

2024

# INDUSTRIAL DESIGN

By Ateş Zeki Can Taş

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LIO



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Industrial Product Designer

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Portfolio  
[www.azctas.com](http://www.azctas.com)

As an Industrial Product Designer with extensive experience in both physical product design and UX/UI design, I am known for my organizational skills, punctuality, and persistence. My work spans various design domains, allowing me to bring a comprehensive perspective to projects. Currently, I design and model physical products while also enhancing my UX/UI skills. My goal is to contribute innovative design solutions and continuously develop my professional expertise.

## EDUCATION

- **Kadir Has University** 2017-2021  
Faculty of Art And Design / Industrial Product Design  
GPA 3,30/4,00
- **Kadir Has University** 2016-2017  
English Preparatory Program
- **Ugur College** 2012-2016

## EXPERIENCES

- **Product Designer** 03.01.2022 - ongoing  
Maestro Display / Jewelry Stand Design  
-Currently, Designing and developing jewelry displays and stands for retail environments.
- **Freelance Product Designer** 03.08.2019 - 04.09.2023  
EMART makeine / Food Cart Design  
- Designed and manufactured food carts for shopping malls and street.  
ALTINER Mobilya/ Furniture Decoration  
-Designing and modeling the company's products in a 3D environment.  
Various Clients  
-Created custom design solutions for a diverse range of clients, including 3D models, Renders and UX/UI design.
- **UX Education** 26.04.2021 - 06.07.2021  
Userspots / UX Education  
-Redesign of an mobile app. I earned UX certificate.
- **Industrial Design Intern** 21.06.2019 - 17.07.2021  
MOD Design / Acoustic Design  
-Designed and manufactured acoustic solutions and office furniture.

## SKILLS | INTERESTS

### Hardwares

Product Sketching	Ideation /Detailing
Marker Sketching	Mock-up/Prototyping
Woodworking	UX / UI Design

### Softwares

Adobe Photoshop	● ● ● ● ○
Adobe Illustrator	● ● ● ○ ○
Figma	● ● ● ● ○
Rhinoceros	● ● ● ● ●
Vray	● ● ● ○ ○
3Ds Max	● ● ● ○ ○
Keyshot	● ● ● ● ●

### Language

Turkish (Native)	English (Advanced)
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### Softskills

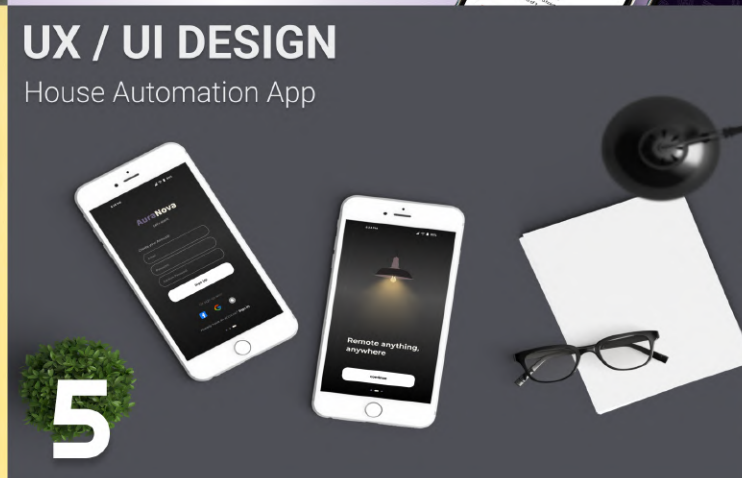
Detail-Oriented	Quick Learner	Perfectionist
Punctual	Cooperative	Willing to Learn

### Interests

Technology	Mechanism	UX-UI Design	Furniture
Material-Manufacturing	Household Appliances		

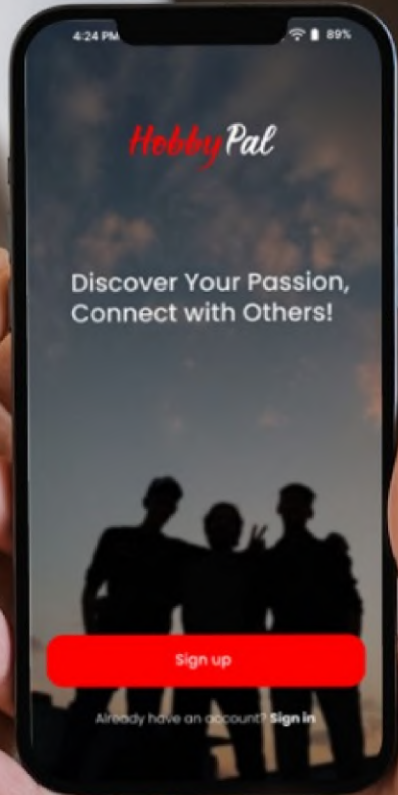
2024

# CONTENT





# 01



## *HobbyPal*

HobbyPal is an innovative social networking application that bridges like-minded individuals together, offering a platform to explore and connect over shared hobbies, events, and activities. It empowers users to build meaningful friendships, collaborate on joint ventures, and cultivate a vibrant community where everyone can find a sense of belonging and camaraderie.

Project Timeline: 2 weeks

*Alex T&S*



## MOODBOARD

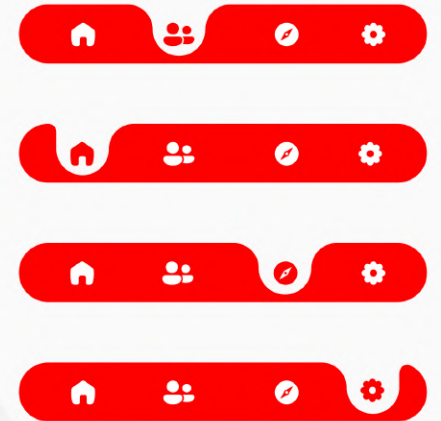
### FONT & COLORS

- Roboto Thin 1
- Roboto Light 2
- Roboto Regular 3
- Roboto Medium** 4
- Roboto Black** 5
- Roboto Thin Italic* 6
- Roboto Light Italic* 7
- Roboto Italic*
- Roboto Medium Italic*
- Roboto Bold Italic*
- Roboto Black Italic*

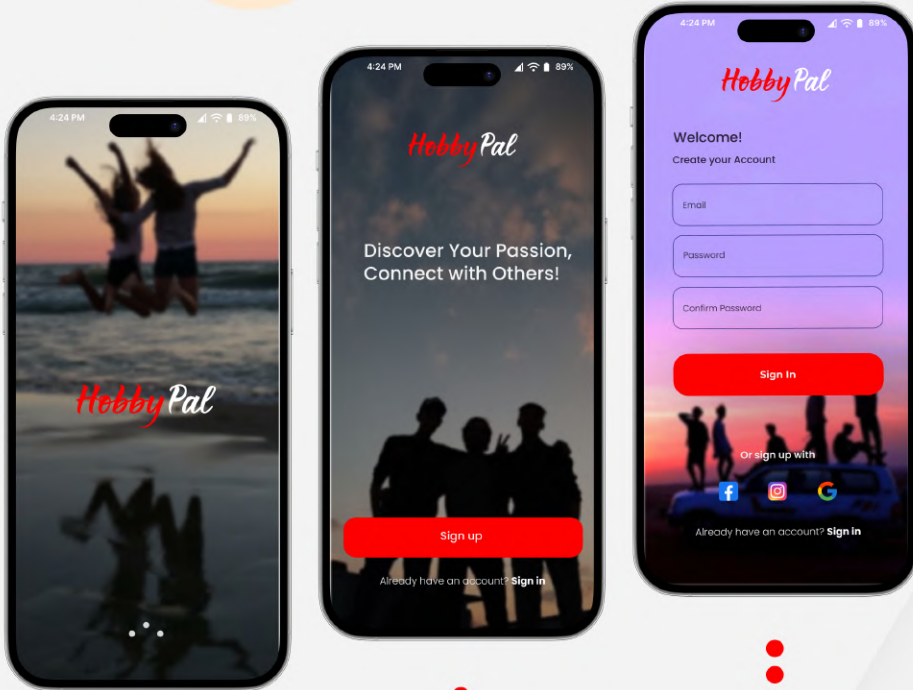
#141414 #FD0000 #F3F3F3



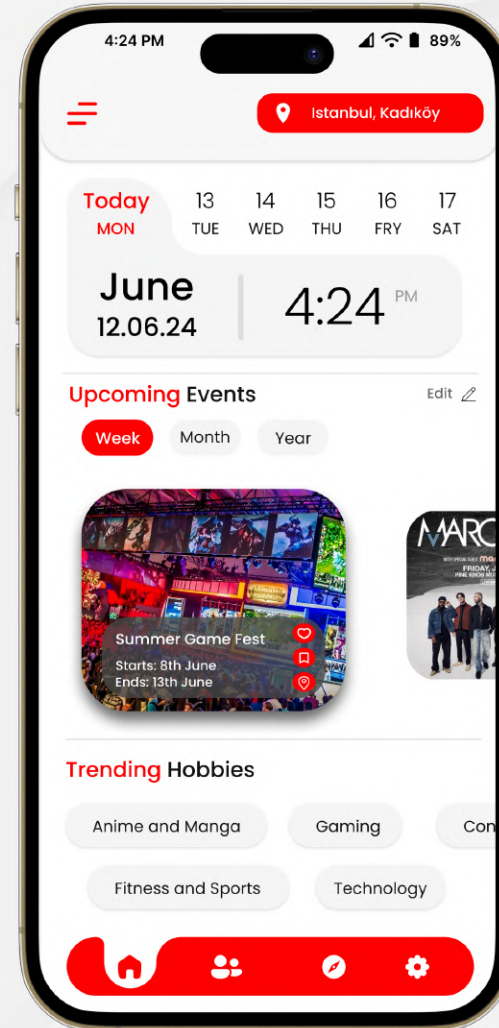
### BUTTON LAYOUTS



# HobbyPal

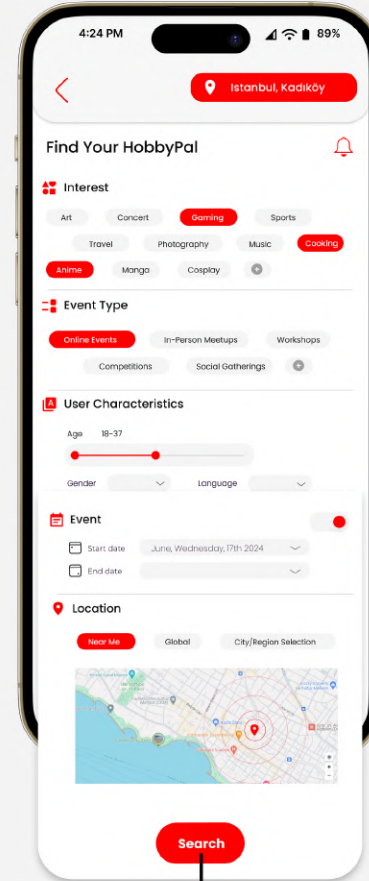
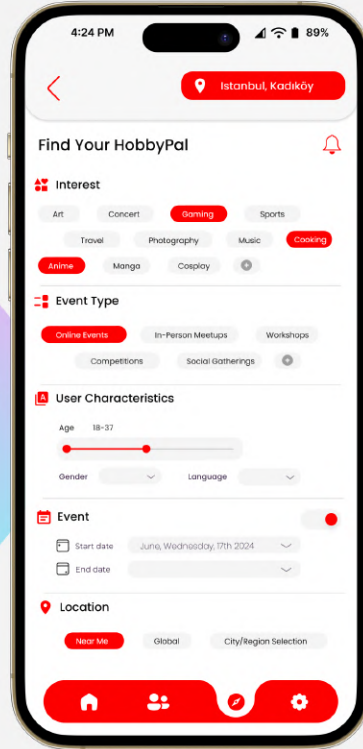
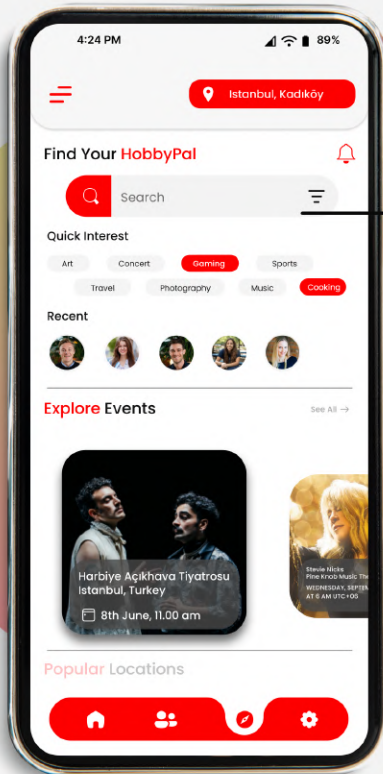


The HobbyPal welcome screen features a sleek interface with seamlessly integrated sign-up and log-in buttons. This inviting gateway welcomes new users to join the community and offers quick access for returning members to dive into their shared passions.

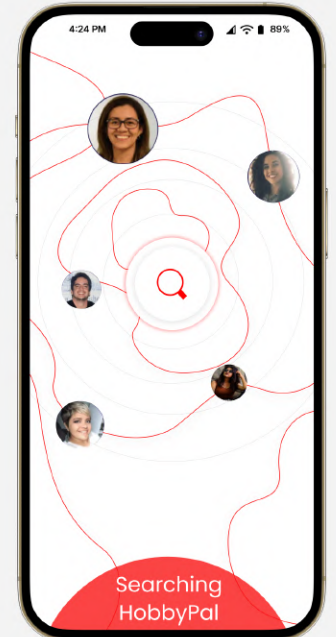


On the HobbyPal home screen, users can effortlessly track upcoming events, explore trending hobbies, and stay updated with their social feed. The intuitive design ensures seamless navigation and enhances user engagement.

# HobbyPal

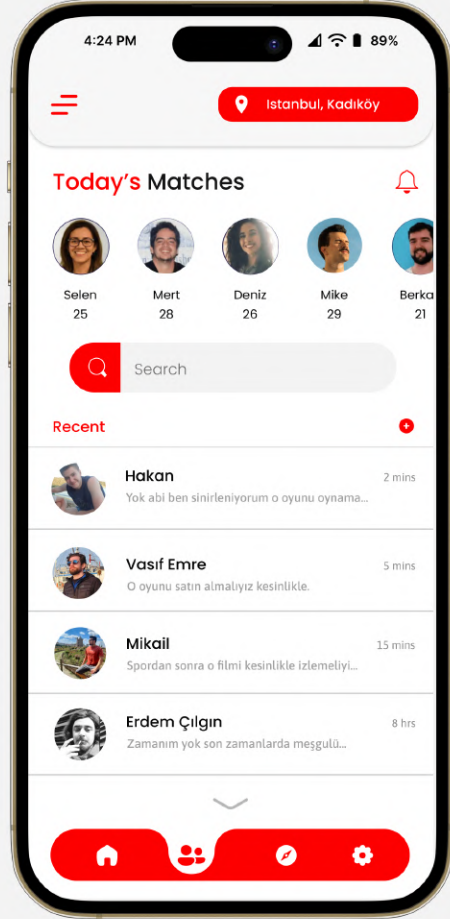
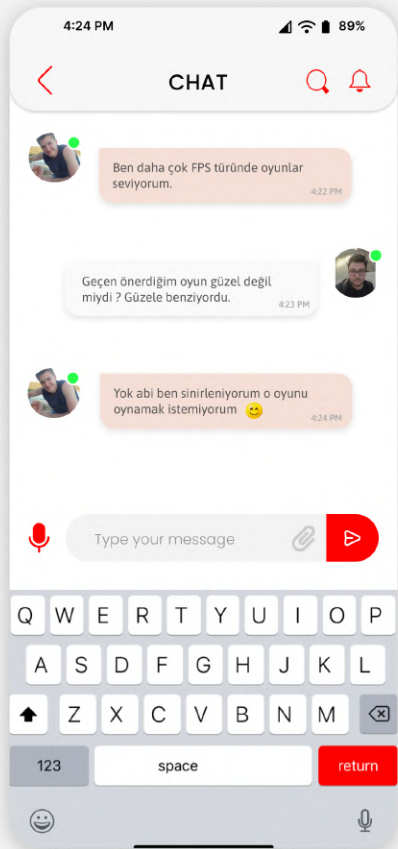


In the Events section of HobbyPal, users can browse and discover events, as well as find their ideal HobbyPal. With advanced filter options, they can easily locate individuals with shared hobbies in their preferred locations, enhancing the event discovery and social connection experience.

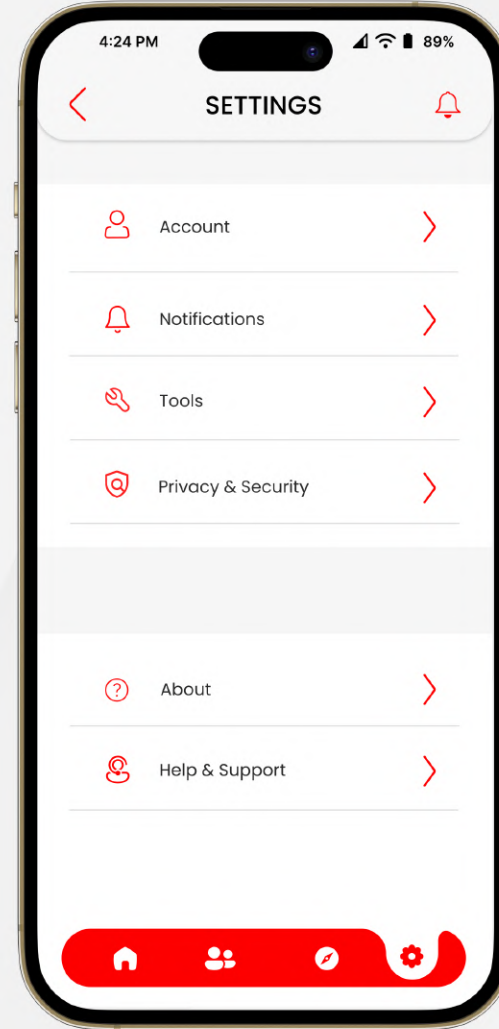




# HobbyPal

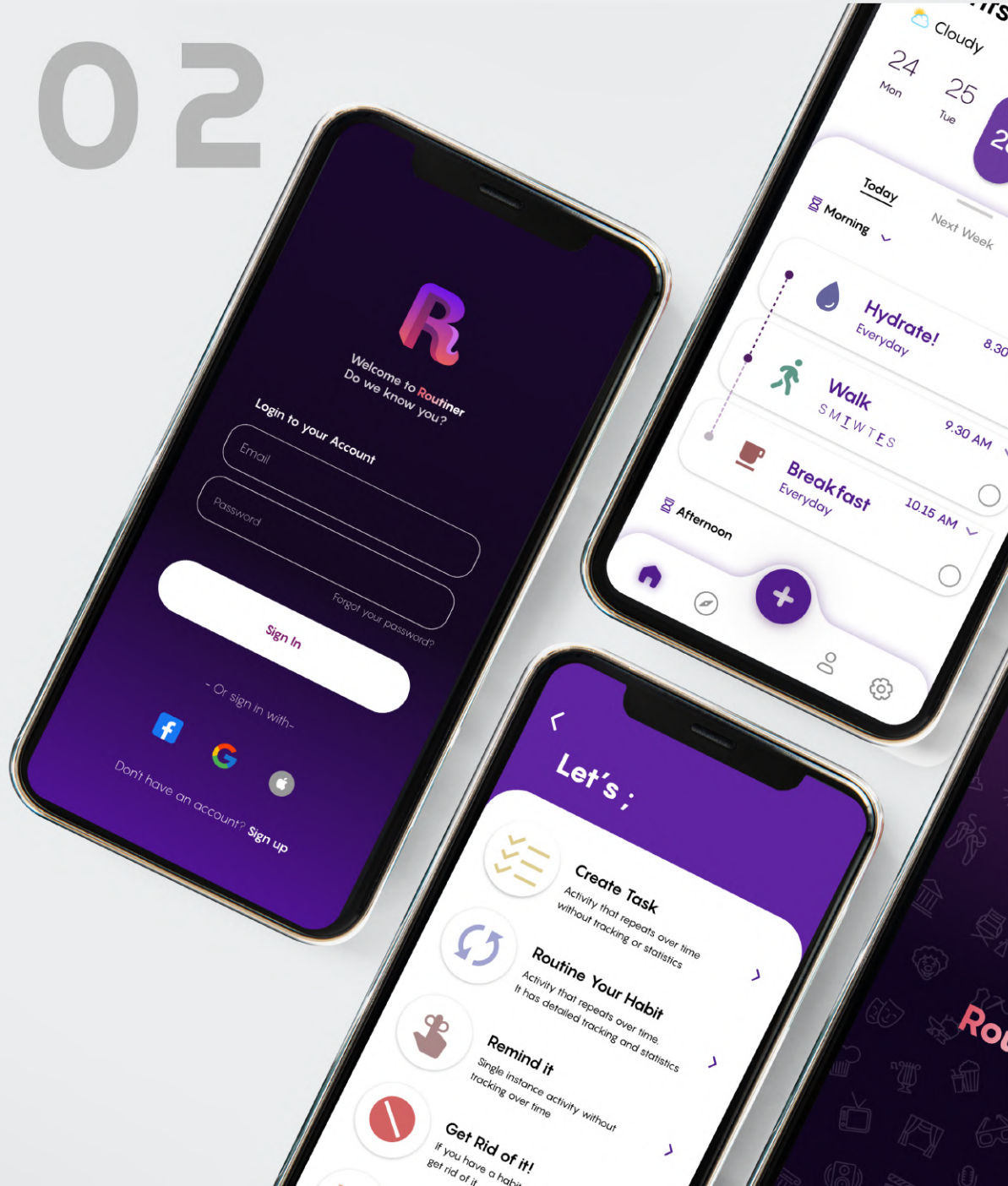


In the Social section of HobbyPal, users can easily connect and chat with their friends. The interface also features a curated list of suggested friends, enhancing the social discovery experience and fostering new connections.



In the Settings section of HobbyPal, users can customize their experience by managing notifications, privacy settings, and account details. The intuitive design ensures easy navigation, allowing users to tailor the app to their preferences effortlessly

# 02



## Routiner

Routiner is designed to help users discover new habits and integrate existing ones into their daily lives. This activity tracking app aims to remind users of their forgotten activities during life's sudden changes, ensuring they become a consistent part of their routine.

Project Timeline: 10 days

*Alex T&S*



# Routiner

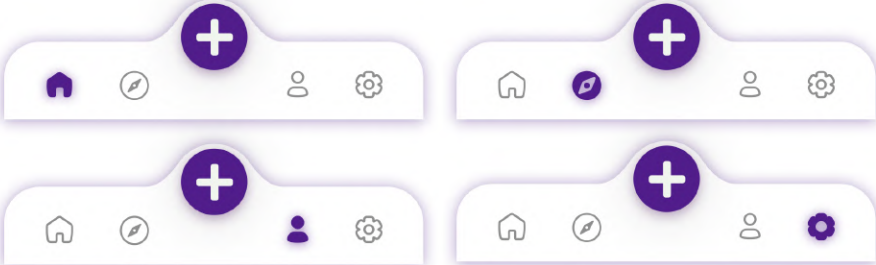
## LOGO & TYPHOGRAPHY



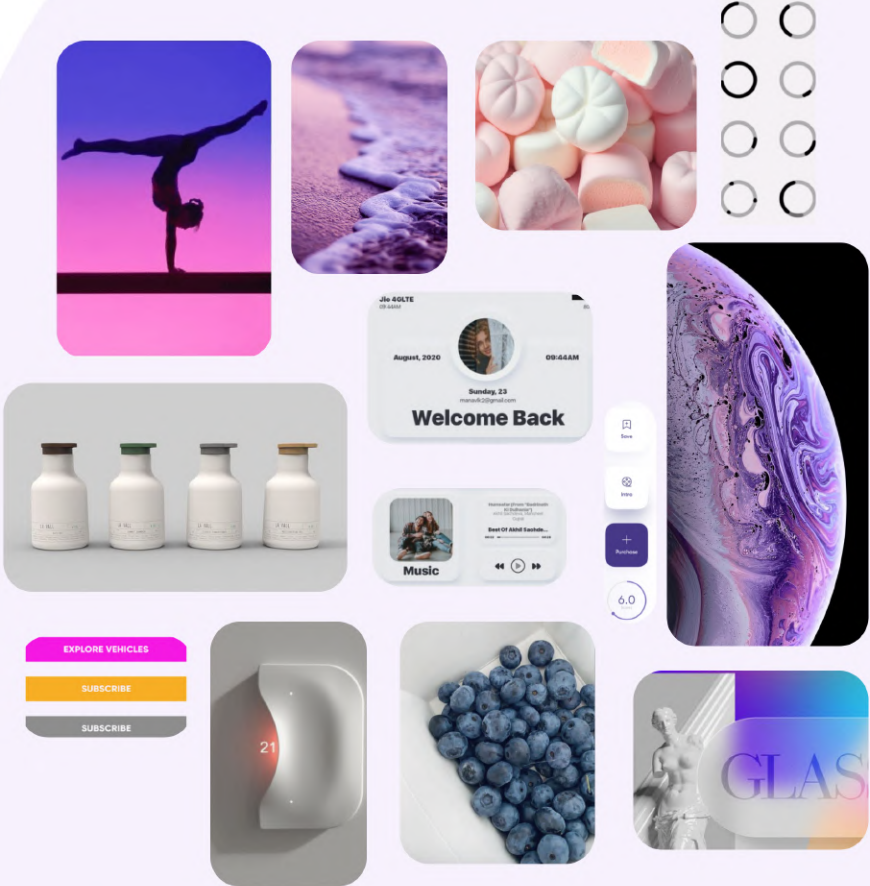
- Pangram ExtraLight
- Pangram Light
- Pangram Regular
- Pangram Medium
- Pangram Bold
- Pangram ExtraBold
- Pangram Black



## BUTTON LAYOUT



## MOODBOARD



### MAIN COLOR



#5F24A1

### SECONDARY COLOR



#CB6CE6

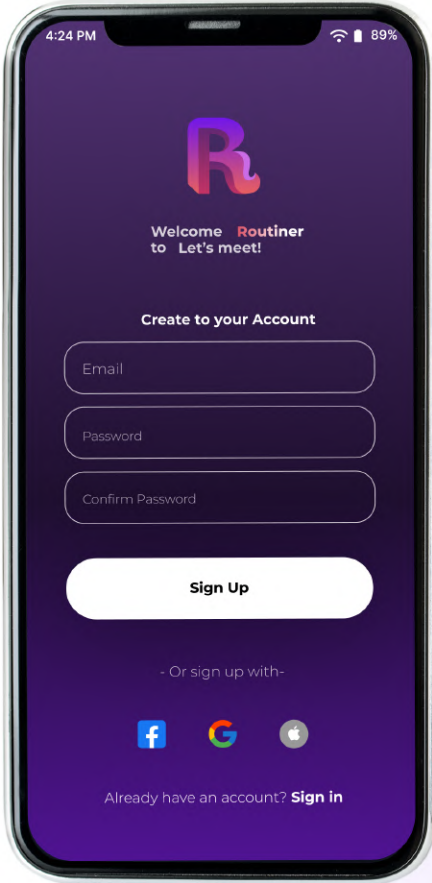
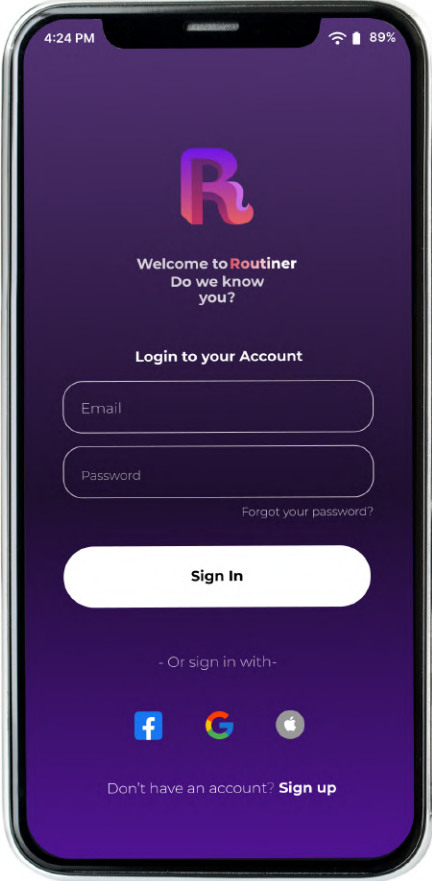
#E37080



# Routiner

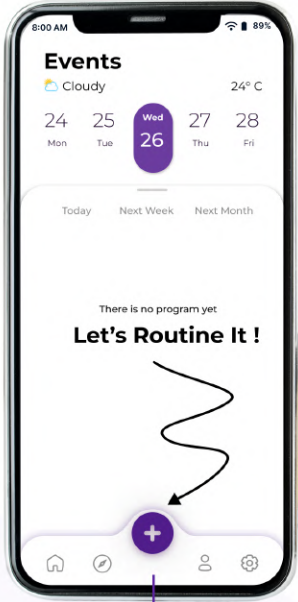


The animated splash screen features icons representing activities and habits, which scatter randomly and then gather around the logo as the app loads, symbolizing organization and capturing user attention.



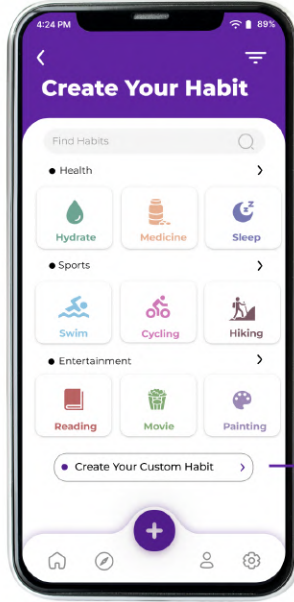
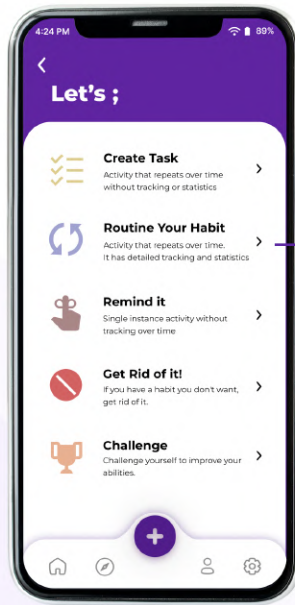
The sign-up and login screens provide a seamless entry point for users, ensuring a smooth start to their journey with Routiner. The design focuses on simplicity and ease of use, allowing users to quickly access their activity tracking and habit-forming features.

# Routiner

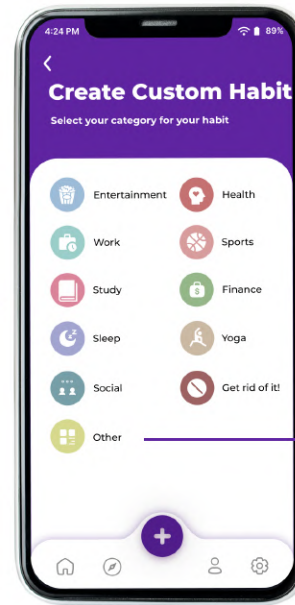


When users first arrive at the app's home screen, they will not see any activities. They can proceed by pressing the button to create a new activity.

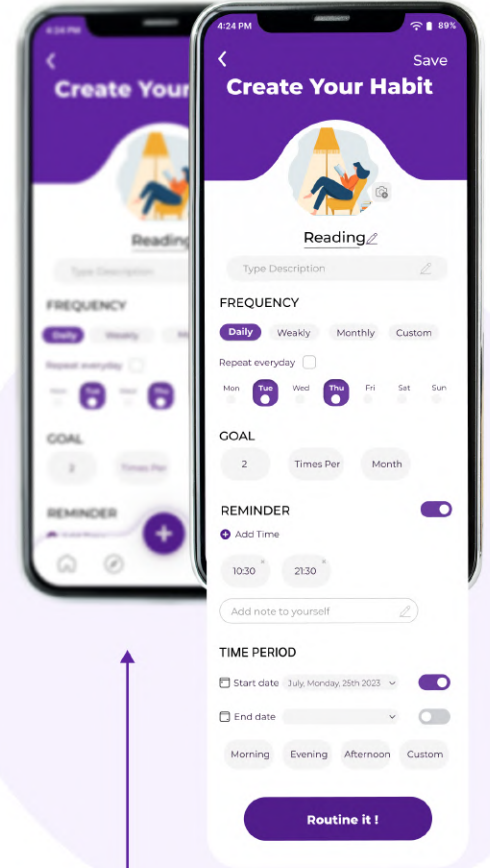
Users can create habits in their desired categories, organize them, set reminders, break old habits, or set new goals and challenges for themselves.



Users can select desired habits from predefined categories, search for specific habits, or create their own custom habits.



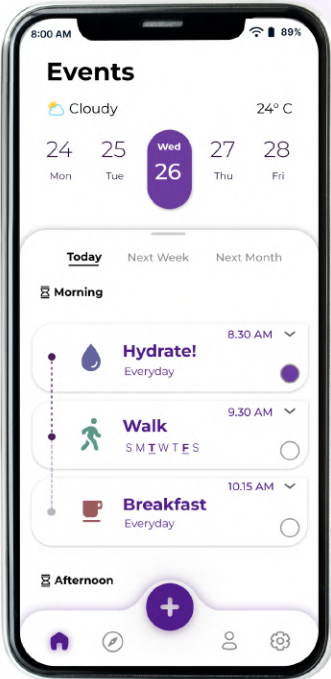
The desired habit or activity can be selected from categories or the user can create their own custom category



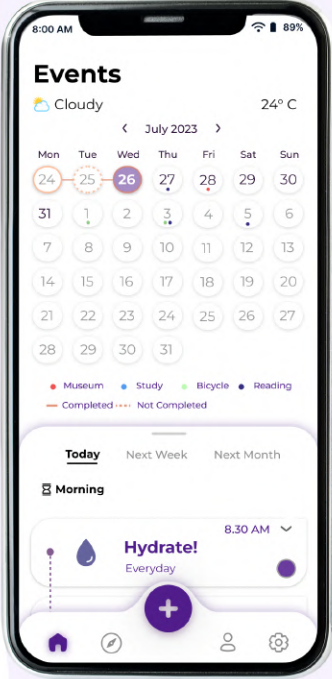
At this stage, the user can create a habit according to their own wishes, open special notifications for it or adjust its frequency.



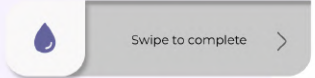
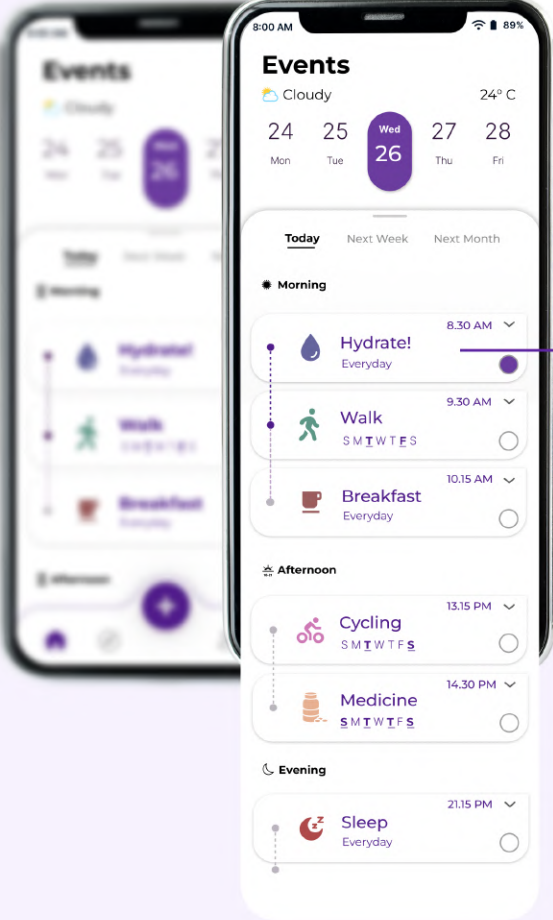
# Routiner



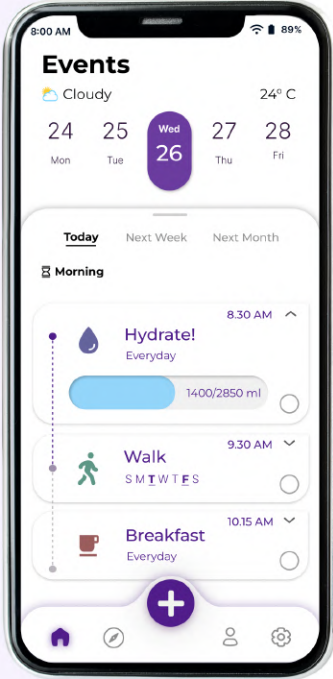
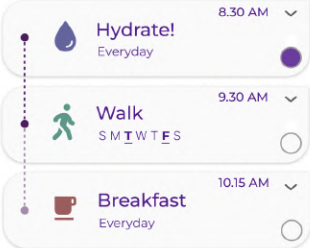
On the main screen, when swiping down, users can observe their upcoming activities on a large calendar interface.



On the main page, users can view their activities organized by day, week, and month. They can track all activities for a specific day from segmented sections of the day, and sort, modify, or follow them as desired.



Users can easily complete the application they want to finish by swiping it to the right.



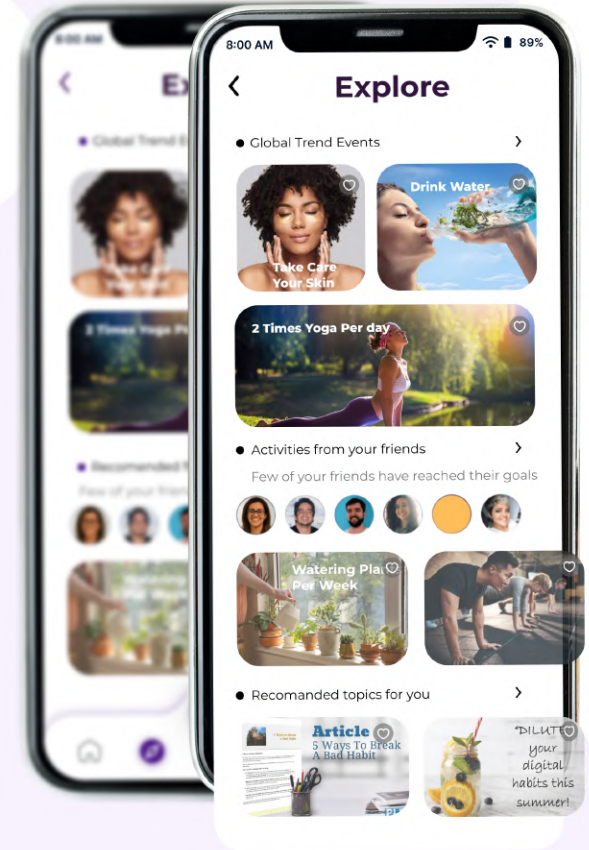
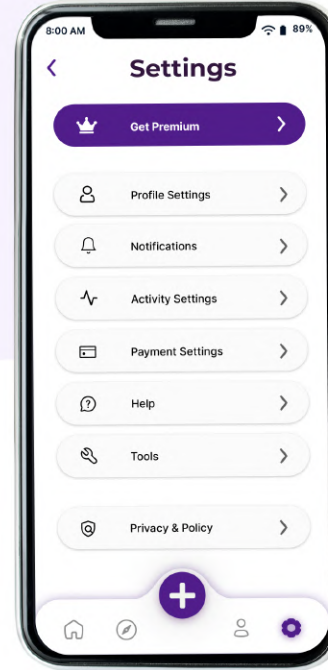


# Routiner



Users can track all current, past, and future activities in this profile tab. They can enhance both their application frequency and motivation by reviewing their achievements and statistics.

Users receive notifications about their activity progress and how much is left to achieve their goals. Additionally, they receive motivational notifications. These settings can be adjusted in the settings section.



In the Explore section, users can observe global trends and receive personalized activity recommendations.

Additionally, they can view their friends' activities, fostering social cohesion and gaining extra motivation by seeing what activities their friends have completed.



3 minutes ago  
With consistency and reps and routine you're going to achieve your goals and get where you want to be.

6 minutes ago  
Don't forget to drink 3 liters of water today 🍷

Now  
Congrats! you walked 5000 steps today 🍷

# 03



## ONE-VAN CARAVAN

### Briefing;

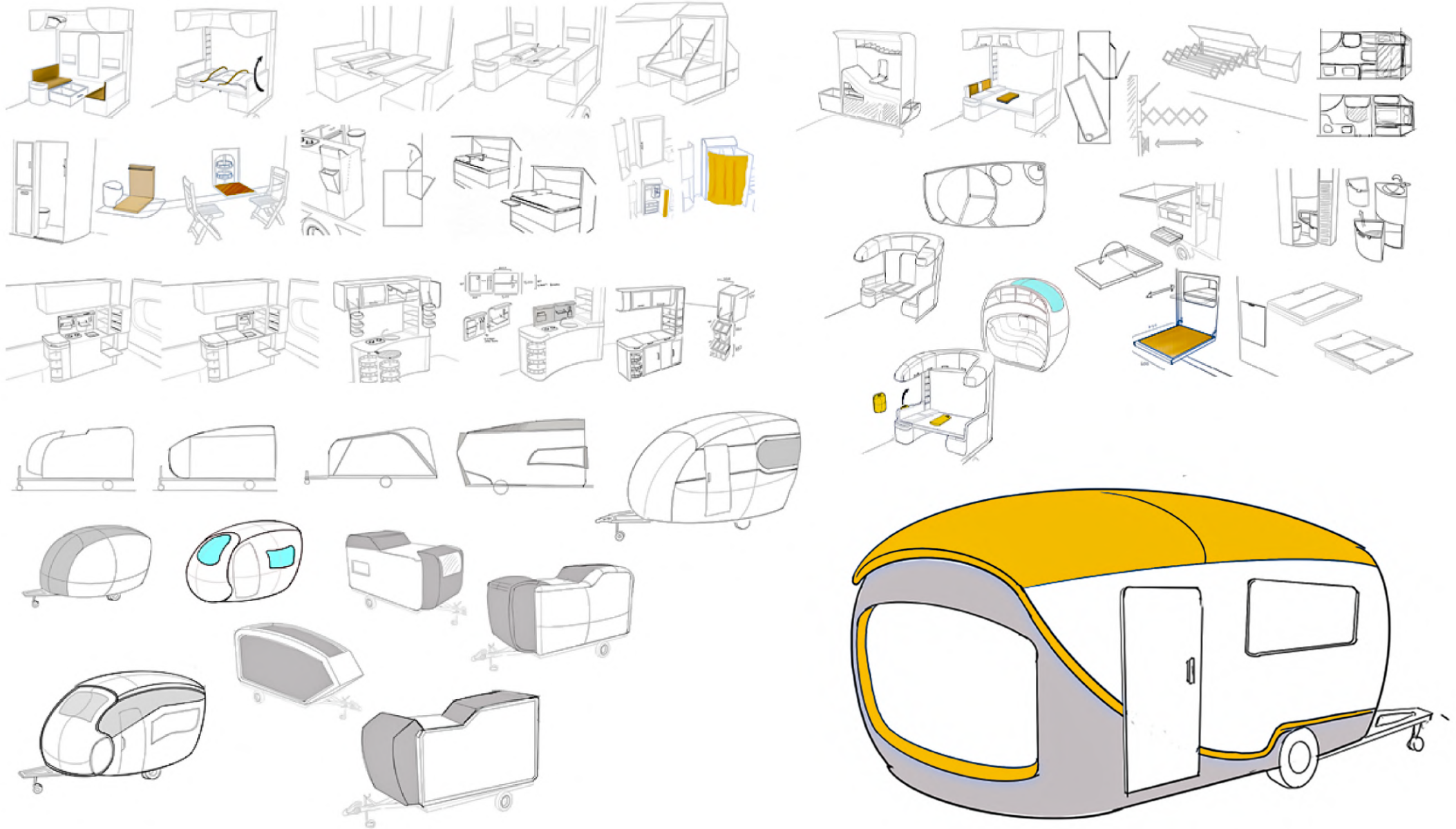
Social distance rules brought about by the pandemic process; it has led to different solutions in living, accommodation, travel and holiday spaces. This project is a caravan, mobile housing project that includes portable and flexible solutions to familiarize, include and encourage space production processes, meeting the social, physical and psychological needs of the user.

### And my Design ;

*"ONE-VAN aims to strengthen social life without compromising home comfort."*



# Concept Development

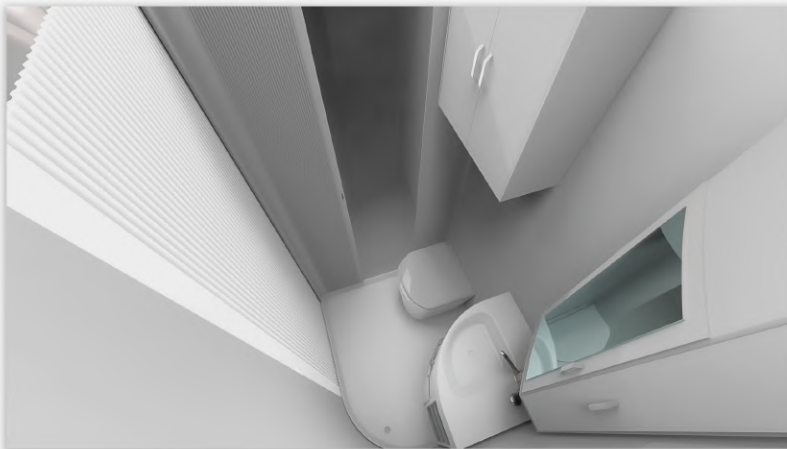






*"ONE-VAN provides maximum comfort and quality in a limited space that appeals to various types of users. Large-volume storage areas, different and useful solutions for the user. ONE-VAN aims to provide maximum home comfort in minimum space with detailed design."*





*"Always human based design"*

*By opening the cover outside the caravan, it becomes a table and the serving tray can be reachable from outside the caravan. In this part, User can transport the food and dishes from inside to outside.*



# 04



## Recipe Vault

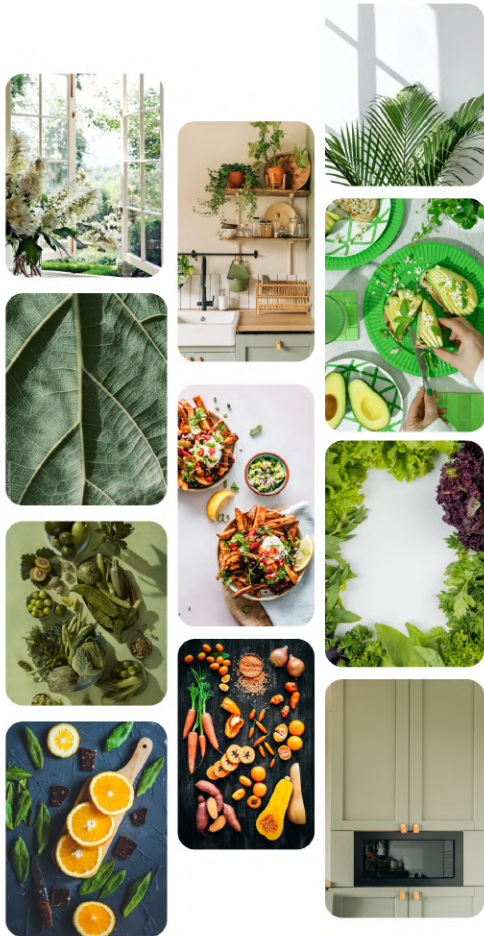
Recipe Vault is a user-friendly mobile application designed for discovering and sharing recipes. It allows users to explore a variety of culinary delights, save their favorite recipes, and contribute their own creations to the community. This project focuses on delivering an intuitive and engaging experience for food enthusiasts of all levels.

Project Timeline: 16 days

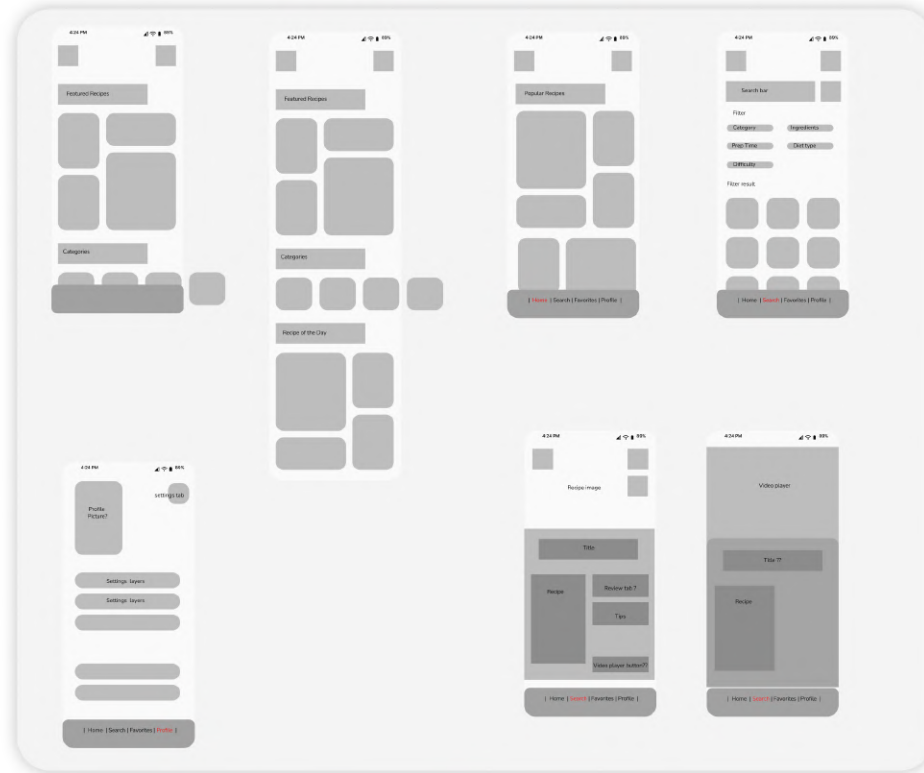
Alta TAS

# Recipe Vault

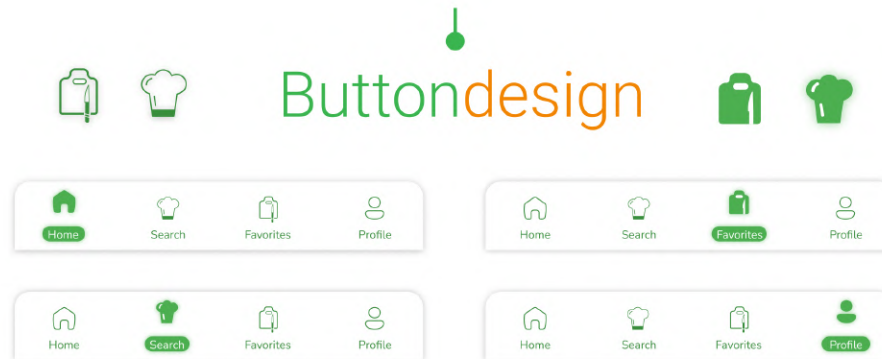
## → Moodboard



## Frameworks

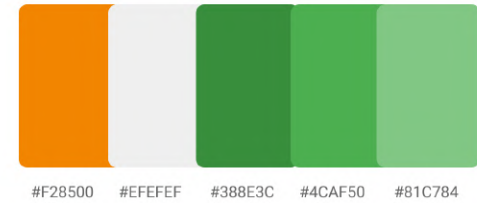


## Buttons design



## → Font & Colors

- Nunito Thin 1
- Nunito Extra Light 2
- Nunito Light 3
- Nunito Regular 4
- Nunito Medium 5**
- Nunito Bold 6**
- Nunito Extra Bold 7**
- 8

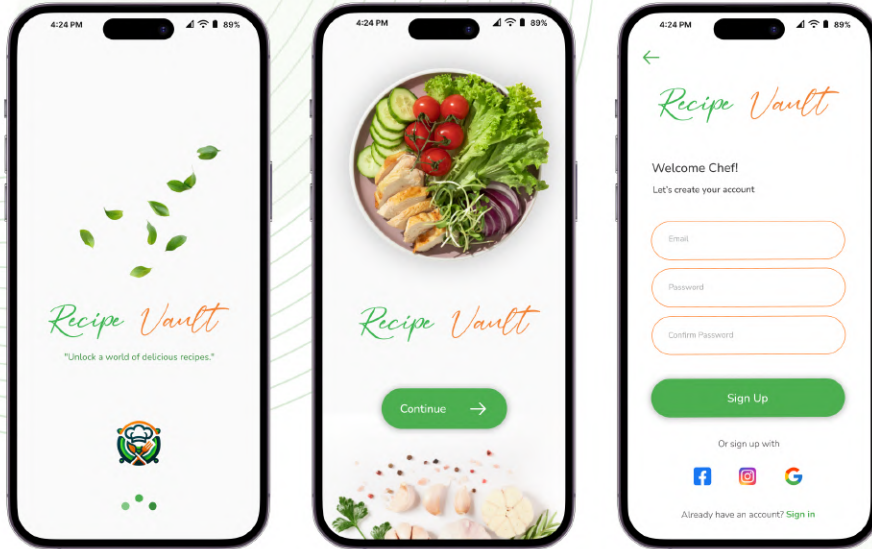


## → Logo design

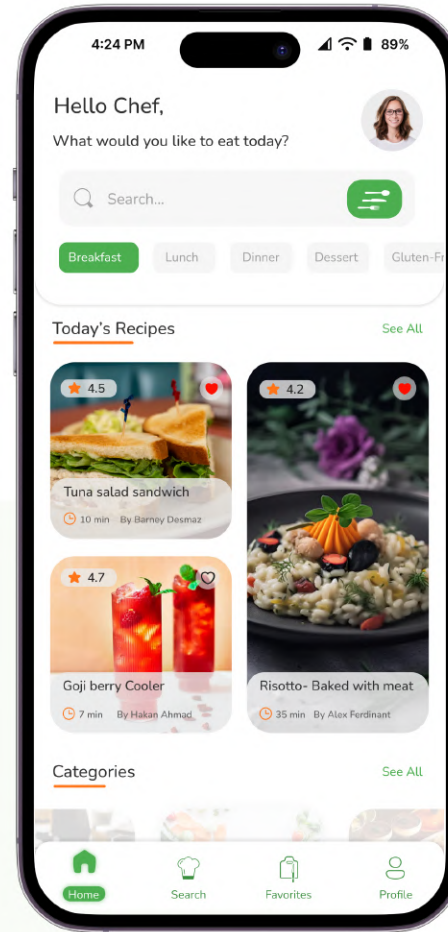




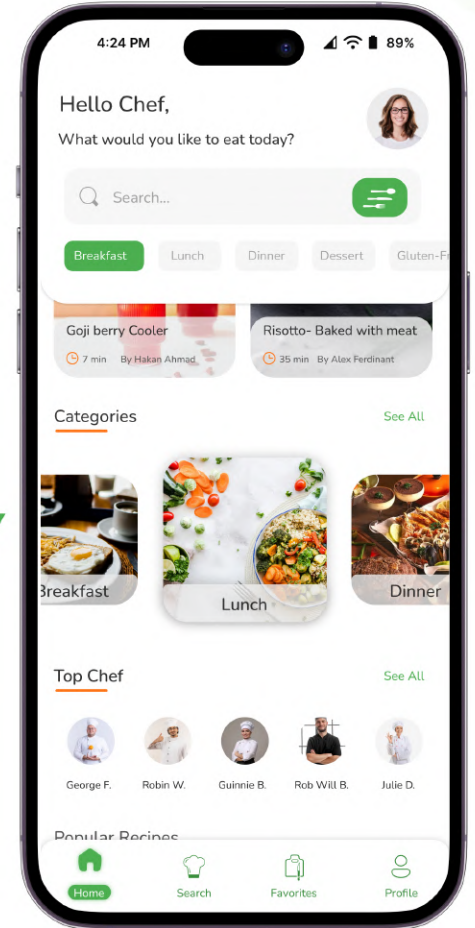
# Recipe Vault



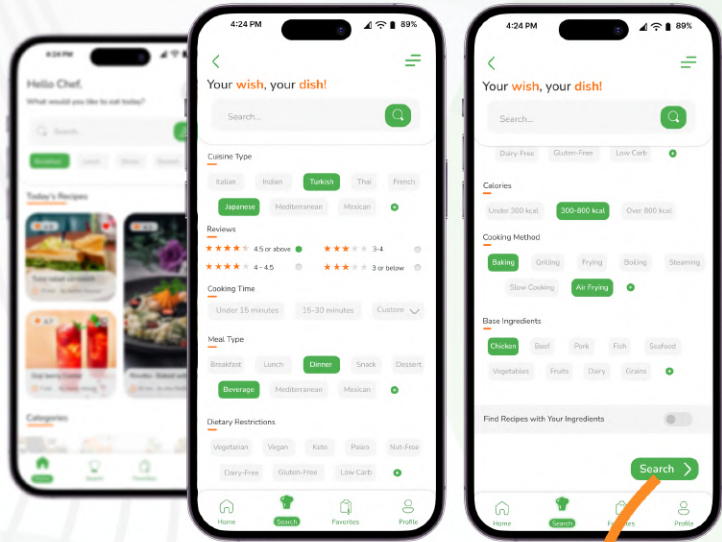
The initial screen of Recipe Vault greets users with a welcoming animation, followed by a seamless transition to the registration and login options. This design ensures a smooth onboarding process, making it easy for users to start exploring and sharing their favorite recipes effortlessly.



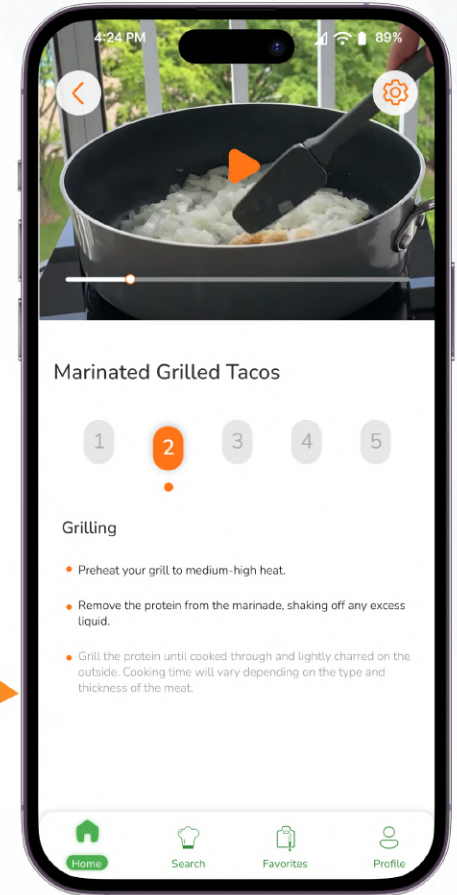
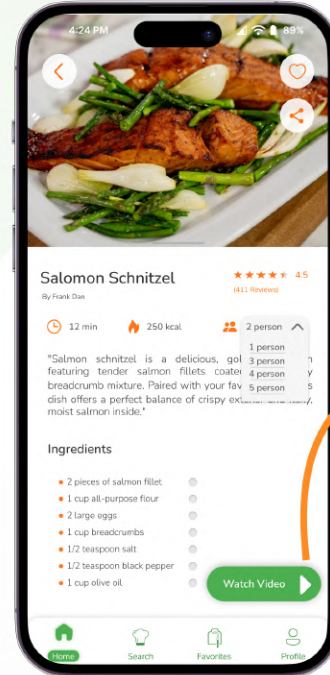
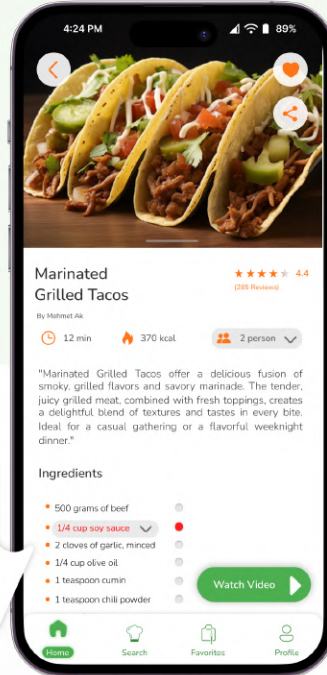
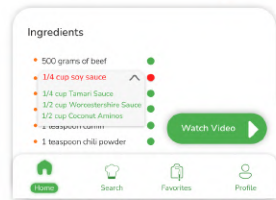
The home screen of Recipe Vault offers a clean, intuitive layout where users can explore the recipe of the day, popular recipes, and top chefs. The search functionality allows for quick and easy access to specific recipes, enhancing the overall user experience.



# Recipe Vault



Recipe Vault's filtering feature lets users search recipes by ingredients, chefs, reviews, and pantry items, offering a tailored and efficient search experience.

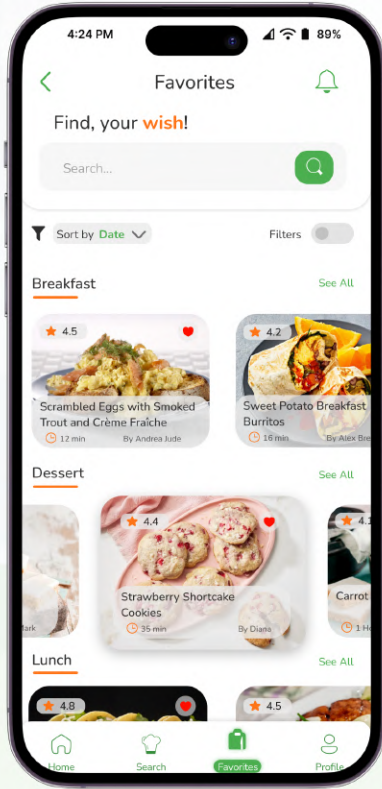


The "Watch Video" feature shows step-by-step tutorials with synchronized recipe steps displayed below, matching the video's timeline.

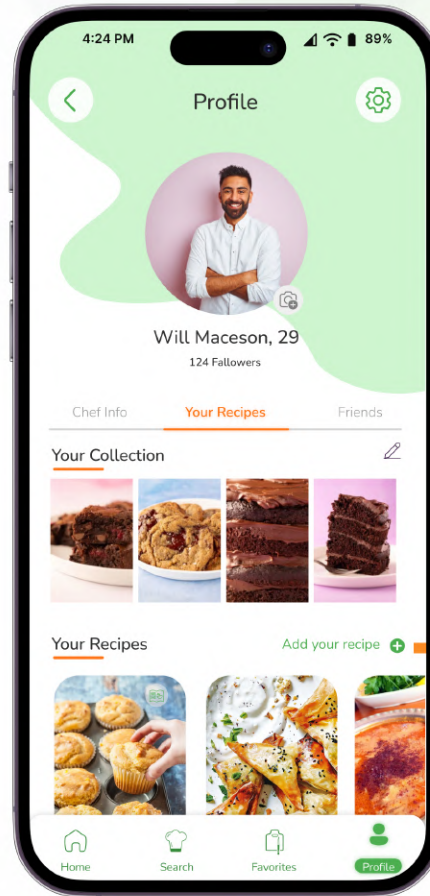
After the recipe is found, if there is a missing ingredient in the recipe, there is an alternative ingredient screen. Moreover There is a portion selection tab according to the number of people.



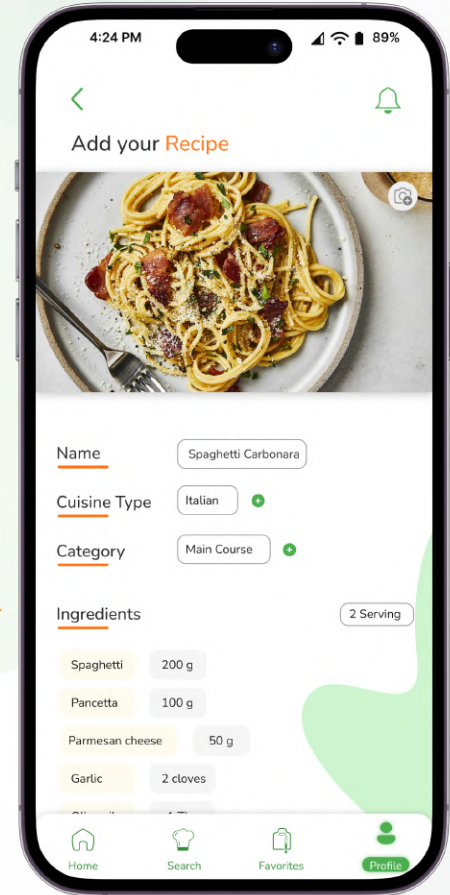
# Recipe Vault



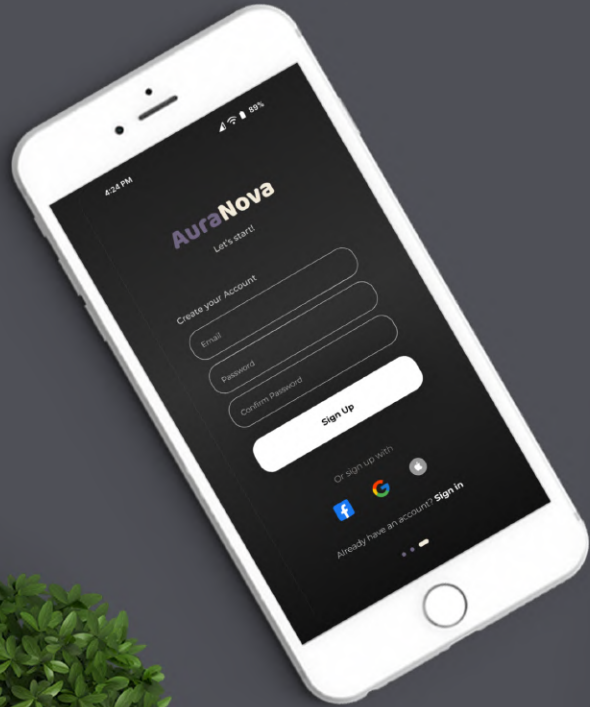
In the Favorites section, users can view and edit their saved recipes, making it easy to revisit and customize their favorite dishes.



The profile section allows users to view and edit their personal information and recipes. Users can add new recipes and share them with the community, making it easy to contribute and showcase their culinary creations.



# 05



## AuraNova

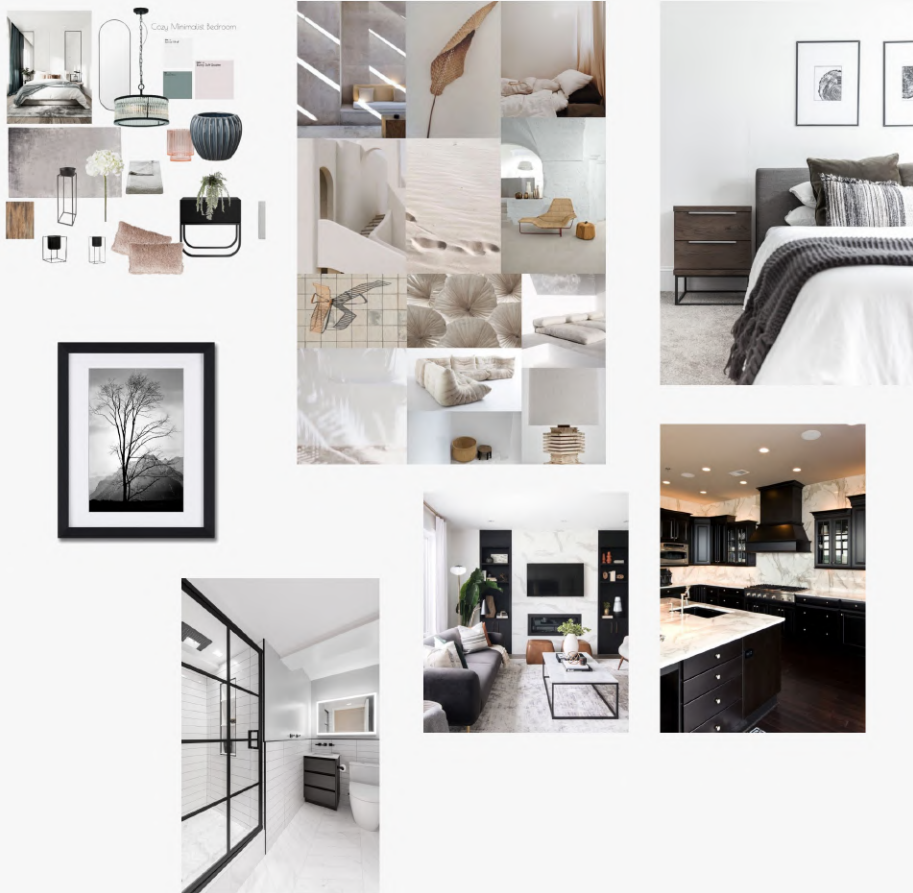
Experience the future of smart living with AuraNova, a mobile application designed to give you seamless control over your home's smart devices. Manage your lighting, temperature, security systems, and more from one intuitive interface. AuraNova makes your home smarter, offering convenience and efficiency at your fingertips.

Project Timeline: 2 weeks

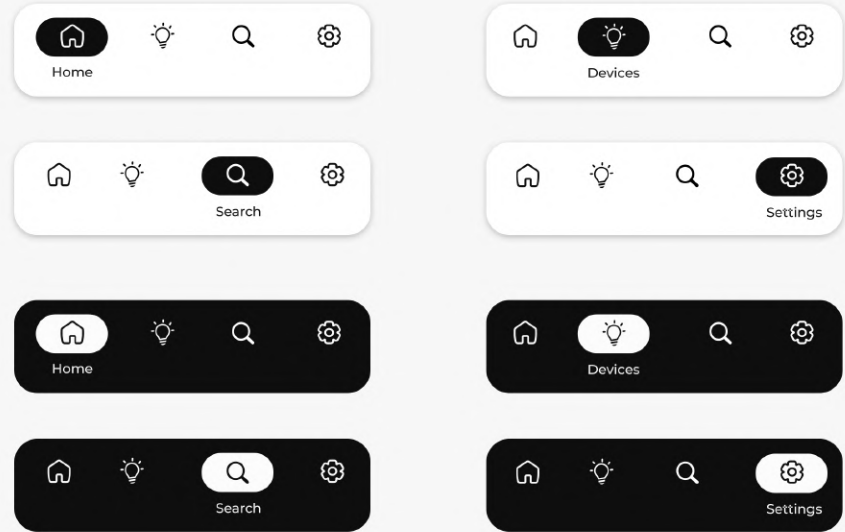
*Alex T&S*



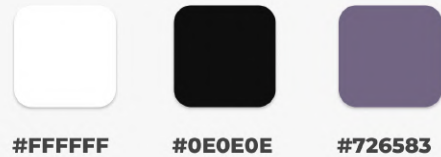
## MOODBOARD



## BUTTON LAYOUT



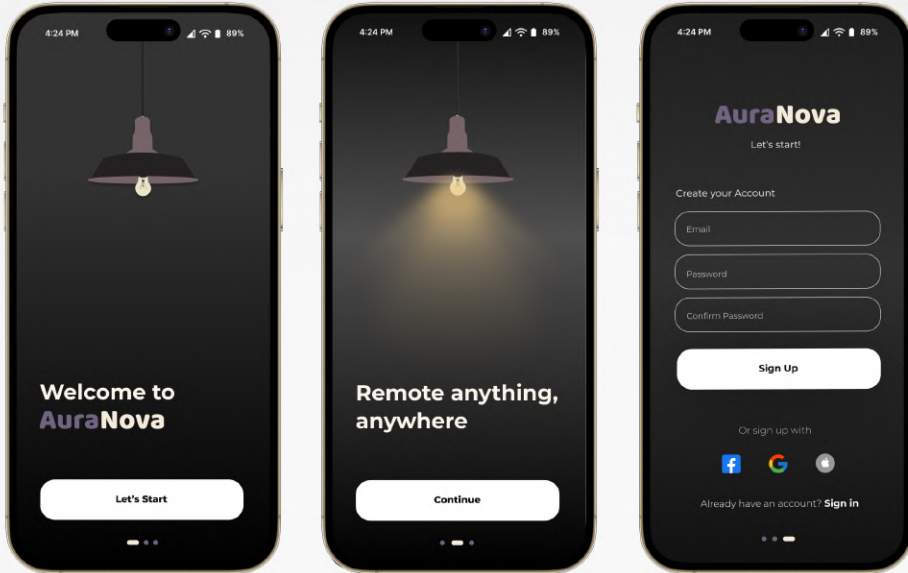
## FONT & COLORS



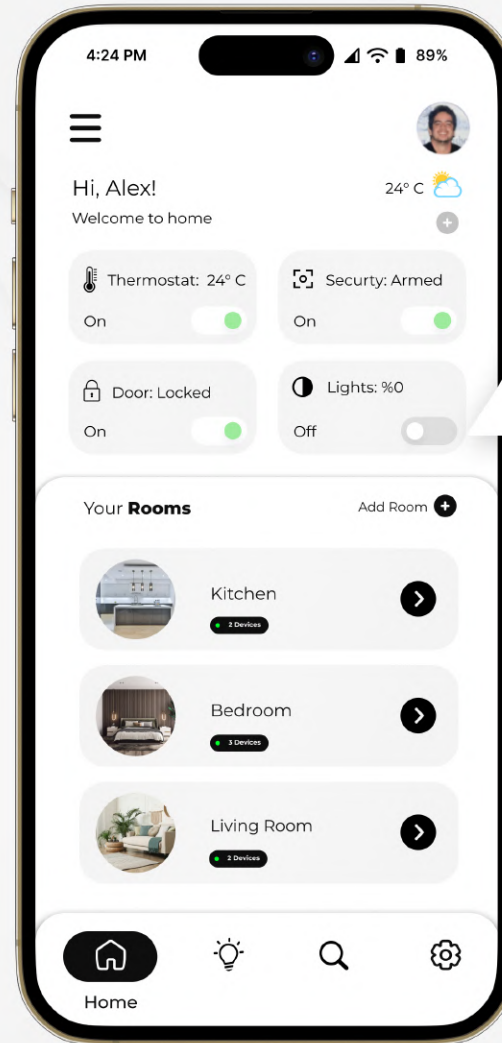
**Montserrat**  
**Montserrat**

ABCDEFGHIJKLMNOP  
QRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890

# AuraNova



The AuraNova experience begins with a sleek loading screen, followed by a user-friendly registration process. Easily create an account to unlock the full potential of your smart home automation system.



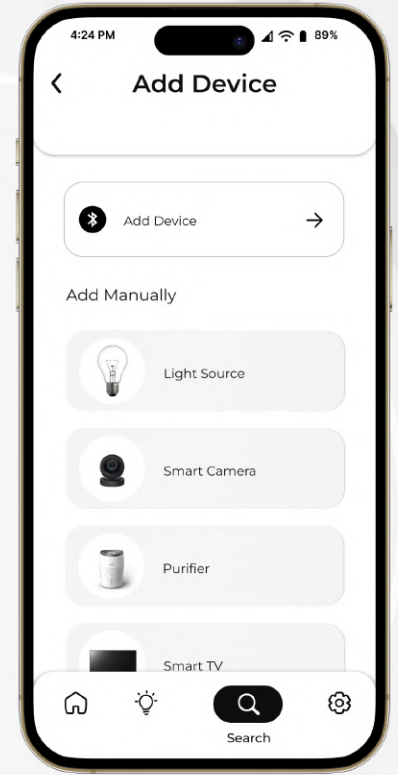
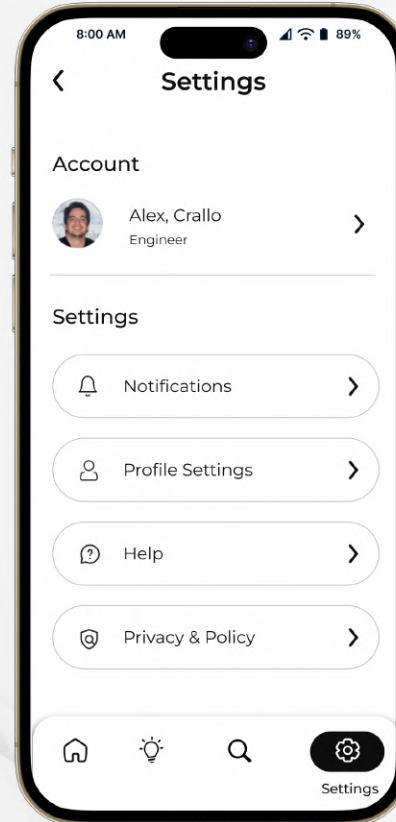
"Explore smart devices and monitor your home's status effortlessly on the dynamic main screen of AuraNova."





"On the selected category screen, users can view active devices from any chosen location and control settings such as lights and brightness adjustments, enhancing the overall user experience."

Users can add new devices, they have the ability to seamlessly integrate and configure smart devices. The interface provides intuitive tools for selecting and customizing device settings to suit individual preferences.



On the settings page, users can customize their preferences and manage various aspects of the AuraNova application, including notifications, device configurations, and account details to enhance their overall experience.



# 06



## Briefing;

Graduation Project deals with improving the quality of transport in the ever-changing World, by means of human assisted personal mobility vehicles (HAPMV). In many countries, HAPMV still haven't found their place in daily life. There are cultural, political, technical, and practical barriers to adaptation. This project aims to define and overcome these barriers.

## And my Design ;

*"A variant scooter design suitable for irregular and changing road conditions in cities"*









*"Don't force yourself  
to choosing"*

*Our dominance over current vehicles is very limited. The city and its elements control it, and we keep up with it as we ride. Broken, uneven roads, sudden pavements, pedestrians appearing out of nowhere... While riding users both lose their speed and get tired unnecessarily. Due to the size of the bike, we make maneuvering difficult, while scooters have problems with detectability.*







## "2 Different Experiences"

"Vector offers 2 different experiences. The first version is driven standing up, as on the left. The body of the vehicle takes the form of sitting by making vertical movement on the handlebar tube."



SECOND CLAMP

CLAMP FOR LOCK TO TUBE

ADJUSTABLE STEERING ANGLE

ADJUSTABLE SEATING



# Material & Technology





# THANK YOU

ATEŞ ZEKİ CAN TAŞ

azctas@gmail.com

website: [www.azctas.com](http://www.azctas.com)

+90 5398557406

*Ateş Taş*