

NEJLA NEHIR YURTSEVER

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Education

Kadir Has University

B.Sc. in Industrial Product Design

Sep. 2016 – Jun. 2021

Istanbul, Turkey

Experience

Ates Neon

Apr. 2025 – Present

Industrial Design Specialist |

Istanbul, Turkey

- Designed custom visual solutions for global brands including Coca-Cola, Porsche, Pernod Ricard, Luc Belaire, and Salitos, validating design decisions through A/B testing and user feedback.
- Produced high-quality design & render outputs using Rhinoceros, Cinema4D and KeyShot.
- Created production-ready technical drawings for CNC, press brake, laser cutting and metal fabrication.
- Developed original neon lighting designs and advanced LED/lumen-based lighting concepts.
- Managed the entire design process from user research to final production, using qualitative insights and performance metrics to guide design decisions.
- Worked extensively with stainless steel, aluminum, sheet metal, and acrylic.
- Designed exhibition stands for major trade shows such as EuroShop 2026.
- Supervised manufacturing processes with hands-on quality control until final delivery.
- Prepared visualizations & presentations based on briefs from Germany and the Netherlands.

Kuray Display

Sep. 2022 – Oct 2024

Assistant Product Design Manager/ Industrial Design Specialist |

Istanbul, Turkey

- Directed the implementation of trending technologies—including AR and AI—to enhance product interaction and customer experience.
- Designed and presented premium product displays, OTC displays, and hanging display solutions for major clients such as P&G, HH Global, and Communisis.
- Delivered detailed production specifications for approved designs and collaborated closely with manufacturing teams throughout the production cycle
- Achieved the POPAI DUTCH 2023 award through collaborative concept development with the design team.
- Performed regular field visits and produced comprehensive monthly reports to inform design and production strategies.
- Identified workflow gaps and proposed optimization strategies, improving coordination between design, production, and client teams

Dizayn VIP

Jan. 2022 – Aug. 2022

Industrial Designer |

Istanbul, Turkey

- Contributed to the interior design development of Mercedes-Benz Maybach, Mercedes-Benz Vito Tourer, and Ford Tourneo vehicles.
- Translated precise interior vehicle measurements into detailed 3D models and designed components aligned with all dimensional specifications throughout the design cycle.
- Executed and delivered interior design solutions by coordinating directly with production teams to ensure seamless workflow and accurate implementation.
- Collaborated closely with engineering and quality teams to validate design feasibility, optimize materials, and enhance overall functionality of interior components.

Maestro Design

March 2021 – Jan 2022

Jr. Industrial Designer |

Istanbul, Turkey

- Designed and developed customized visual display concepts for Zen Pirlanta, Sina Pirlanta, and other leading jewelry brands.
- Directed and coordinated the end-to-end production of display components by preparing CNC, laser-cutting, and die-cutting drawings, and maintained continuous oversight to ensure precise execution
- Collaborated with cross-functional teams—including designers, suppliers, and production specialists—to ensure display solutions met brand standards, material requirements, and delivery timelines.

Skills

Technical & Design Skills: Cinema 4D, Rhinoceros 3D, Solidworks, Keyshot, 3D Modeling, Technical Drawing, Product Display Design, AR Application, Adobe Photoshop, Adobe Illustrator.

Project & Process Management: Production Oversight, Cross-Functional Collaboration, Quality Control, A/B Testing & Experiment Design, Feasibility Analysis, Vendor Coordination, Technology Research, Field Reporting

Creative & Strategic Skills: Concept Development, Story boarding & Animation Coordination