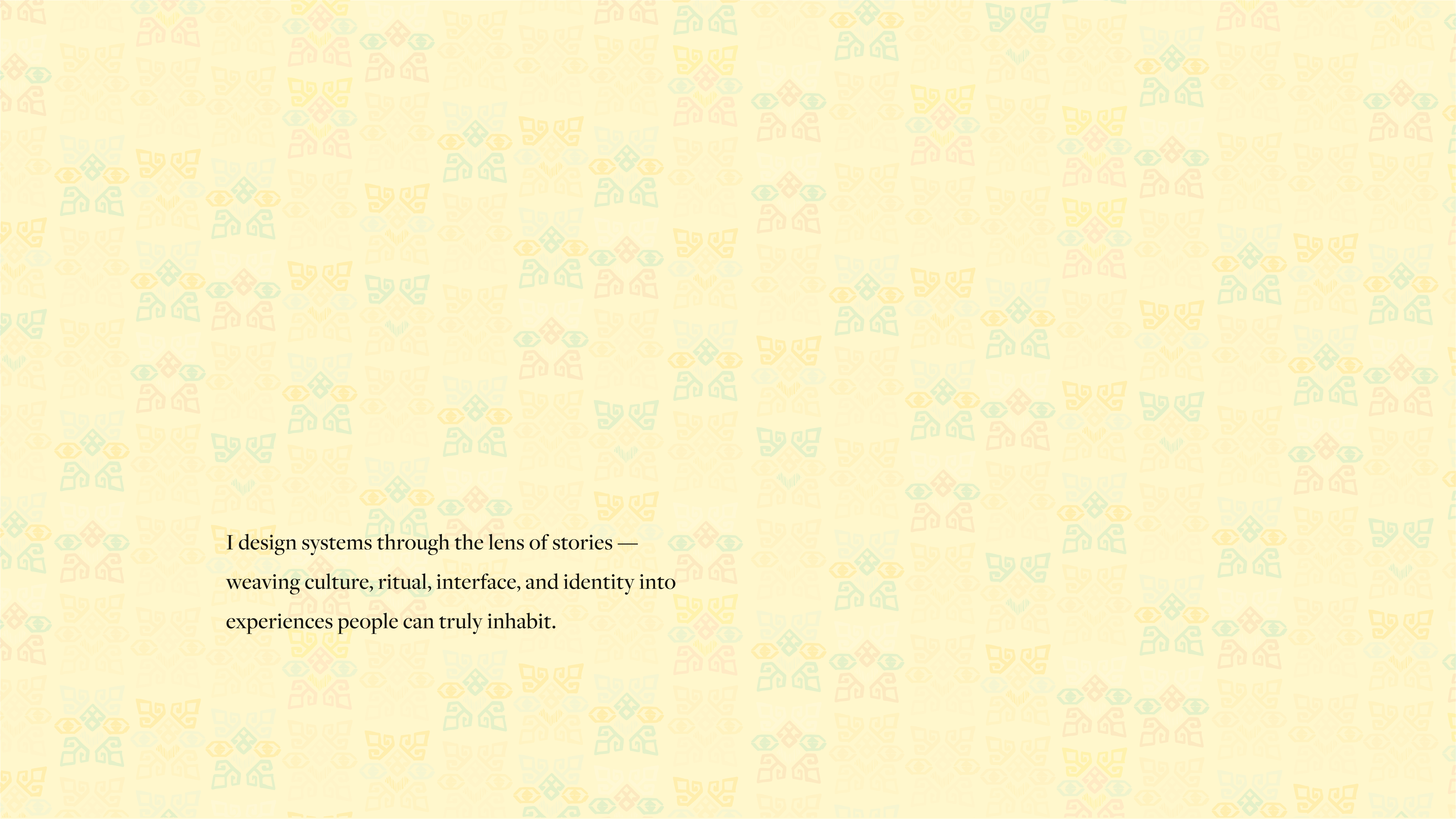
Worked at a boutique agency specializing in the culture and entertainment sector, managing social media accounts for films and cultural institutions. Gained experience across both digital and print media, producing promotional materials for organizations such as BASKA Sinema, Institut Français, and British Council, as well as festival films including the Golden Globe-winning Mustang.

BEYAZPERDE.COM - WEBEDIA TURKEY TRAFFIC MANAGER & GRAPHIC DESIGNER

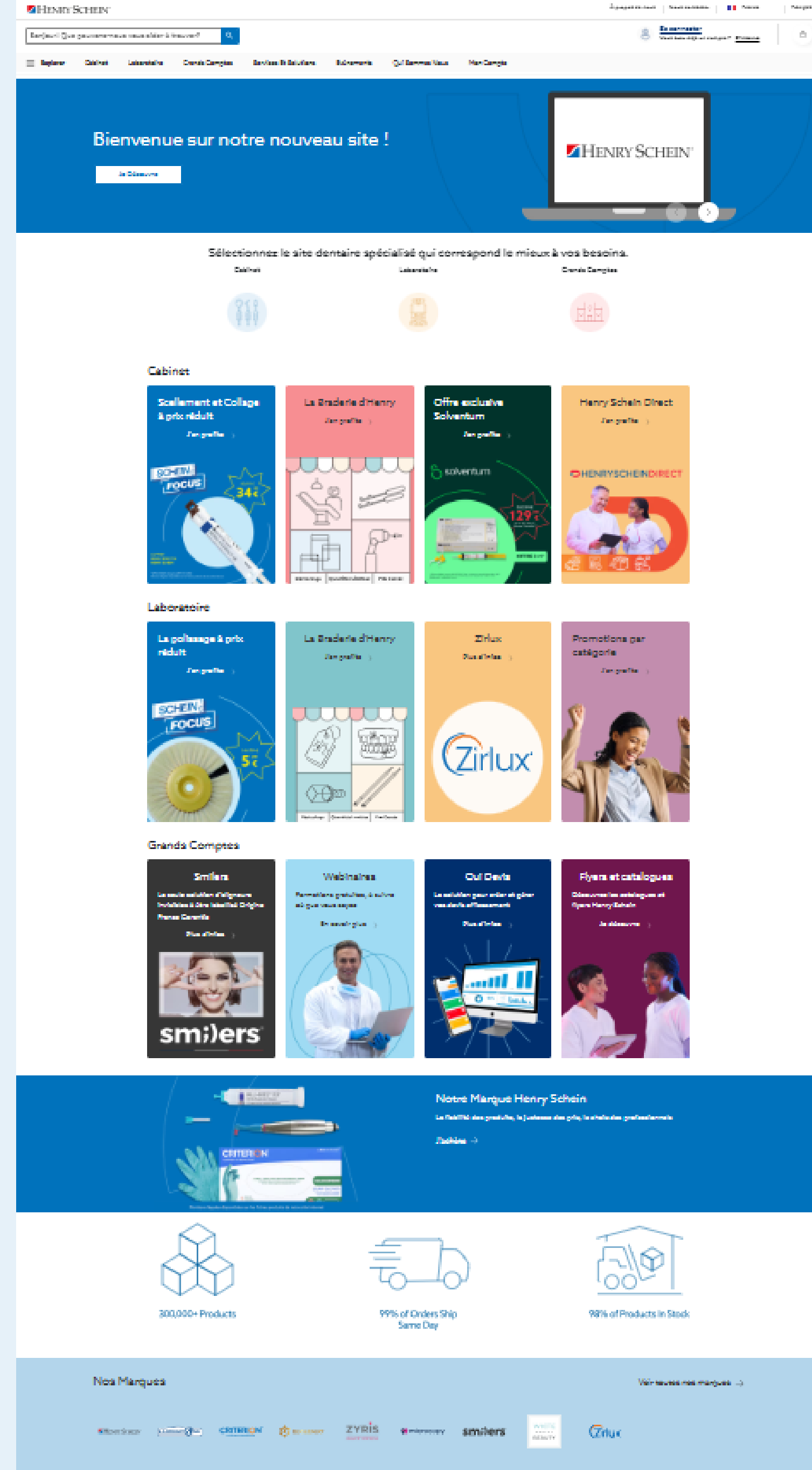
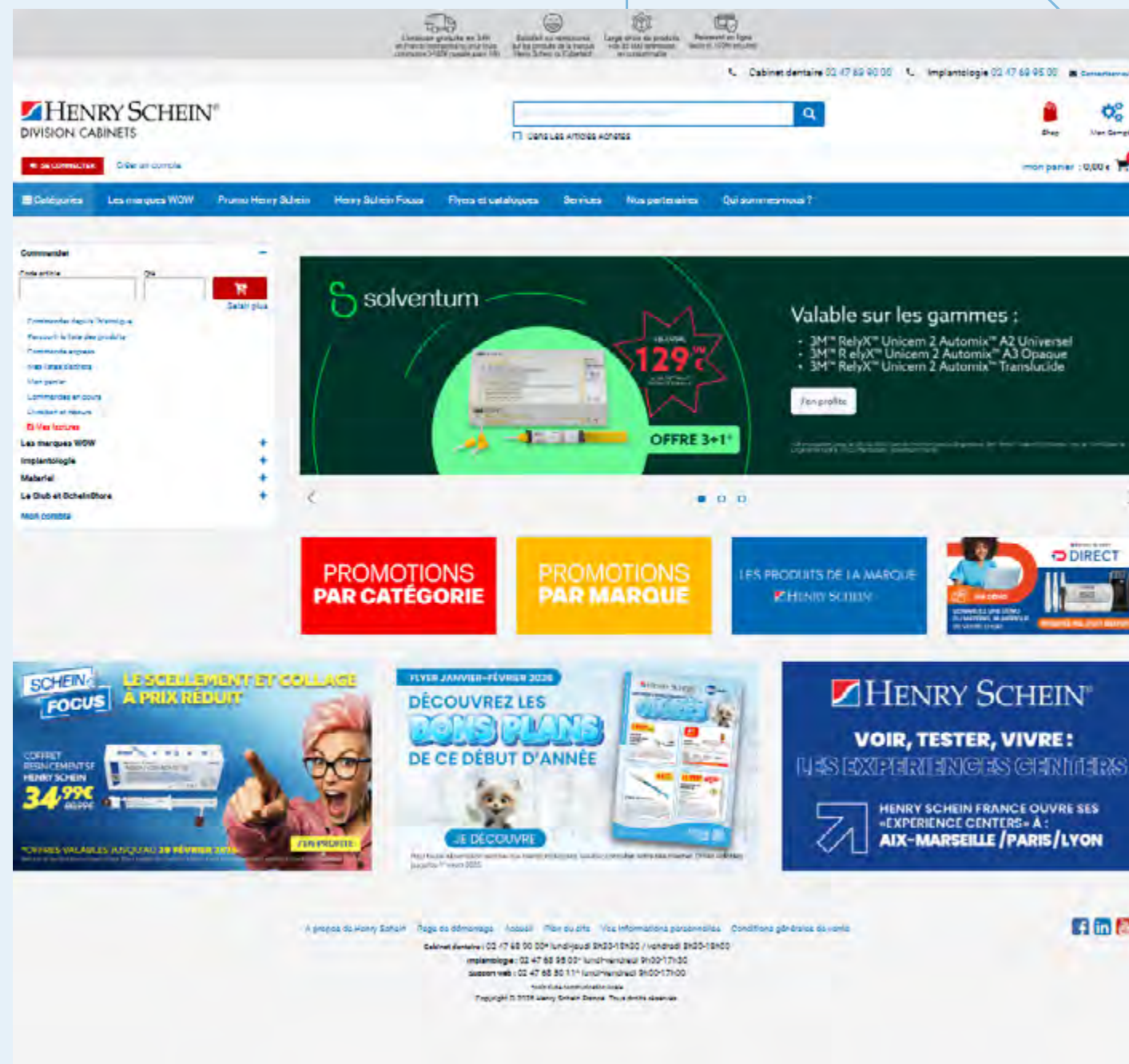
Designed and animated digital advertisements for the website, managed direct client communication for approvals, and published campaigns through ad servers. Monitored campaign performance and prepared statistical reports for clients.

Tracked website analytics including traffic, page views, unique visitors, and audience demographics such as age and socioeconomic segments, optimizing promotional materials based on data insights.





I design systems through the lens of stories —
weaving culture, ritual, interface, and identity into
experiences people can truly inhabit.

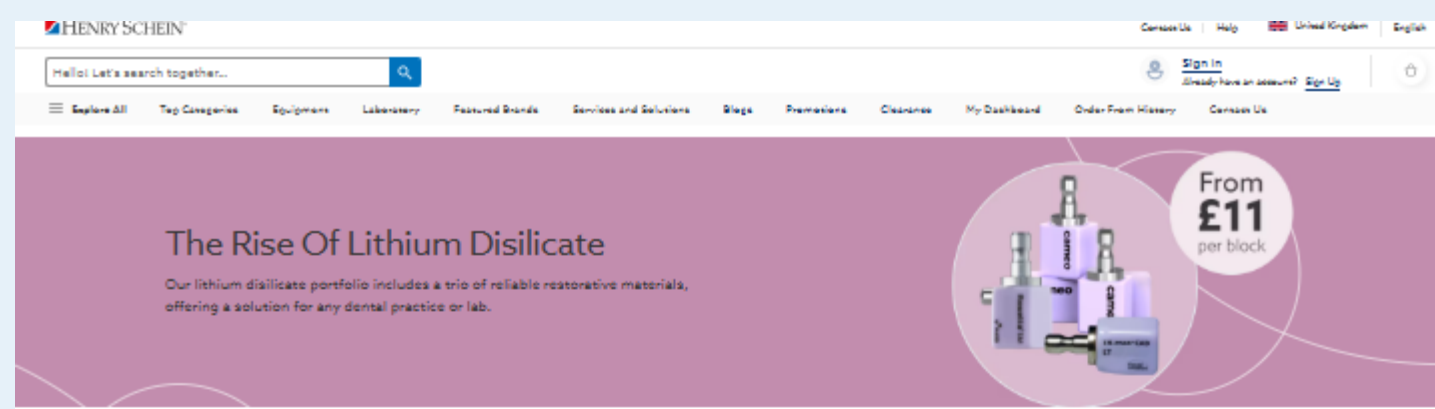


HENRY SCHEIN®

GLOBAL E-COMMERCE VISUAL SYSTEM

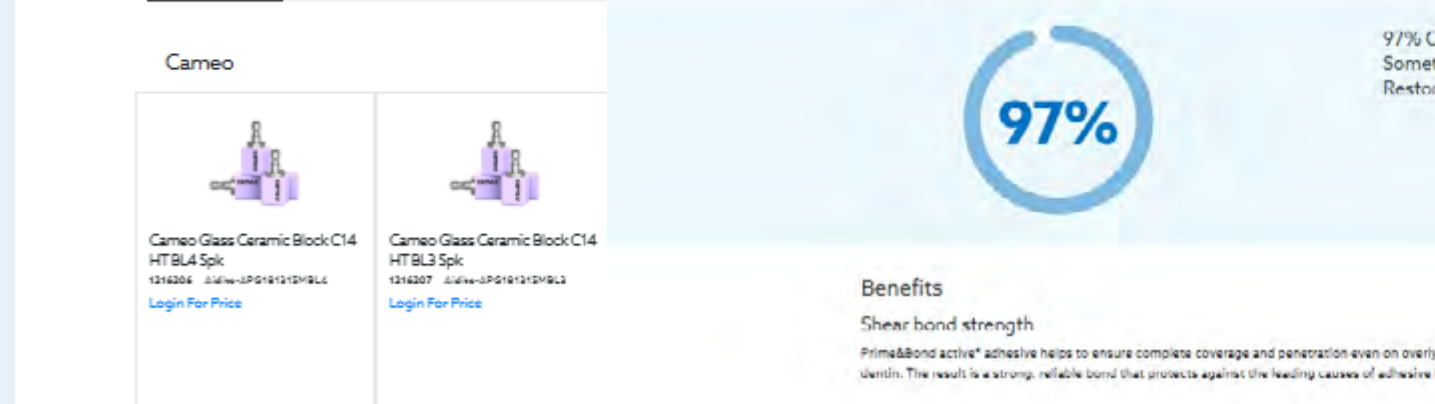
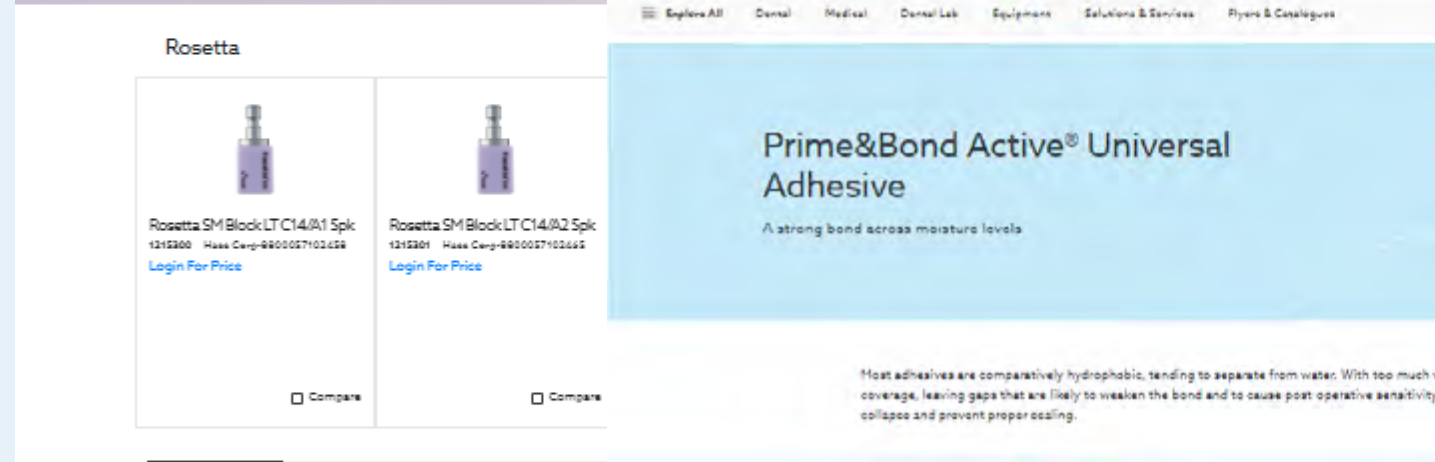
As part of the Global E-Commerce Branding & Creative Team at Henry Schein, I contributed to aligning digital experiences across Ireland, the UK, Canada, the US, France, Benelux, Germany and Italy.

Role:
Creative Direction,
Visual Systems Design,
Brand Architecture,
Cross-Platform Implementation



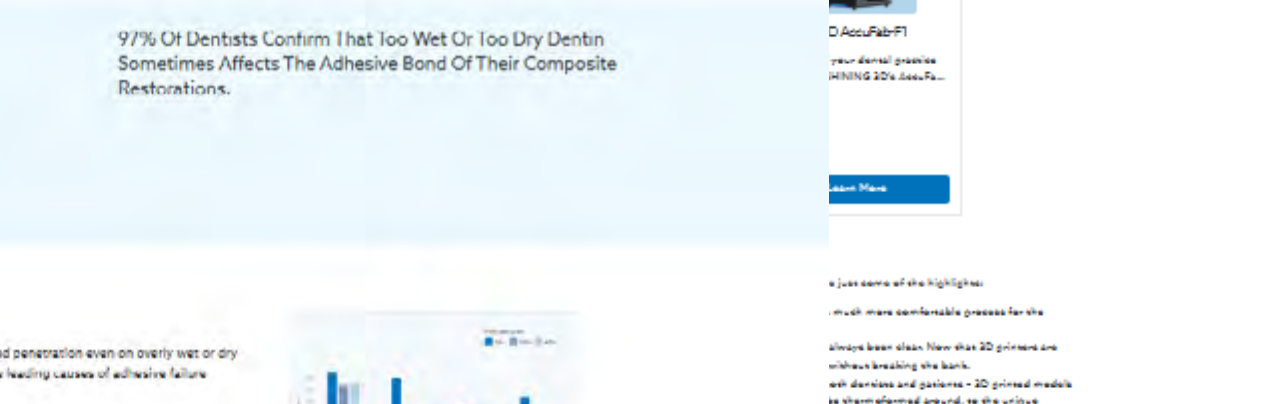
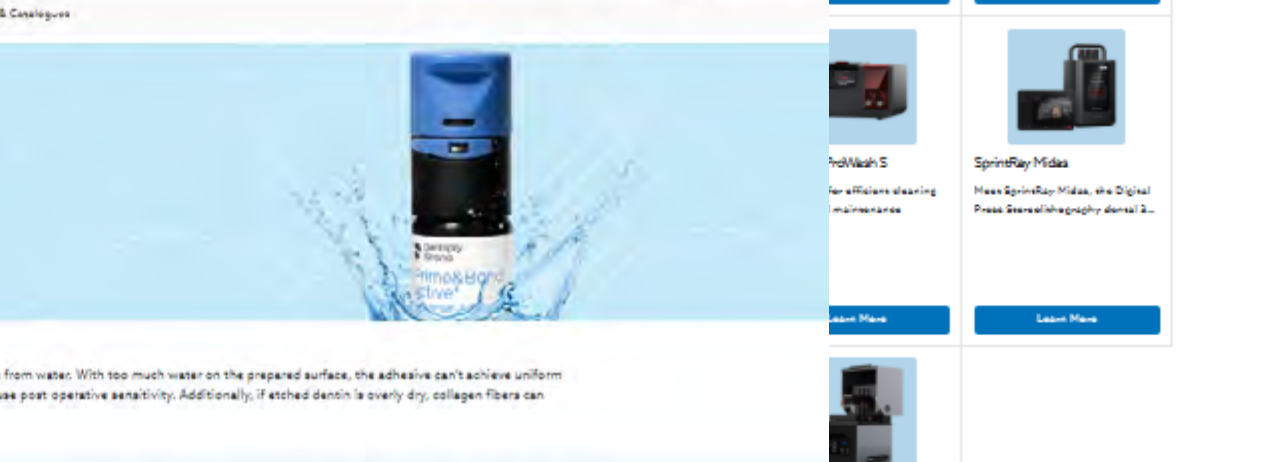
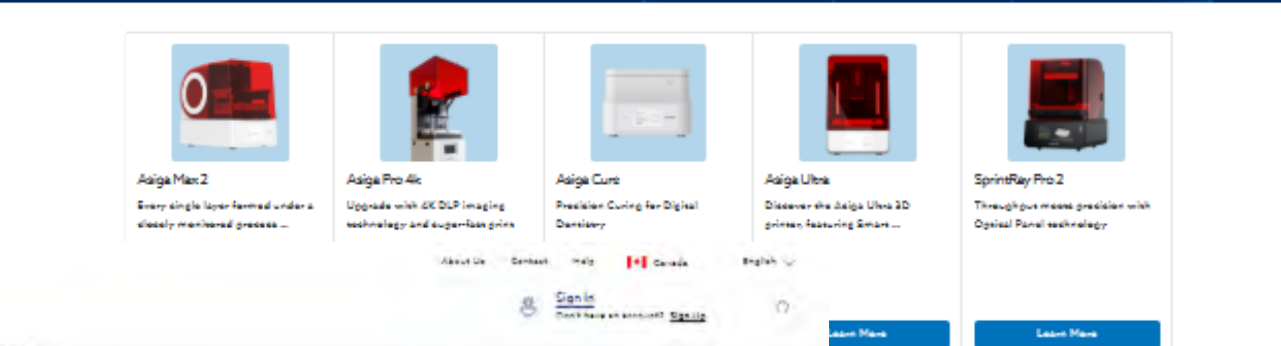
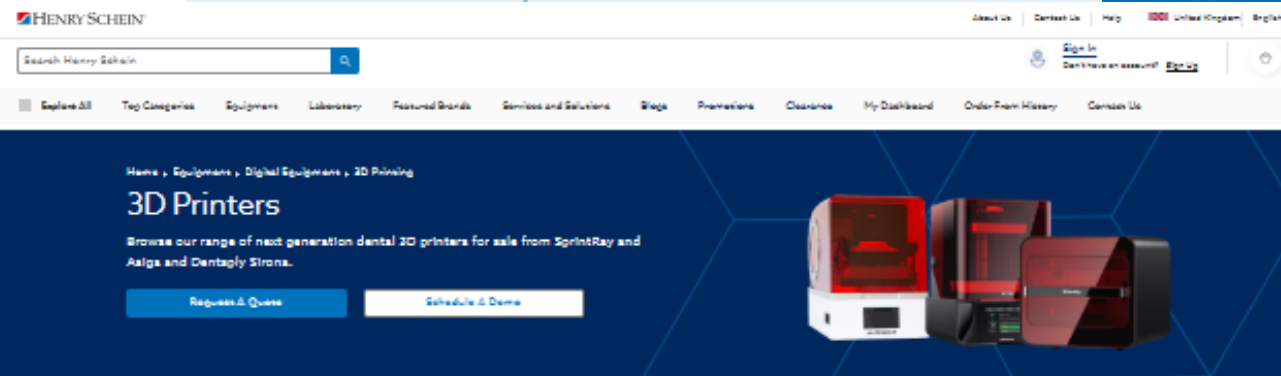
Stronger than traditional porcelain, lithium disilicate restorations are rapidly growing in the dental industry, with Europe now representing 20% of its global consumption. And it's easy to see why. Offering excellent durability, compatibility, stability, and aesthetics, while helping to preserve the remaining natural tooth, lithium disilicate restorations produce long-lasting, natural-looking results that you can be proud of.

With the cosmetic dentistry market expected to rise by 12.88% between 2025 and 2032, it is crucial to ensure you are offering the highest quality restorations for your patients. Lithium disilicate's excellent translucency mimics the natural tooth, and its customizable nature allows staining and layering, for a lifelike result. And with the lower risk of breakage, the gentle biocompatible nature, and the comfortable fit and bond, lithium disilicate offers a versatile solution to a wide range of indications to streamline into your day-to-day restorative workflow.



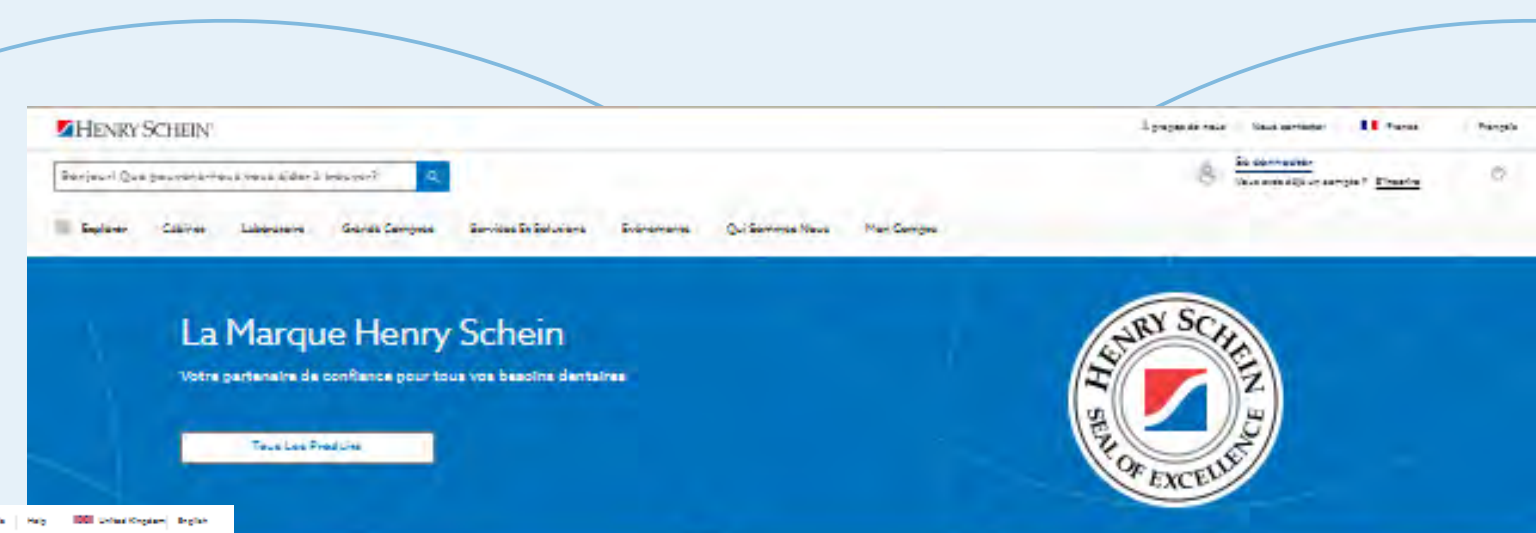
Thousands of product and informational pages needed to operate within strict global brand governance while remaining sensitive to regional identity and regulatory nuance.

- Structured content hierarchies
- Flexible layout systems
- Iconography and infographic standards
- Product-focused visual storytelling



The work focused on building and refining a scalable visual framework.

- Structured content hierarchies
- Flexible layout systems
- Iconography and infographic standards
- Product-focused visual storytelling



Henry Schein : la marque propre pour tous vos besoins dentaires

Pourquoi choisir Henry Schein ?

Henry Schein est la marque propre de référence pour les professionnels dentaires, proposant une gamme complète de produits de haute qualité, adaptés à tous les besoins cliniques. Chaque produit est conçu pour offrir fiabilité, performance et sécurité, tous en permettant une gestion simplifiée des stocks dans votre cabinet.

Henry Schein propose une diversité de bénéfices à un agencement moderne, des consommables essentiels, réduisant le risque de rupture en assurant un flux de travail fluide. De plus, elle couvre tous les aspects d'un cabinet moderne, des consommables de routine au contrôle des infections, en passant par les restaurations et les agences de labo.

Henry Schein se distingue également par son engagement envers la sécurité et la santé de ses patients, avec des produits conformes aux normes professionnelles les plus strictes et conçus pour une utilisation facile et efficace.

La gamme complète Henry Schein pour les cabinets dentaires



Usage unique : gardez votre armoire toujours approvisionnée

La gamme d'usage unique Henry Schein comprend tout ce dont un cabinet a besoin pour rester toujours approvisionné et prêt à recevoir les patients. Des gants et produits de nettoyage à des consommables de routine, nos produits assurent une gestion pratique et efficace de votre cabinet. Réduisez les risques de stock et les interruptions dans le flux de travail.

Each element was crafted to ease cognitive load for professionals navigating complex clinical information.





Making Restorations Shine

Innovative Polishers Sets

Achieve a high-gloss finish, save time, and preserve surface structure with these diamond-infused H5 Maxima Copter Composite Polishers.



70%
of initial consultations
fail to take up treatments.



La Braderie d'Henri

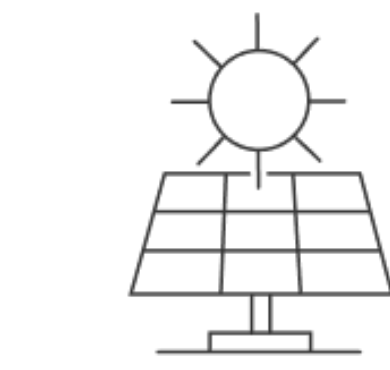
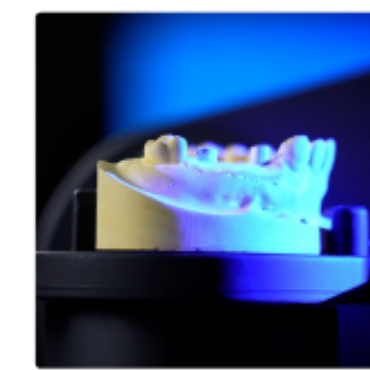
Je découvre

CAVITY PREPARATION	APPLICATION OF EVERX FLOW (DENTIN SHADE)	FINAL LAYER WITH ESSENTIA (UNIVERSAL SHADE)	POST-OPERATIVE SITUATION
CAVITY PREPARATION	APPLICATION OF EVERX FLOW (BULK SHADE)	FINAL LAYER WITH G-ENIAL UNIVERSAL INJECTABLE (A3 SHADE)	POST-OPERATIVE SITUATION

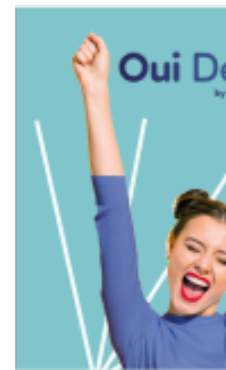
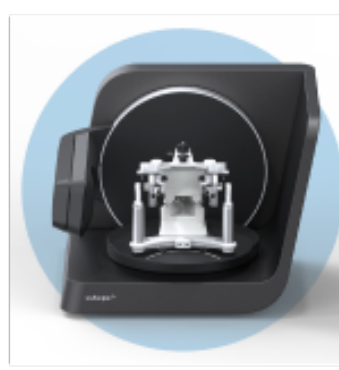
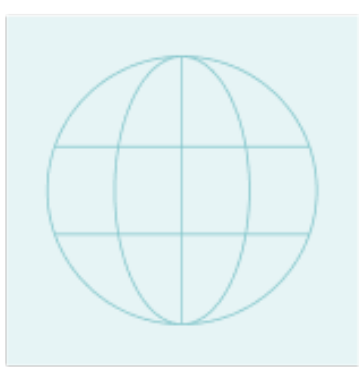
If You're Not Convinced, See What More Of The Leading Digital Dentists Are Saying

Elusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.

Learn More →



Case study	Patients on plan pre switch	Patients on plan 6 months post switch	Growth %
A	274	450	+64%
B	444	540	+22%
C	478	483	+1%
D	531	825	+55%
E	1557	1621	+4%



Zirlux

Esthétique, constance et performance accessibles

Mentions légales disponibles sur les fiches produits de notre site internet

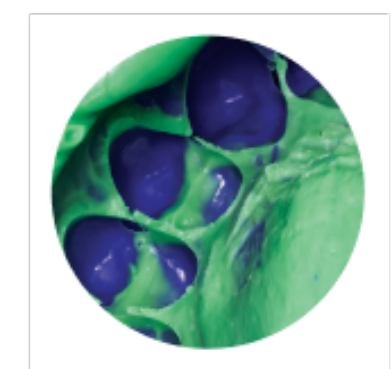
PUBLIC SAFETY

LAW ENFORCEMENT

EMERGENCY SERVICES

FIRE

MOBILE INTEGRATED HEALTH



High-value equipment and consumables required different visual strategies. Through disciplined layout, feature isolation, and contextual imagery, technical specifications were translated into clear, decision-oriented experiences.

Accuracy remained central. Clarity became the differentiator.

The outcome was a unified digital ecosystem spanning multiple markets, carefully balancing global consistency with regional adaptability.





ARTIFICIAL INTELLIGENCE MALAYSIA EXPO 2026

Designing a visual identity for a national-scale technology platform.

AIMX demanded a brand system that positioned Malaysia as a forward-looking AI hub while preserving institutional credibility.

Role:
Brand Identity,
Visual System Development,
Cross-Platform Applications

PROCEDURE

2 SUBMIT YOUR INTEREST

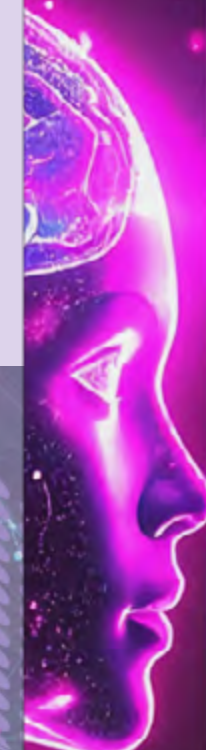
Contact our team at info@matrade.com.my or complete the online booking form to receive your tour.

4 PAYMENT

A 50% deposit is required upon signing the agreement. To secure your sponsorship, with the balance due before 30th June 2025.

6 FINAL BRIEFING

Our team will conduct a pre-event briefing to ensure all sponsors and exhibitors are fully prepared for AIAD 2025.



Why Join Us?

- Be part of Malaysia's AI leadership movement as ASEAN Chair 2025
- Showcase your solutions to decision-makers, investors, and innovators from across Asia and beyond
- Tap into AI investment trends, government initiatives, and emerging market expansion opportunities
- Benefit from business matching, talent recruitment, and high-impact brand exposure
Gain access to 700+ attendees and thousands of visitors, supported by the KUSKOP Pavilion with SME agencies, nationwide SME and cooperative invitations, business matching and guidance, MATRADE's global buyer matching day, and participation from MDEC and UTM.

SPONSORSHIP PACKAGES

STRATEGIC PARTNER

- Title Sponsor status with exclusive recognition as Strategic Partner
- Opportunity to deliver a keynote address during the opening ceremony
- One premium exhibition booth in a prime location
- Special recognition in all key media engagements
- Logo featured on lanyards, event bags, and official merchandise
- Inclusion in event press releases and all major promotional campaigns
- 10 VIP invitations to the opening ceremony.
- Full-page advertisement in the official event handbook
- Complimentary hotel accommodation plus airport-hotel-venue transfers

USD 200,000

PLATINUM

- Prominent logo placement on event materials and website.
- Opportunity to participate in a panel discussion.
- One large exhibition booth.
- Logo displayed at the conference hall and networking area.
- Special mention during the opening and closing ceremonies.
- Branding on delegate bags or official merchandise.
- 8 VIP invitations to opening ceremony.
- Half-page advertisement in event handbook.
- Hotel accommodation and airport-hotel-venue transportation included.

USD 100,000

GOLD

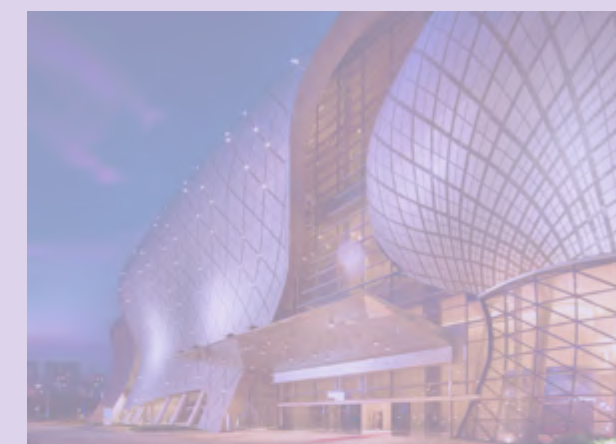
- Logo displayed on event website and selected printed materials.
- One standard-sized exhibition booth.
- Opportunity to host a breakout session or workshop.
- Branding at networking lounges or coffee breaks.
- 2 VIP invitations to opening ceremony.
- Logo inclusion on signage at the exhibition entrance.
- Mention during selected conference sessions.
- Quarter-page advertisement in event handbook.

USD 50,000

SILVER

- Logo placement on the event website and partner wall.
- One basic exhibition booth.
- Opportunity for product displays or demos at booth.
- 2 VIP invitations to opening ceremony.
- Branding at designated common areas.
- Company profile listed in event handbook.
- Social media acknowledgment before and during the event.
- Mention during selected networking sessions.

USD 25,000



Venue

A World Class Stage for Innovation

Set within Kuala Lumpur's most prestigious event district, MITEC delivers a vibrant, world-class environment designed for influential brand visibility. Its expansive halls, advanced infrastructure, and elevated guest experience create the perfect stage for sponsors seeking prominence, visibility, and meaningful engagement with global industry leaders.



What to Expect From Our Event

Notable Speakers

Inspiring voices from across the AI ecosystem will share knowledge, practical insights and future-ready strategies to spark new ideas and collaborations.

Academicians

Leading researchers and scholars will share foundational theories, emerging trends, and critical insights that deepen understanding and broaden intellectual horizons.

Ministries & Government Agencies

Policy-makers and public sector innovators will present strategic frameworks, national priorities, and long-term visions driving responsible, future-ready AI adoption.

Startups & SMEs

Agile innovators and fast-growing teams will showcase disruptive solutions, real-world applications, and entrepreneurial energy that inspires new opportunities.

Corporate Leaders & Tech Enterprises

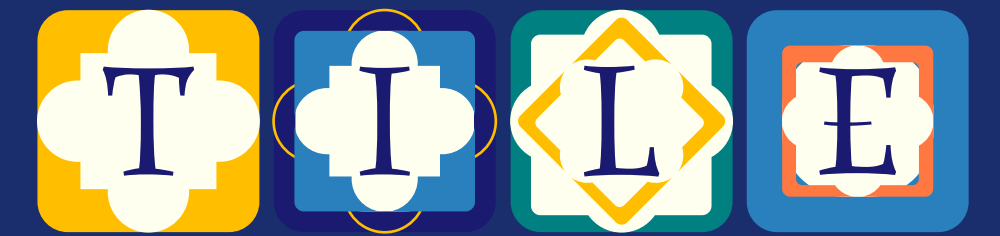
Industry visionaries will showcase high-impact strategic initiatives, transformative insights, and practical solutions integrating AI across complex enterprises.

Investors & Financial Institutions

Investment leaders will spotlight emerging tech trends, evaluate models, and foster generation ventures that drive sustainable global tech economy.

The color system was precisely tuned to convey technological progress while remaining accessible across both public-facing and institutional platforms.

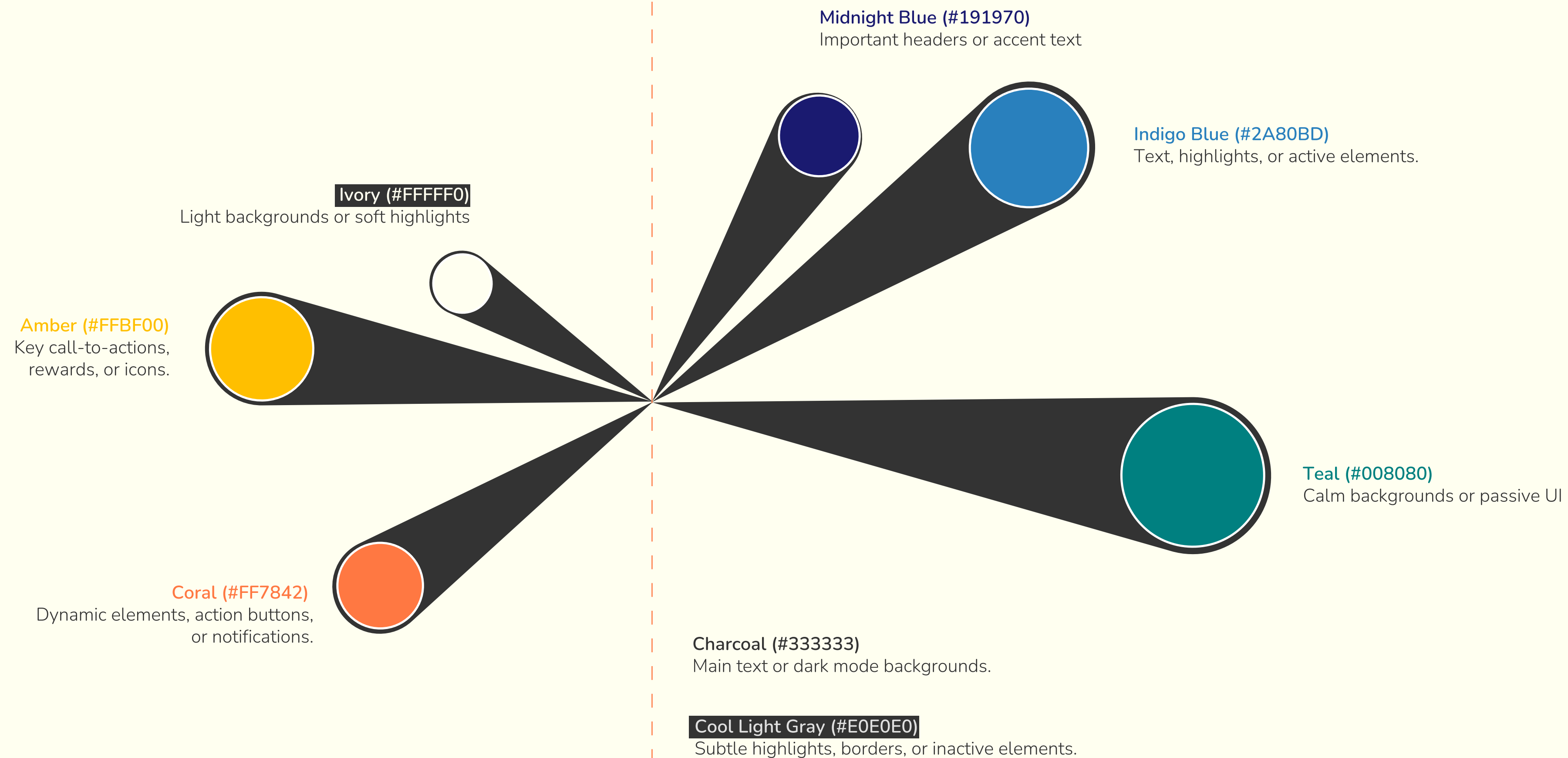
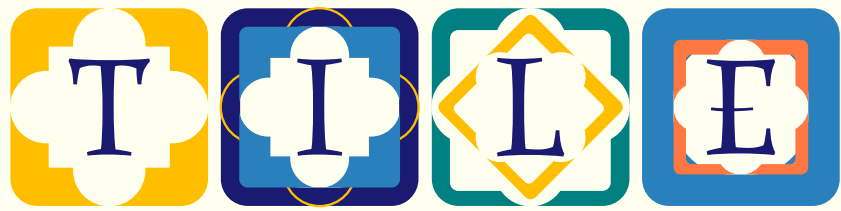
Graphic elements suggest data flow and neural networks, evoking their logic without resorting to literal representation.



BRANDING & INTERFACE SYSTEM

A mobile puzzle game born from research into heritage, pattern logic, and calm play.

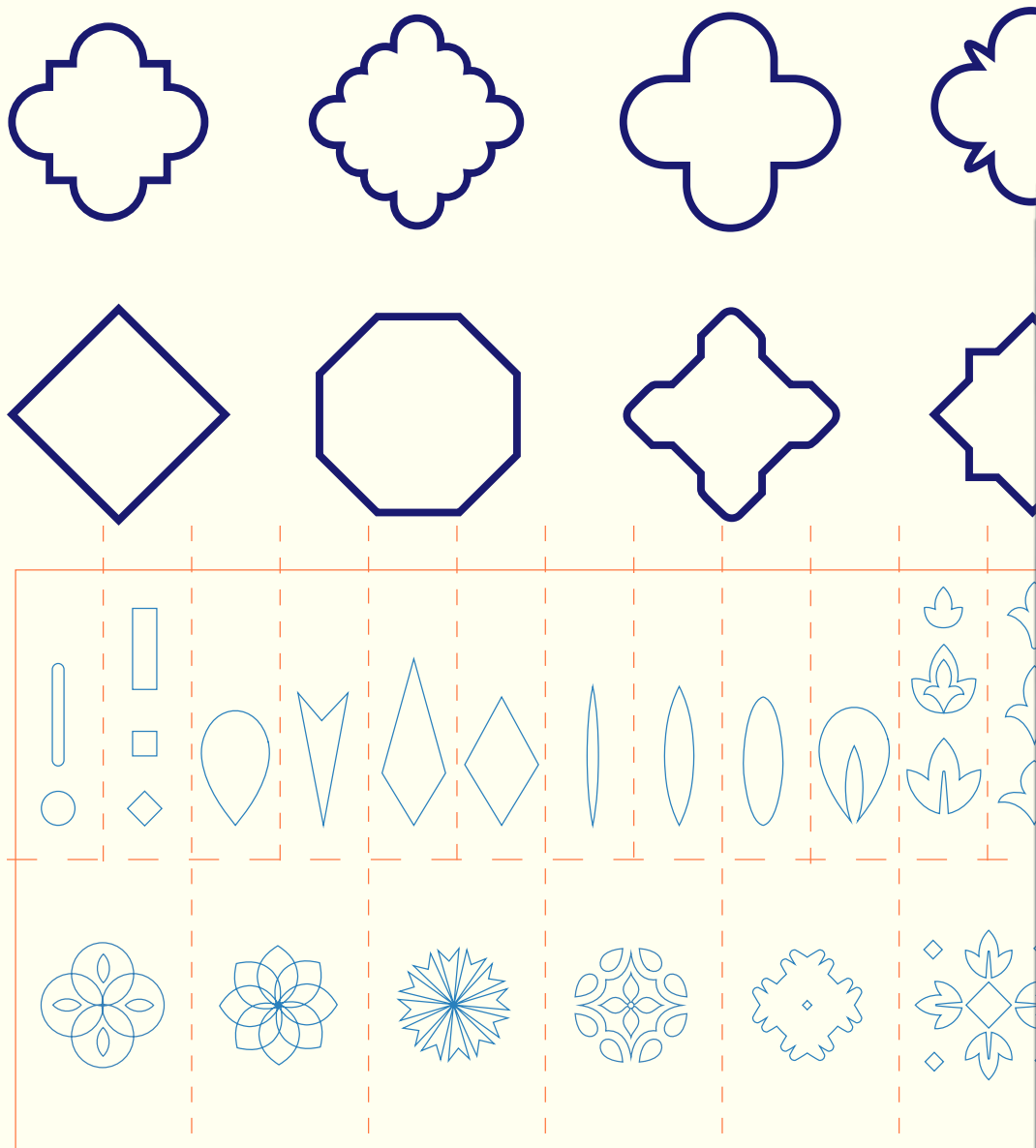
Role:
Brand identity
UI system
Promotional visuals



Tile invites players to merge numbers and collect beautifully crafted tiles, each inspired by global mosaic traditions and architectural ornamentation.

The branding draws inspiration from the ornamental logic of Azul, particularly its celebration of Portuguese azulejo tilework.

The color palette was developed with careful calibration, balancing saturated ceramic blues with mineral neutrals and accent tones that echo glazed surfaces.



Instead of replicating historical motifs, the identity distills their rhythm, symmetry, and chromatic balance into a contemporary digital system.

The tile system was grounded in research on geometric modularity across mosaic traditions, examining how repetition, rotation, and symmetry generate both harmony and variation.

The project was recognized with the Press Start: Games Founding Grant.



TURKEY: MORE THAN KEBAB

DUTCH DESIGN WEEK 2019

Repositioning Turkish
design beyond cliché.

Role:
Curatorial concept,
Visual identity,
Exhibition layout,
Designer coordination,
Logistics and production,
On-site hosting and sales

**JOINED
THE TEAM OF
ORGANIZERS**

**CREATED A THEME
FOR THE EXHIBITION**

**CONTACTED
DESIGNERS**

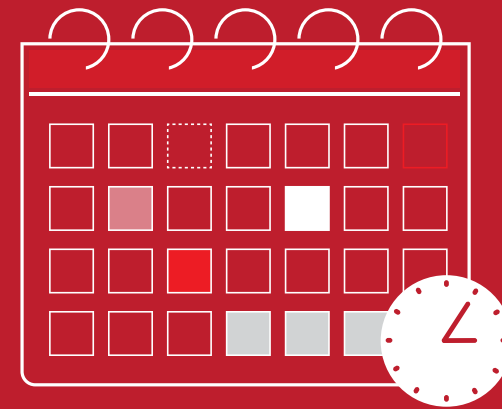
**CURATED
THE EVENT**

**SET UP
A TIMELINE**

**DESIGNED AND PRODUCED
MY OWN PRODUCT**

JULY 2019

The organization was challenging in many ways. It was an international event with physical products and limited budget. However with strong will, hard work and enthusiasm, it was possible to solve problems, like a designer is supposed to.



SEPTEMBER

**DESIGNED
THE ARTWORK
OF THE EVENT**

The artwork made our event tangible and brought a breath of fresh air to everyone involved. It was time to ship the products. Some designers preferred to fly with their work, while others trusted us and our sponsor Tosun Transport. Once unpacked, we set up the space in a flexible way.

**SET UP THE
EXHIBITION**

**HOSTED
FELLOW DESIGNERS**

**PLANNED
THE LAYOUT**

**ORGANIZED THE
LOGISTICS OF SHIPMENTS**

**HOSTED
THE EVENT**

**MANAGED
THE SALES**

**PACKED
EVERYTHING**

**DELIVERED THE
PRODUCTS BACK**

OCTOBER

The event was like a big marketplace, the audience loved to see original products. We've sold more products than we had expected and returned the remaining work.



This exhibition and dining experience challenged reductive cultural narratives, presenting the full spectrum of contemporary Turkish design

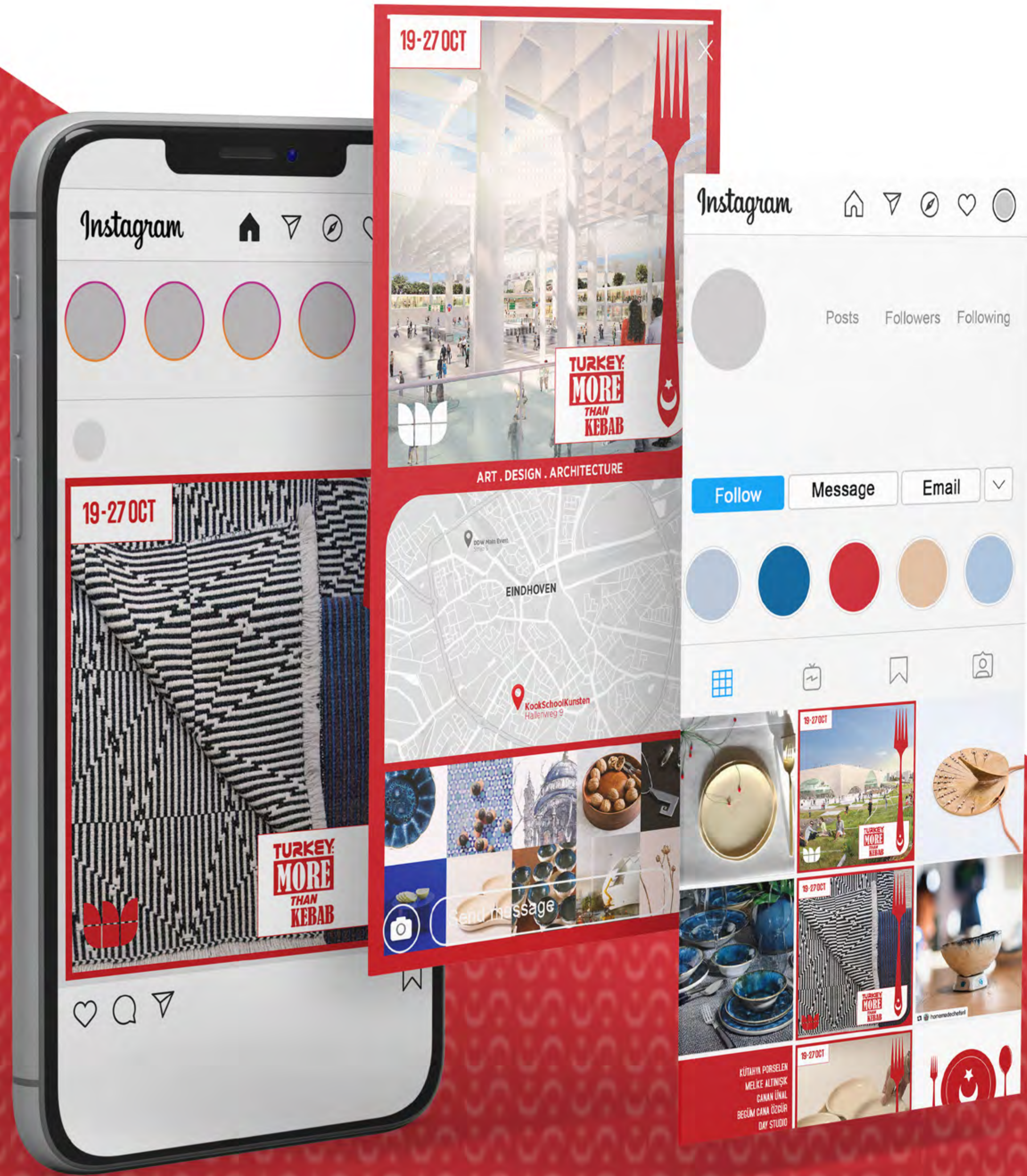
From ceramics and textiles to architectural concepts and digital media, the exhibition gathered both established designers and emerging voices under one spatial and visual framework.



The dining component activated the objects on display.

Tableware became part of a live experience rather than static presentation.





The communication strategy positioned the exhibition within Dutch Design Week as a cultural counter-narrative.



PURE FOOD & PURE TASTE

BRAND EXPRESSION
ACROSS SPACE &
PACKAGING

A culinary brand rooted
in memory, migration, and
Mediterranean generosity.
The visual system translates
personal heritage into tactile,
contemporary branding.

Role:
Visual concept,
Illustration
Layout system,
Typography selection,
Color direction





The fig-jam packaging was created as a tribute product, rooted in the founder's family history.

A watercolor portrait anchors the label with emotional resonance, transforming the jar from commodity into keepsake.

The palette draws from dried figs and sun-faded textiles, creating warmth without nostalgia becoming cliché.

Compositionally, the label balances: Portrait illustration, ingredient storytelling, clear product hierarchy, artisan refinement.



The spice collection required a scalable system rather than standalone labels.

Each blend was assigned a carefully constructed color identity aligned with its flavor profile and intensity. The chromatic logic creates differentiation while preserving coherence across the products.

Botanical illustrations were developed based on actual ingredients within each mix. These were layered into textured compositions that suggest aroma, density, and heat without overwhelming clarity.

The packaging communicates: Authenticity, craft, clarity, emotional warmth.

KAFATASI*

*HEADBOWL

A CULINARY RITUAL OBJECT

Two sculptural pieces rest on the table, ambiguous at first glance. Only when joined does their purpose become clear.

Role:
Concept,
Product design,
Production coordination

Exhibited At:
Dutch Design Week 2019





WHEN ANNEKE AND HER FRIENDS WENT OUT FOR A MEAL, THEY FOUND STARING EYES ON THE TABLE. THEY TRIED TO FIGURE OUT THE FUNCTION. IS IT A SPOON STAND OR A PLACE TO PUT OLIVE PITS?

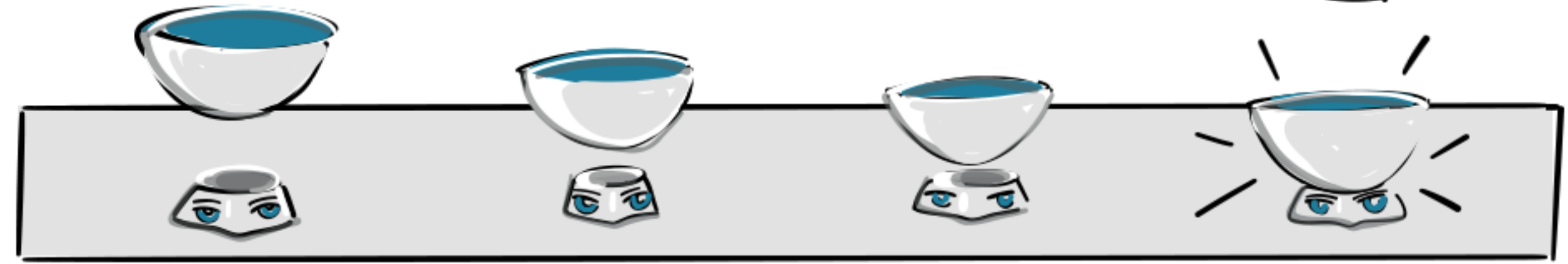
it's all about the experience!



MEANWHILE IN THE KITCHEN...



FOOD IS SERVED.



A CLING WAS HEARD WHEN THE TWO PIECES OF HEADBOWL CAME TOGETHER!

ANNEKE AND HER FRIENDS WERE SURPRISED AS THEY NEVER HAD THEIR SOUPS SERVED LIKE THIS BEFORE!



Serving becomes ceremony.

Headbowl reimagines dining as ritual. By introducing suspense into a familiar act, it elevates function into performance.



