

BARAN KIRKGOZ

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PROFILE

Industrial Engineer advancing strategic design expertise through leveraging design research, systems thinking, and prototyping to transform insights into sustainable business innovation. Passionate about bridging analytical rigor with creative strategy across the creative and cultural sectors

EDUCATION

Master of Science in Strategic Design and Management

2025 - 2027

Parsons School of Design, New School

- **Parsons School of Fashion**, Research Assistant

Conducting design research with Professor Liliana Sanguino on Millones de Maneras, overseeing a year-long co-design process connecting New York-based fashion designers with an Indigenous trans community in Karmata Rúa, Colombia

Bachelor of Science in Industrial Engineering

2018 - 2024

Bogazici University

PROFESSIONAL EXPERIENCE

LUAR, Fashion Business

October 2025-Present

- Developing and executing of cross-industry partnership projects connecting the fashion and luxury sectors with culture, design, and lifestyle

Boston Consulting Group, Associate Consultant

June 2024 - August 2025

Developed skills with selected experience:

- **Driving organizational transformation and ESG integration**

-Led the ESG governance design for a leading Turkish utility company, developing internal processes, sustainability reporting structures, and external funding frameworks to embed long-term ESG practices

- **Leading strategic growth and channel development**

-Directed the bancassurance strategy for a pioneering insurance company, building the channel strategy, partner segmentation and operating model

- **Transforming traditional operations into human-centric design**

-Owned the process redesign for a leading insurance company's health division conducting field research, facilitating workshops with internal teams, and presenting the new design to the executive board

- **Building long-term strategic vision for leading Middle Eastern wealth fund**

-Built the 2035 portfolio strategy for a leading Middle Eastern wealth fund, shaping the North Star vision and created a detailed long-term strategic roadmap

Trendyol, Category Planning and Business Intelligence Intern

June 2023 - December 2023

- Worked in performance management and planning across multiple e-commerce categories, overseeing data analysis and strategic growth initiatives

Philip Morris Berlin, Performance & Resources Tracking Intern

August 2022- February 2023

- Analyzed retail performance of IQOS stores across Germany using PowerBI, providing actionable insights to improve sales efficiency

Unilever, Marketing Intern

November 2021 - April 2022

- Assisted in marketing campaigns for the haircare division, supporting brand activations, performance tracking, and contributing to a major campaign

Massimo Dutti-Inditex, Sales Assistant

November 2018 - April 2019

- Provided customer service and sales support, ensuring a high-quality in-store brand experience.

LEADERSHIP & VOLUNTARY EXPERIENCE

BCG ESG in EM Initiative

2024-2025

- Supported strategy meetings, newsletters and external report publications

BCG Diversity, Equity and Inclusion

2024-2025

- Led the pride cohort in Turkey, worked in Proud event in Milan and Paris with openly queer young adults

European Solidarity Corps for Youth

2021

- Worked with immigrants from north africa in Social Housing Festival in Lyon, France

Umwelt Baut Brucken

2019

Published a joint sustainability article for Turkey and Germany, sponsored by both governments

ADDITIONAL INFORMATION

- **Additional Languages:** English (IELTS C1), German (Deutsches Sprachdiplom II, C1), Turkish
- **Skills:** Systems thinking, design research, MS Office, Tableau
- **Hobbies:** Professional Aerial Artist