

PORTFOLIO

BURÇİN CEREN OLÇUM

*INDUSTRIAL & VISUAL DESIGNER

www.bxcostudio.com

CV

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EXPERIENCE

BXCO STUDIO / İZMİR - LUXEMBOURG

Founder, Designer / 2019-Present

BMC OTOMOTİV SANAYİ / İZMİR

Industrial Designer, Color & Trim Supervisor / 2015-2019

E.C.A. VALFSEL ARMATUR SANAYİ / MANİSA

Industrial Design Specialist / 2013-2015

TEAM CREATIVE STRATEGIC DESIGN / MILAN

Design Intern / 2013

OLIVOS OIL INC. / İZMİR

Industrial Designer & Art Director / 2011-2013

VESTEL WHITE GOODS / MANİSA

Design Intern / 2010

EDUCATION

ISTITUTO SUPERIORE DI ARCHITETTURA E DESIGN

Master in Interior Design (Hons) / 2013

İZMİR UNIVERSITY OF ECONOMICS, FAC. F.A. AND DESIGN

Industrial Design (Hons) / 2011

AWARDS

DESIGN TURKEY, GOOD DESIGN AWARD / 14' & 19'

ICONIC AWARDS, PRODUCT CATEGORY / 16'

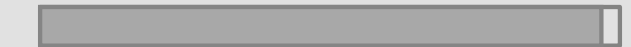
INTERIOR INNOVATION AWARD / 14'

SKILLS

ADOBE ILLUSTRATOR & PHOTOSHOP



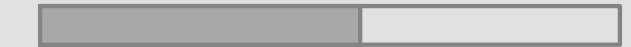
AUTODESK FUSION 360 & RHINOCEROS



KEYSHOT & AUTODESK SHOWCASE



AUTODESK ALIAS & ADOBE INDESIGN



LANGUAGES

ENGLISH

Proficient

ITALIAN

Intermediate

FRENCH

Beginner

CONTENTS

6 PROJECTS

*2 DETAILED PROCESSES



01

ELIANA LORENA MILANO

*BOOKLET DESIGN



ELIANA
LORENA
MILANO



ELIANA LORENA BOOKLET
YEAR: 2014

Booklet designed in collaboration with Teseo & Eliana Lorena Milano. Various illustrations made to demonstrate use of the scarves. Colourful design of the booklet originates from Eliana Lorena's scarf collection. I designed the cover for lenticular printing to create the colorful effect.

02

BLUEBELL GASTROPUB

*BRANDING & MENU DESIGN





BLUEBELL GASTROPUB BRANDING YEAR: 2018

Graphical works, branding and menu designed for BlueBell GastroPub in Izmir, Turkey. My aim was to create a menu design that would fit atmosphere of the pub, but also something that would charm & amaze customers like a book or magazine with vintage illustrations.

03

BMC BUS

*INTERIOR / EXTERIOR & GRAPHIC DESIGN





**BMC BUS CMF DESIGN
YEAR: 2018**

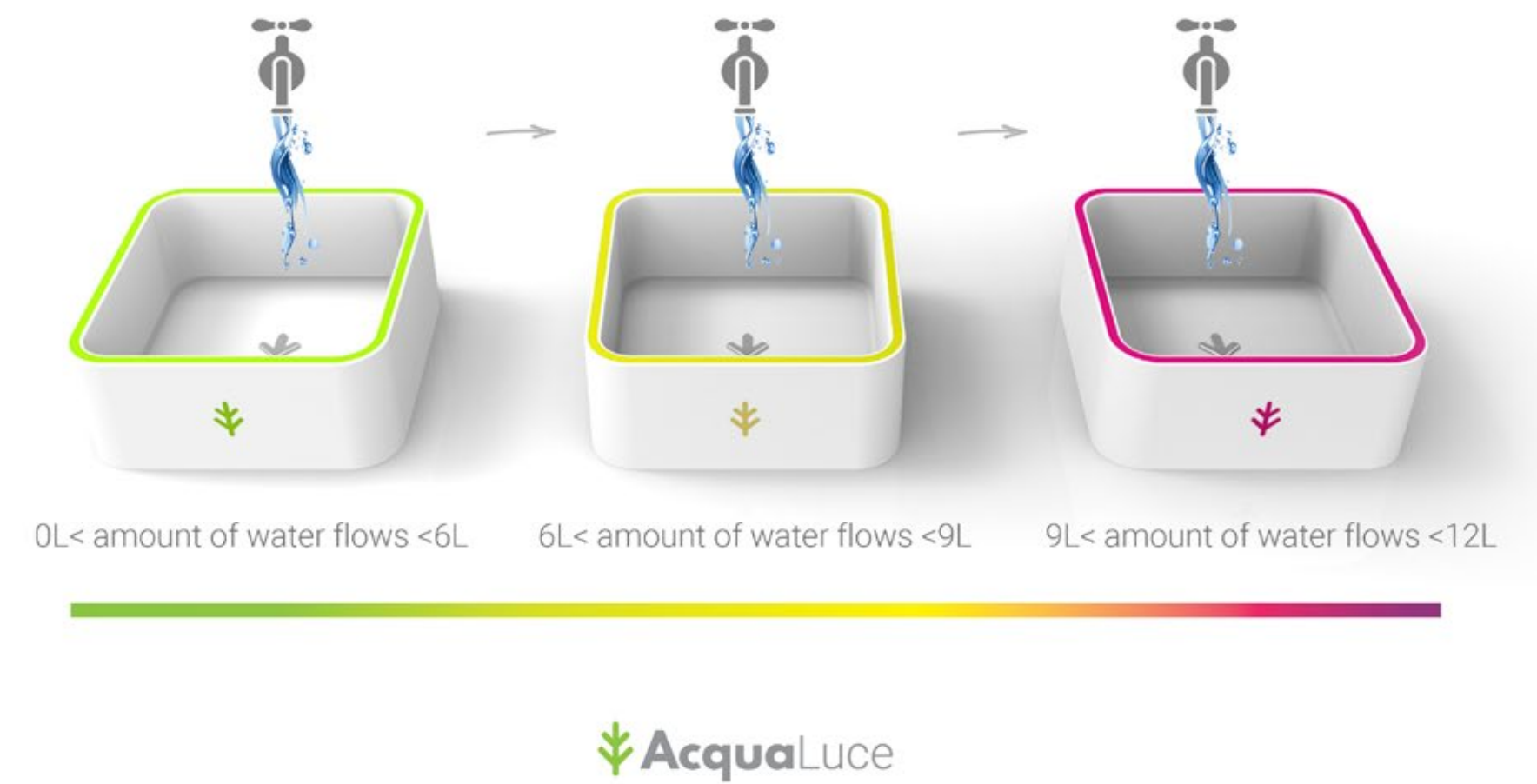
Interior & exterior color, material and finish selection, exterior graphic designs executed for BMC bus series.

04

ACQUALUCE

*PRODUCT DESIGN





ACQUALUCE

YEAR: 2016

AquaLuce aims to build environmental awareness and encourage water saving. Product calculates the amount of the water flows from the tap and transmits data to LED card. So that the LEDs change color from green to red according to the water consumed. The product takes an innovative and exciting approach for sustainability.

05

E.C.A. INFRARED FAUCET

*PRODUCT DESIGN





E.C.A. INFRARED FAUCET
YEAR: 2016

Iconic Awards 2016 Product Winner infrared faucet features a rational and elegant design. Elliptic form of the spout allowing water drops to slide away from top of the faucet thus leaving a clean and shiny product. Designed to be used in public places considering vandalism and frequent use.

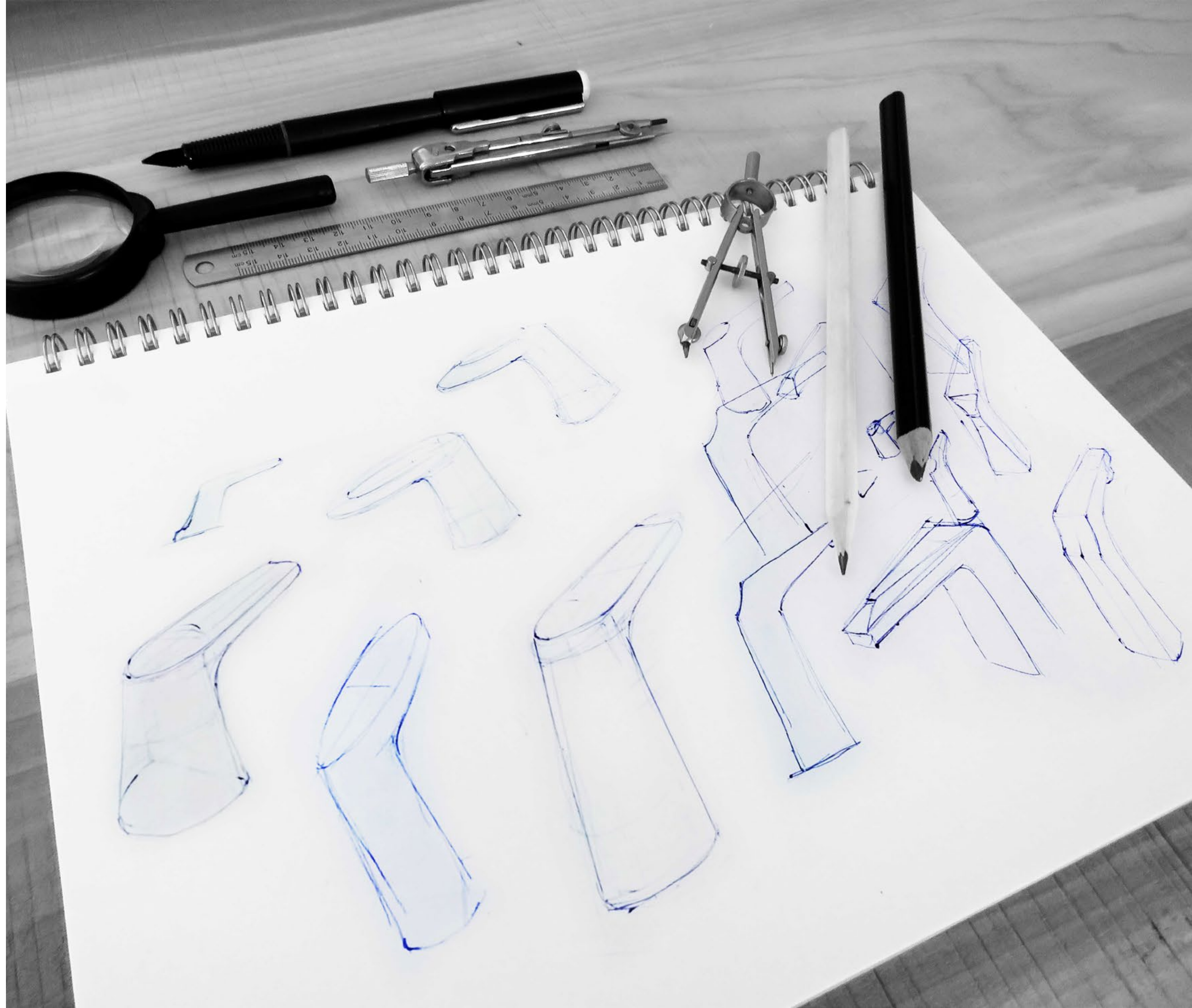
PROCESS

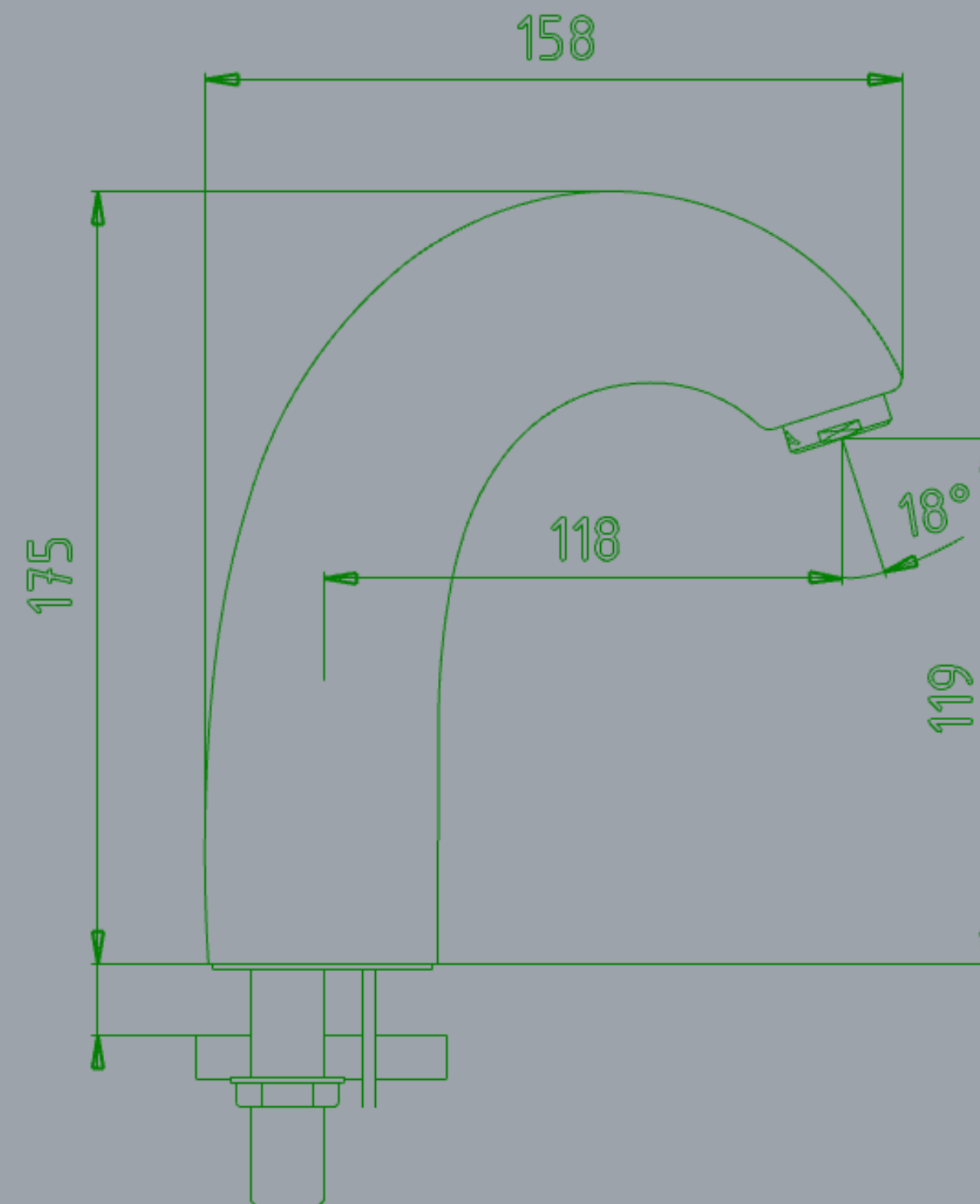
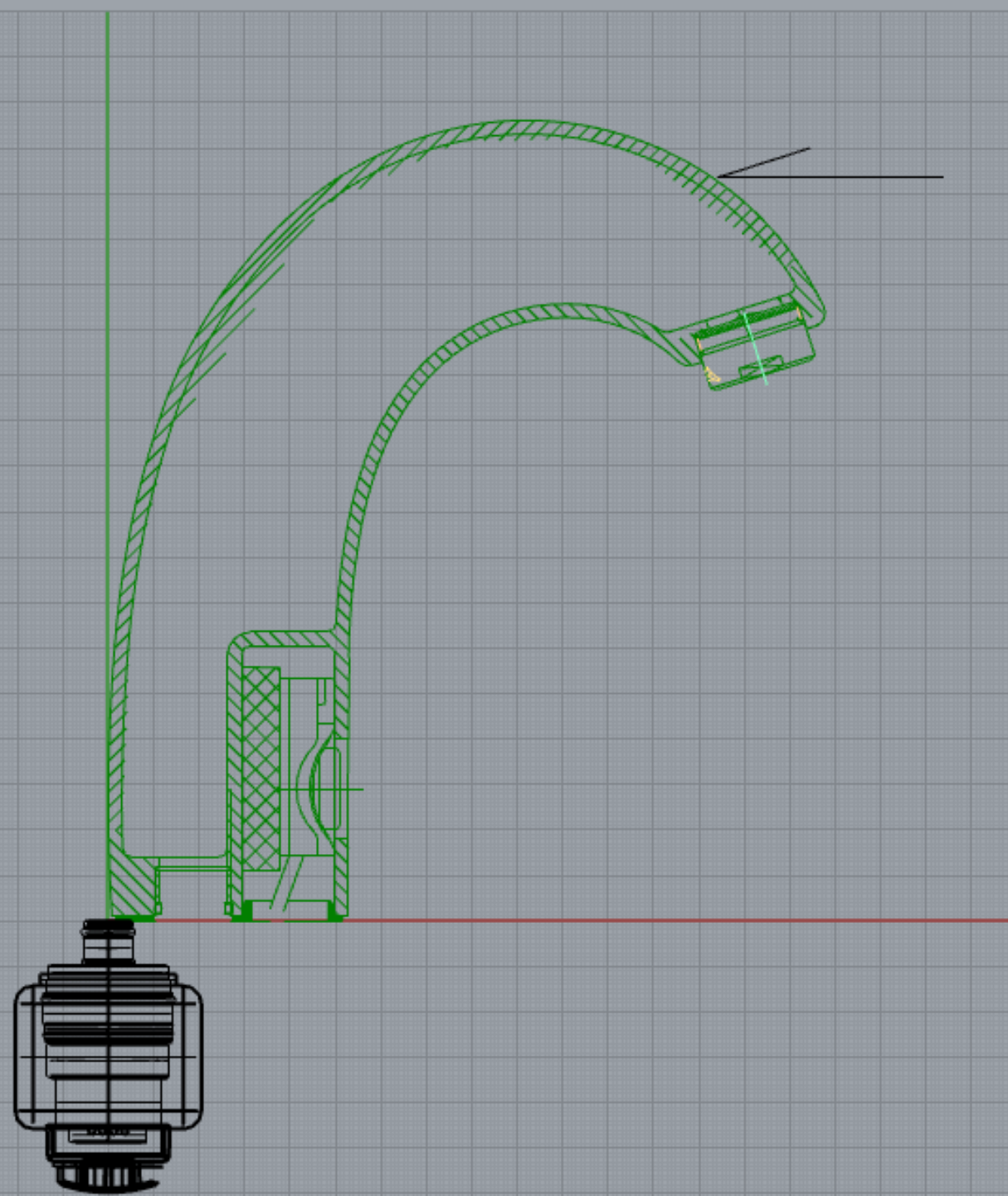
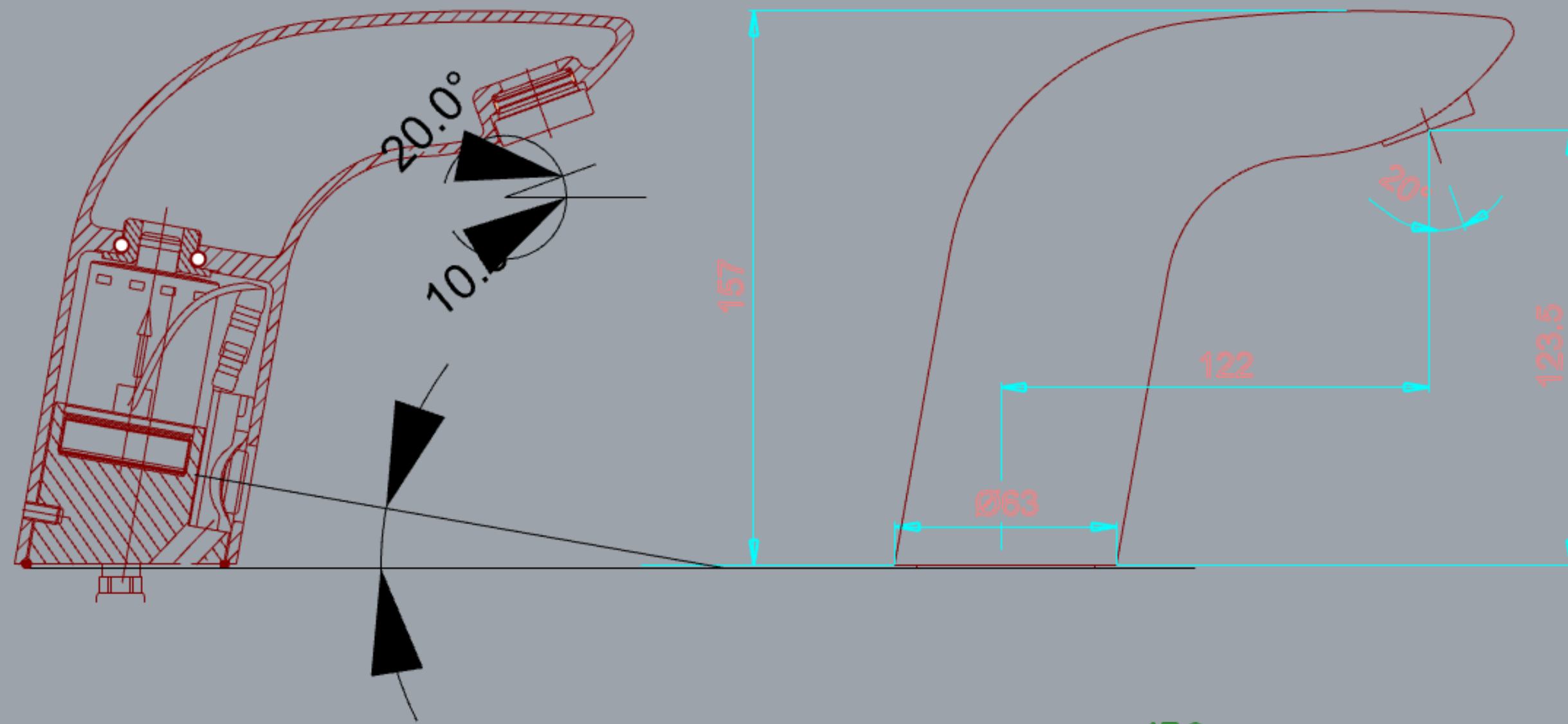
E.C.A. INFRARED FAUCET

*PRODUCT DESIGN

01 ANALYSING DESIGN BRIEF

Marketing department shared a benchmark file and a design brief with me. After analysing requirements & doing my own market research I started sketching.





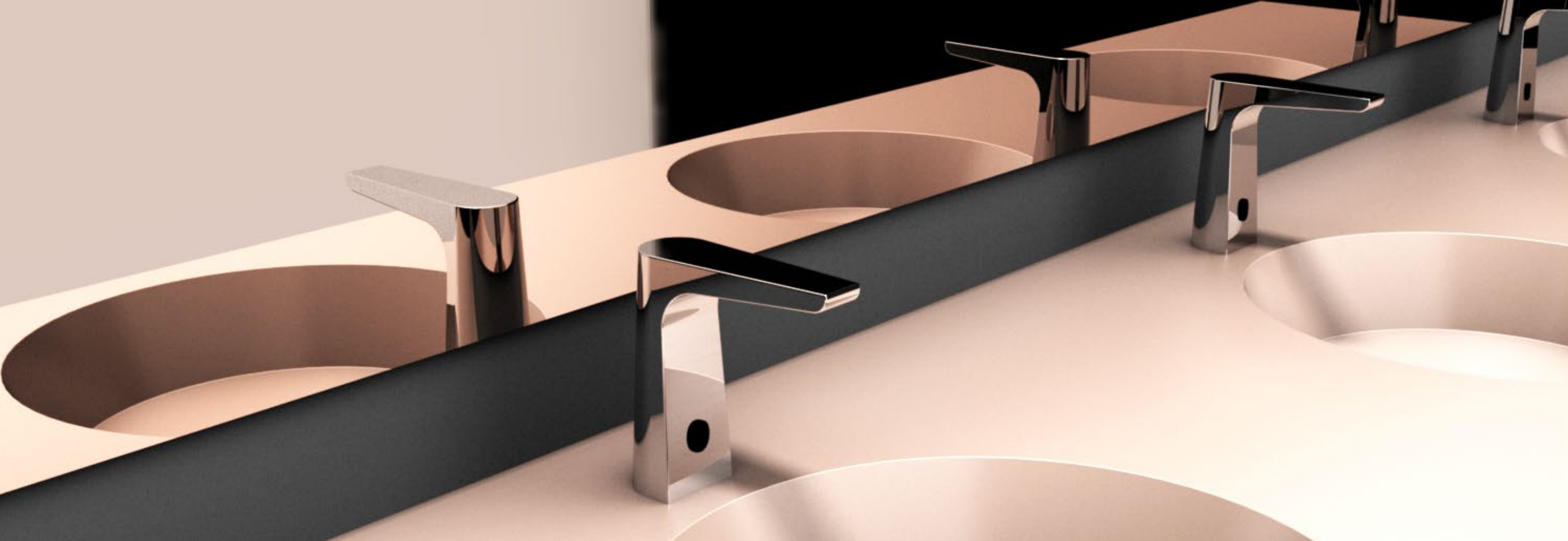
01.1 ANALYSING DESIGN BRIEF

While I was sketching, I also analysed existing product dimensions, ergonomic constraints and technical equipments that will be used in the product.

02 IDEATION & MODELLING

I started 3D modelling after selecting some of the concepts from my sketches. Things are a bit messy on this stage :)





03 INITIAL CONCEPTS

I modelled and rendered my design proposals. After board presentation, we decided to move on with the second alternative.

04 IMPROVING THE CONCEPT

After a couple of discussions with engineering team, I revised my proposal according to production techniques.





05 PROTOTPYING

After covering every technical & ergonomic detail in CAD models, it was time for prototypes. We produced 3D printed models to test the product.

06 PRODUCTION

After testing & getting approvals for prototypes, the product went to mass production, first batch was 10K.





07 AWARD

After it's launch the product won an "Iconic Award" by German Design Council. It was such an incredible experience to work on this project. I am grateful to my colleagues & managers.

06

ELIADA OLIVE OIL

*BRANDING & PACKAGE DESIGN



eliada

ART OF NATURE



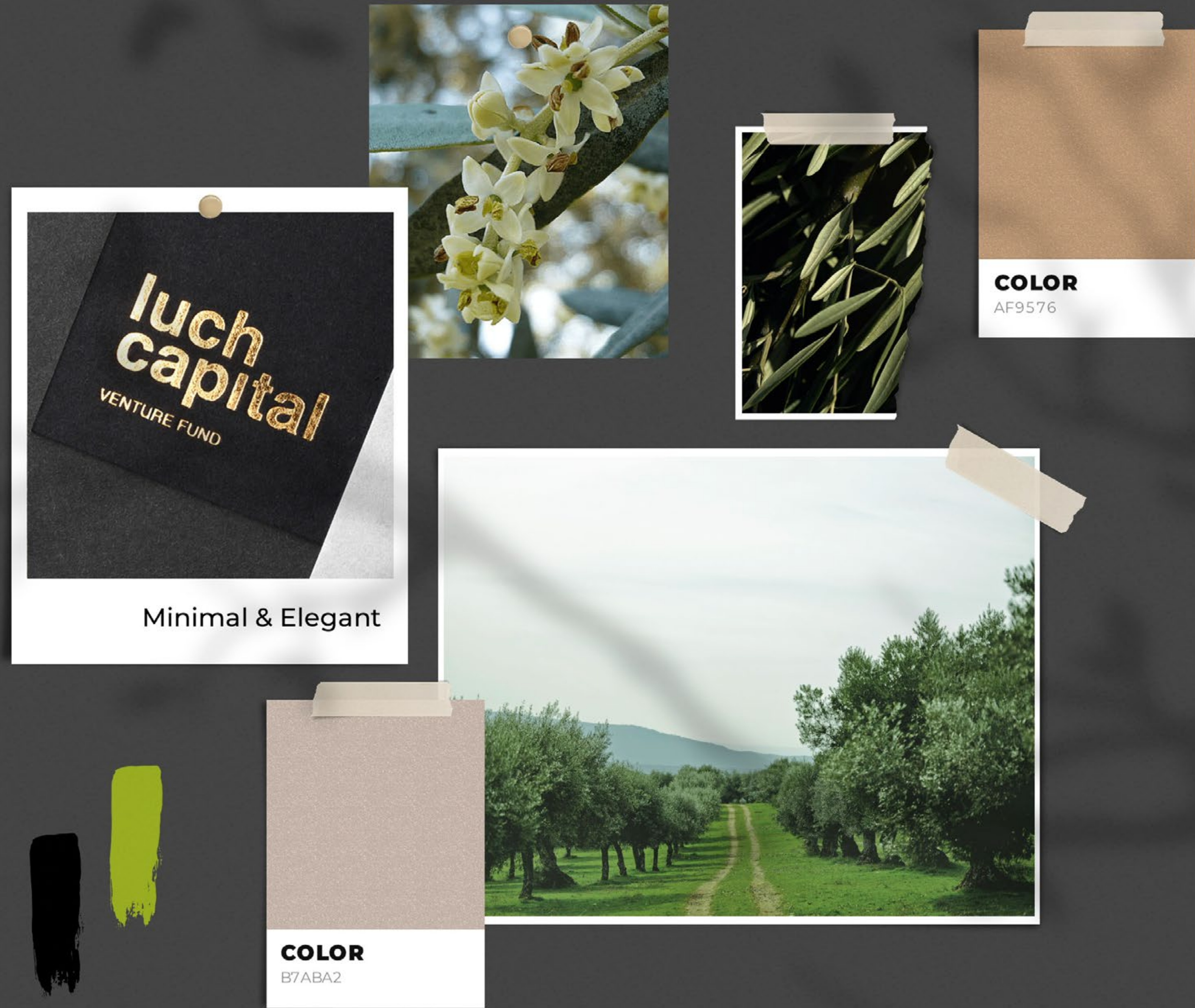
ELIADA OLIVE OIL BRANDING YEAR: 2019

I designed branding for 'Eliada'. The minimal approach of the logo favours the relationship between the purity of the product, its character of selected olive oil, and the craftsmanship and care that one wants to communicate. A charismatic and serified typography was used, historically linked to the written word.

PROCESS

ELIADA OLIVE OIL

*BRANDING & PACKAGE DESIGN



Minimal & Elegant

01 DEFINING CUSTOMER NEEDS

First step is to listen and understand customer. Forming principal design guidelines for the brand.

02
IDEATION

I start playing with fonts, try to form symbols as I sketch. Things are again a bit messy on this stage :)

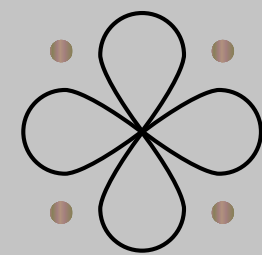


ELIADA

MEDITERRANEAN OLIVE OIL



PREMIUM OLIVE OIL

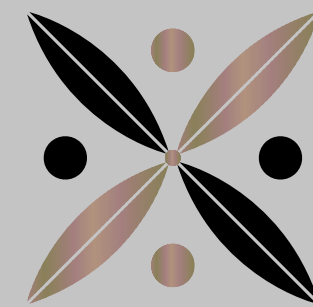


ELIADA

MEDITERRANEAN OLIVE OIL

eliada

PREMIUM OLIVE OIL



ELIADA

MEDITERRANEAN OLIVE OIL



Eliada

ARTISAN OLIVE OIL

03 INITIAL CONCEPTS

I created various proposals to be discussed with my client after sketching.

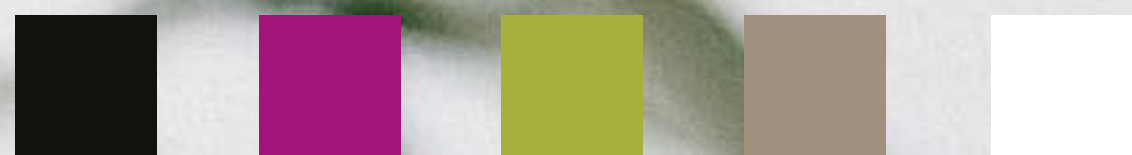
03.1 INITIAL CONCEPTS

It is also important to visualize real life images with mock ups to predict the end results.





eliada



04 FINALIZING THE LOGO

After a couple of discussions, mini surveys & revisions, we decided on the logo & brand colors with client.

05 STARTING PACKAGING DESIGNS

After selecting the bottle, I created visuals for screen printing process. With prototypes we decided on matte paint for an elegant look.





06 BOX & LABEL DESIGNS

I continued with visualising the box design.

06.1 BOX & LABEL DESIGNS

Box and label designs are prepared according to food safety requirements. Providing printing costs & comparisons helped me to convince my client to gold foil, datas are important :)



Pantone 4675C



Kapak Etiket 110x35mm



Kapak Sticker 25mm



Madalyon 32mm



Extra Virgin	2000	€ 430 + kdv	4000	€ 690 + kdv
Organik	2000	€ 430 + kdv	4000	€ 690 + kdv
Premium	2000	€ 430 + kdv	4000	€ 690 + kdv
Numune	500	€ 370 + kdv	1000	€ 550 + kdv



07 PHOTOSHOOTS

After printing box & labels, the product was ready for photoshoots.



08 BON APPÉTIT

We finalized the design process with tasting the olive oil :)

THANK YOU

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