



Batuhan Sütbeyaz

MSc. Product Designer

hello@batuhan-sutbeyaz.com
www.batuhan-sutbeyaz.com

Linkedin: batuhan-sutbeyaz
Location: Los Angeles, CA, USA
Phone: US: +1(626)737-4160
TR: +90(501)528-1286

Product Designer with a Bachelor's degree in Industrial Design and a Master's degree in Transportation Systems Design, with a strong interest in complex systems that require cross-team collaboration, cooperation, and competition. Experienced in cognitive ergonomics, visual communication, and research-driven design implementation.

Professional Experience

Aeros Corporation

Los Angeles, CA, USA | Transportation Designer
2024-2025 | 1+ years

Participated in the development of the ML866 Aeroscraft Cargo Airship, mainly focused on airborne cargo warehouse systems for drone-delivery.

- Contributed into the design of the remote aircraft pilot's cockpit & workstation design.
- Design, built and user test cockpit prototypes with engineers and pilots for usability and ergonomics.
- Worked in the integration of various design systems.
- Facilitated ideation sessions with engineering teams for early concept development and supplemented engineering teams with sketching, 3d visualization, prototyping in projects such as "drone catching mechanism" or "cargo-conveyor belt systems"
- Worked with structural engineering team for modular, scalable airship structure concept.
- Created VR experiences for user testing and spatial presentations.
- Used rapid prototyping techniques to test, iterate design decisions in various scale models and prepare design for manufacturing
- Interviewed with high profile customers & other stakeholders to influence design decisions.

Ones Technology

Ankara, Turkey | Jr. Industrial Designer | 2022-2023 | 1 year

Designed and produced small scale product lines for internal use. Used 3d printing techniques to prototype and produce custom electronics for staff use. Designed and deployed testing beds for mechanical quality checking. Designed and implemented handheld monitors for company's field operators. Worked closely with engineering team for enclosing designs for custom electronic circuits.

Oruba Medical Technology

Ankara, Turkey | Part-time Industrial Designer | 2021 | 6 months

Prepared 3d visualizations & graphic designs for marketing purposes. Contributed to development of a new type of medical device with industrial and mechanical design concepts & ideations.

AvA Yacht

Antalya, Turkey | Industrial Design Intern | 2019 | 3 months

Experienced the yacht design & manufacturing process. In this internship I examined the fundamentals of steel, aluminum and composite manufacturing methods on-site. Designed a containerize-able exhibition booth for trade shows, to be manufactured in the in-house shops.

Education

ArtCenter College of Design M.S. Transportation Sys. Design

Los Angeles, California, USA
2022-2025 Honors Degree

Middle East Technical University B.S. Industrial Design

Ankara, Turkey
2018-2022 CGPA - 3,23

Skills

Design Capabilities

- Design Sketching
- Rapid Prototyping with SLA-FDM
3D Printing / Laser Cutting
- Iterative Design Process
- Ethnographic & Qualitative Research
- User Journey Mapping
- Workshop Facilitation
- Adobe Creative Suite / Affinity Suite

3D & CAD Capabilities

- SolidWorks / Rhinoceros 3D / Fusion 360
- Blender / Maya / Gravity Sketch
- Unreal Engine/ Twinmotion / Luxion Keyshot

UI/UX Capabilities

- Figma / Adobe XD
- User Research & Testing
- Wireframing
- UI/UX Prototyping
- Information Architecture
- UX Methodologies
- End to End Product Design
- Design Thinking

Industry Collaborations



project: **Autonomous Robotaxi Experience for Chinese Market**
client: **DiDi Global**

Key Contribution: vehicle interior design, vehicle architecture, research, ideation, rapid prototyping

Participated in a design team of 5 comprised of ID, IxD & ARCH students for designing a robotaxi service vehicle for the next production line of DiDi ride-hailing services for the Chinese market.



project: **A Paradise Island Experience for A Cruise Line**
client: **Royal Caribbean**

Key Contribution: architectural design, site planning, ideation, storyboarding, scale model building

Leading a team of 3 designers to create a unique spatial experience park for a young audience which wants to learn and experience the unique mythology of Mayan culture in a physical adventure for the privately owned island located in coastal Mexico for cruise line's unique offerings.



project: **Digital Payment Platform for Hospitality Industry**
client: **Sabancı DX**

Key Contributions: UX design, UI design, market analysis, product strategy, ideation, rapid prototyping

Designing a digital payment platform for restaurant & cafe businesses. Created a wallet sharing and restaurant ordering application for customers and order management system for the staff to streamline ordering and payment processes, especially in shared tables.



project: **Drivers Area & Instrument Panel Design For Improved Driving Safety and Driver Awareness**
client: **MAN Türkiye (Undergraduate Thesis Project)**

Key Achievements: vehicle interior design, vehicle dashboard design, cognitive ergonomics, HMI, in-vehicle UX

This project includes the redesign of the drivers area for long range buses with an emphasis on HMI and cognitive ergonomics. With the directive from the client, I worked on integration of a new type of HUD technology for reduced driver distraction and tactile controls for haptic perception.



project: **New Generation Kitchen Appliance for Pet Lovers**
client: **Arçelik Global X METU Design Factory**

Key Contributions: team leadership, industrial design, market analysis, product strategy, ideation, rapid prototyping

I led a diverse team of 5, comprised of engineering to business admin to & psychology as the innovation strategist. Prototyped a kitchen appliance to make, store and serve pet food to utilize household scraps to reduce thousands of tons of food waste.

Awards & Recognition

IMIB Natural Stones Competition, Design Awards, 3rd Place

This competition seeks to promote design industry in Turkey by inspiring designers to develop innovative and functional products that boost the competitiveness of the country. I was honored to receive the 3rd place and a full master's scholarship in the USA as part of this recognition.

2- Year Full Overseas Master's Scholarship Award

Turkish Exporters Assembly 2022

Activities & Associations

- Manavgat Municipality Theater: Drama Acting
- Artcenter Student Government Graduate's Representative
- METU Mountaineering & Winter Sports Society: Head Of Communications
- METU Design Society: Director Model Making Studio
- Turkey Muay Thai Federation Licenced Athlete
- Yusuf's Segel und Surfschule Windsurfing Instructor

Languages

- Turkish- Native
- English- Proficiency
- German- Beginner

References

References will be provided upon request.