BARIS SINIKSARAN

PRODUCT DESIGNER | DIGITAL MEDIA ENGINEER | AR/VR DEVELOPER

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EDUCATION

NYU Tandon School of Engineering
MS Integrated Digital Media *(3.68 GPA)*
May 2018 *(Tandon & IDM Scholarships)*

Maryland Institute College of Art
BFA Graphic Design *(3.46 GPA)*
May 2010 *(Dean's List, Presidential Scholarship)*

PROFESSIONAL EXPERIENCE

Lead Product Designer at **The Coca-Cola Company**
Full-Time (Remote) – **June 2020** to **present**

Multinational beverage corporation. Headquartered in **Atlanta, Georgia.**

Role: Currently leading the UX design, development and product architecture of the employee platforms in use across the CCI region.

UX Design Lead at **General Electric Aviation**
Full-Time – **September 2019** to **June 2020**

Top engine supplier for the majority of commercial aircraft. Headquartered in **Cincinnati, Ohio.**

Role: Leading the UX operations of the internal applications being developed at the **Istanbul office.**

TTC Design System Leader, 2020
Service & Repair UX Design Lead, 2020
TTC Digital Leadership Recognition, 2019

Creative Director at **Seed MC**
Contractor – **January 2019** to **September 2019**

Istanbul-based digital design company, serving global clients such as **Rebdull** and **Henkel.**

Role: Product design, front-end development, creative direction and design consultation.

Head of Experience Design at **GRAFX CO.**
Contractor – **September 2016** to **December 2018**

New York-based multidisciplinary digital media company.

Role: Product design and AR/VR development for global clients such as **Bank of America, Dolce & Gabbana, Marriott International** and **Next Jump.**

Golden Spider Best Social Platform Award, 2017
Talent Grant, 2016–2018

Product Designer at **WAVR**
Co-Founder – **March 2017** to **May 2018**

New York-based mixed reality startup that uses EEG brainwave data to trigger commands on a VR application.

Role: Product design and VR development of the mixed reality application.

NYU MakerSpace Prototyping Fund, 2018
World Maker Faire Editor's Choice Award, 2017
NYVR Expo Showcase at Javits Center, 2017
Bank of America & Reuters VR Showcase, 2017
NYC Media Lab Showcase at The New School, 2017
NY1 Spectrum News TV Interview
NYU SPS Brand Strategy Guest Lecturer
ORF OE1 Radio Interview (Vienna, Austria)
NYU Official Website Cover Story
NYU ITP, IDM and xStory Showcases, 2017–2018

Graduate Teaching Assistant at **New York University**
Part-Time – **December 2016** to **May 2017**

Integrated Digital Media department of NYU in **Brooklyn, NY.**

Role: Assisting UX Design professor Dana Karwas with class lectures, software training sessions and project assessments.

Creative Director at **EDAM**
Part-Time (Remote) – **April 2016** to **November 2017**

Istanbul-based think-tank which regularly publishes books and reports on essential topics such as climate change, economics and world politics.

Role: Designing the publications and the company's website.

Product Designer at **Suggenda**
Co-Founder – **September 2014** to **August 2016**

Istanbul-based mobile startup that helps users book affordable group classes based on location and availability.

Role: Art direction, UX/UI design and front-end development.

ITU Cekirdek Early Stage Incubation Program, 2015–2016

Product Designer at **Stanford Venture Studio**
Contractor – **March 2014** to **August 2014**

Stanford-based startup (MedApp) that offers medical students an interactive platform to study for their licensing examination.

Role: Art direction and UX/UI design.

UX/UI Designer at **Expresscoin**
Contractor – **February 2014** to **June 2014**

Los Angeles-based cryptocurrency exchange platform.

Role: Designing the company website and the weekly newsletters.

UX/UI Designer at **Onestop**
Full-Time – **September 2010** to **March 2014**

Los Angeles-based e-commerce firm. (now Branded Online)

Role: UX/UI design for global brands such as **Lululemon Athletica, CamelBak, John Varvatos, J Brand, 7 For All Mankind** and **True Religion.**

OTHER ACHIEVEMENTS

Stanford University, Lean LaunchPad H4R Certificate, 2020
New York University, NASA JPL Collaboration on Protospace, 2016
Built In Chicago, Chicago Founders Acquisition, 2013

SKILLS

Design	Software	AR/VR	Business
Adobe CC	HTML/CSS/JS	Unity	Keynote
(Ps, Ai, Xd, Ae, Pr, Id, Fs, Lr)	Vue.js	Unreal	WordPress
Sketch	React	SceneKit	Shopify
Axure RP	Angular	ARKit	Squarespace
Figma	C#	ARCore	G Suite
InVision	C++	Vuforia	MS Office
Cinema 4D	Swift	HoloLens	JIRA
Final Cut Pro	Xcode	Oculus Rift	Rally
Maya	Objective-C	HTC Vive	Wix
3ds Max	Android Studio	Daydream	
Houdini	Arduino IDE	Mobile AR	**Languages**
Blender	Max/MSP	Sumerian	Turkish (native)
Rhinoceros 3D	OpenBCI GUI	ARToolKit	English (native)
Mixamo	Muse Direct	Metal 2	Spanish (intermediate)
Frame.io	Processing		German (intermediate)
Webflow	p5.js		Dutch (beginner)
Zeplin.io			Chinese (beginner)

Other Interests

Astrophysics, Neuroscience, BCI, Cognitive Learning, Assistive Technology, Robotics, Wearables, Singularity, Quantum Mechanics, Cryonics, Biocentrism, Life Extension, Anthropology, Philosophy, Tai Chi, Wing Chun, Ashtanga Yoga, HIIT, Backpacking, Football, Electric & Classical Guitar, Keyboard, Oil Painting, Illustration, Literature, Extraterrestrial Life, Mu, Neverland, Krypton, B-612.