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work-permit granted

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Profile

Detail-oriented **fashion designer** with over a decade of experience in fashion design, specializing in ready-to-wear and collaborating closely with buying and merchandising teams. A passionate and **innovative** creative with a deep understanding of the fashion industry and a commitment to advancing sustainable solutions. Known for creating best-selling, **customer-focused** collections by effectively analyzing target consumers and their habits. A dedicated **team player** with a strong work ethic, started her journey at the Fashion Institute of Technology (FIT), NY — [ranked the #2](#) fashion schools globally in 2024.

Experience

Customer Care Expert, [Wix Online Platforms Limited](#)– 2022–Present

- Collaborate with customers to strengthen brand consistency and online presence, identify needs through analysis, and provide trend insights with tailored **e-commerce** & marketing recommendations to drive sales.

Entrepreneur, [Souq Samurai](#); Turkey – 2018–Present

- Founded and led a successful fashion brand specializing in **sustainable womenswear**, gaining recognition among Turkish fashion followers and influencers.
- Developed a unique Mediterranean-inspired design aesthetic with an oriental twist, widely published in leading digital and print fashion magazines.
- Designed seasonal collections using upcycled fabrics, promoting sustainability while maintaining high-quality craftsmanship.
- Managed the entire production process, from concept to order fulfillment, ensuring seamless supplier relationships and efficient production cycles.
- Leveraged consumer insights to design collections that aligned with sustainable fashion trends, boosting brand loyalty and visibility.

Womenswear Designer, [Mavi Jeans](#) :Turkey_– 2016-2021

- Developed both creative and commercial narratives within the seasonal design calendar and line plan, ensuring cohesive collections that align with market trends.
- Designed key looks and curated cohesive **woven and jersey collections each season**, balancing creativity with commercial viability.
- Innovated by introducing new yarns, fabrics, washes, accessories, fits, and techniques, keeping the collections fresh and forward-thinking.
 - Selected the appropriate fabrics, accessories, washes, and fits for targeted SKUs, ensuring high-quality production through detailed CAD designs.
- Monitored industry trends and delivered close-to-season flash collections, keeping the brand's offerings relevant and timely.
- Conducted market research through visits to local and global markets (London, NY) and key fashion fairs (Premiere Vision) to stay ahead of trends.
- Analyzed weekly sales reports and identified best-selling items for future collections.

Senior Womenswear Designer, Mudo Collection; Turkey –2012-2016

-Led a team of four designers to create comprehensive womenswear collections, spanning categories such as **jersey, knitwear, and woven garments**, resulting in the successful launch of 20+ collections.

-Conducted seasonal trend forecasting and developed mood boards, color palettes, silhouette concepts, and detailed CAD designs to align with brand identity and market trends.

-Presented seasonal womenswear collections through sales-driven line plans, focusing on target customer profiles and competitive pricing strategies.

-Collaborated closely with manufacturers, gaining hands-on production experience through quarterly site visits to India, attendance at global markets (Paris & New York), and participation in industry fairs like Première Vision.

-Directed styling for collection photoshoots and provided creative briefs to the visual merchandising team to ensure optimal representation and storytelling of the collection.

Assistant Designer, Cigdem Akin; Turkey – 2012

Assisted with end-to-end design and production of collections presented at Istanbul Fashion Week, involving close interaction with production and quality teams.

Education

Istanbul Fashion Academy; Turkey – Master Class, Design Management, 2014

Fashion Institute of Technology; NY, USA – Bachelor of Fine Arts, Fashion Design, 2012

Istanbul Technical University; Turkey - Bachelor of Textile Technologies and Design, Fashion Design, 2012, **Magna Cum Laude Awarded

Key Skills

-Design and Business: Commercial creative thinker, customer oriented, vendor relationship, trend forecasting, fabric, fit knowledge, draping, Pattern Making, Sketching, CAD Drawing, Sewing, Machine Knitting, fashion styling, web design, online retail

-Software: Adobe Creative Suite, Microsoft Office (Word, Excel, PowerPoint), CAD

-Language: Fluent in English

Interests

Fashion shooting, styling, arts & design, modern museums, Mediterranean culture, travel, music festivals, training, yoga and wellness.

Visa Permit

Currently residing and working in Ireland with the ability to visit the UK. Applied for Irish naturalization and will be eligible to work in the UK, Ireland, and the EU upon citizenship approval.