

# MERVE

SELECTED WORKS  
2019-2022



KETENDESIGN.NET

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KARPOV

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BALAT, ISTANBUL





## EDUCATION

### ISTANBUL TECHNICAL UNIVERSITY INDUSTRIAL DESIGN, MA

Studied design thinking, academic and design research methods and finished the thesis “The Impact of Technology and Traces of National Representation on Eurovision Stages”.

### TU DELFT STRATEGIC PRODUCT DESIGN, EXCHANGE

During my 6 months in TU Delft’s exceptional masters program, I have gained skills to design strategies and worked with companies like KLM, Ford and Eneco to develop contemporary projects aiming to strengthen the companies’ relations with the community and communication within.

### ISTANBUL TECHNICAL UNIVERSITY INDUSTRIAL DESIGN, BA

As a student of the Industrial Design Bachelor’s Program in Istanbul Technical University, I focused on developing, modeling and presenting product concepts.

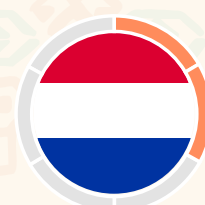
## LANGUAGES



native



C1



A2



A1

## SKILLS

### ADOBE CREATIVE CLOUD

Photoshop | Illustrator | InDesign | Fresco  
Premiere Pro | After Effects | Animate | Character Animator | XD

### CINEMA 4D RHINOCEROS

MICROSOFT OFFICE  
Word | Excel | PowerPoint

HTML CSS

2015  
-  
2017

2016  
-  
2017

2008  
-  
2013

2018  
-

2017

2015  
-  
2016

2012  
-  
2015

## PROFESSIONAL EXPERIENCE

### FREELANCER KETEN DESIGN

I have provided design production and consultancy services including logo design, brand identity materials, presentations and social media posts, books and manuals for many clients including NMQ Digital, Pure Food Pure Taste and Captain Energy. Written and Illustrated “Kara Masallar” Curated “Turkey: More Than Kebab” for Dutch Design Week, and participated in conferences with my articles on Eurovision.

### ASSISTANT CONTENT MANAGER OUTWORK EVENT COMPANY

I worked on the curation and production of Design Week Turkey 2017. Coordinated foreign and local exhibitions.

### ART DIRECTOR PAZ ISTANBUL

This boutique agency focused on the culture and entertainment sector and managed social media accounts of movies and cultural institutions. I gained experience in both digital and printed media, working on promotional material of cultural institutions including BAŞKA Sinema, Institut Français, British Council and festival movies such as the Golden Globe winner Mustang.

### TRAFFIC MANAGER & GRAPHIC DESIGNER BEYAZPERDE.COM - WEBEDIA TURKEY

Beyazperde.com focused on blockbuster movies and the entertainment sector. I designed and animated advertisements for the website, communicated directly with the clients to get approvals, and published them using adservers.

I also kept track of ad statistics and reported them to clients. In addition, I kept track of the website’s traffic and other statistics, like pageviews, unique visitors; their socioeconomic groups and age, updating the promotional material accordingly.







# CONTENT



**TURKEY: MORE THAN KEBAB**  
AN EVENT IN DUTCH DESIGN WEEK 2019

**HEADBOWL : A CULINARY RITUAL**  
A SURPRISING DINING ELEMENT

**PURE FOOD PURE TASTE**  
PACKAGING OMA'S VIJENCHUTNEY, KRUIDEN MIX AND MORE

**SIR 5W30: THE POSH DRIVER**  
LOGO FOR A YOUTUBE CHANNEL

**LILY'N BLUE: TANGO SHOES AND MORE**  
A WEBHAVEN FOR TANGO ENTHUSIASTS

**KARA MASALLAR: BLACK TALES**  
A SET OF FAIRYTALES FOR THE NEW WORLD

**PSYCHEDELIC KILIM**  
NEW WAY TO INTERPRETE TRADITIONAL PATTERNS

1

6

9

12

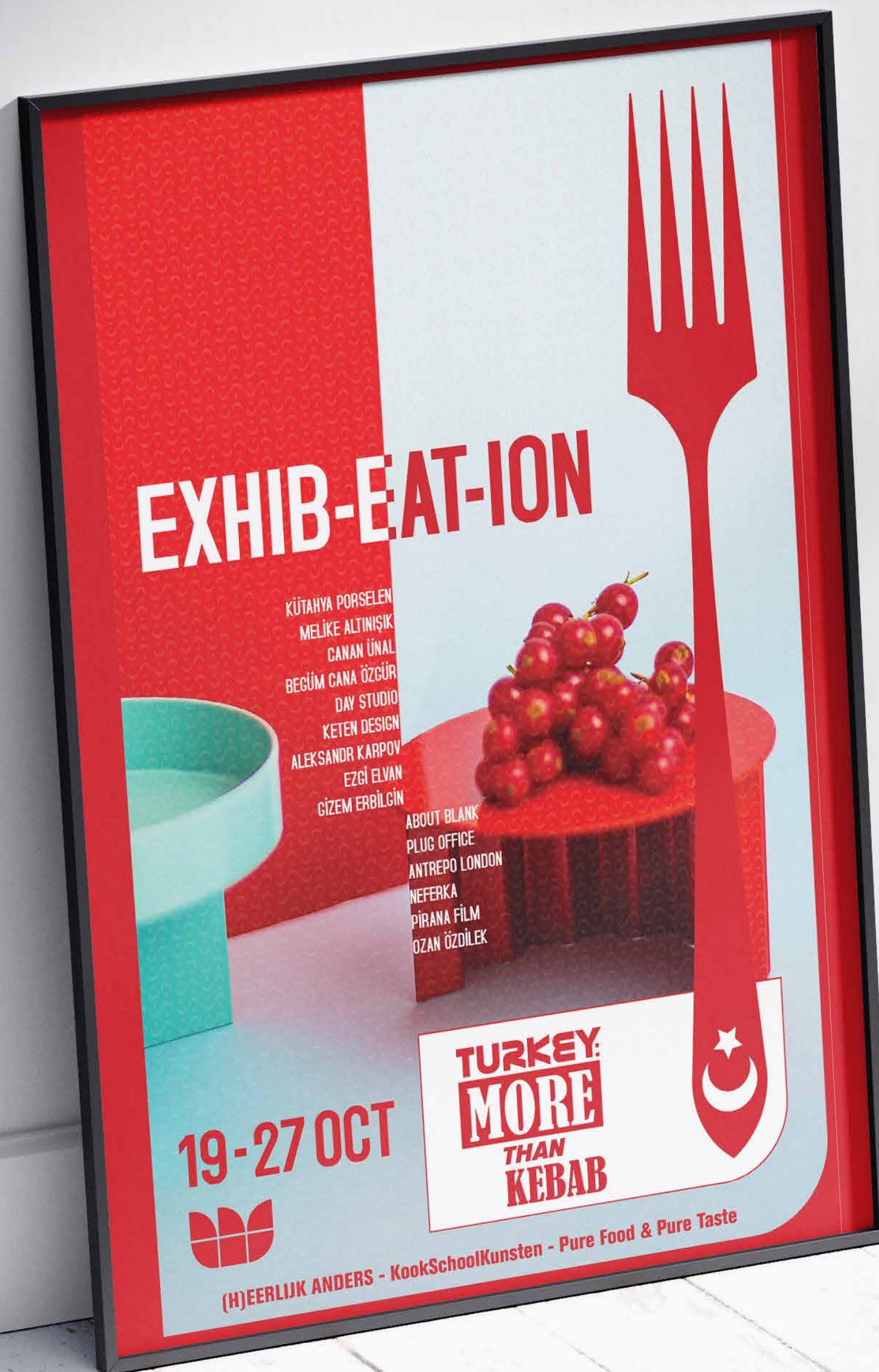
15

18

22







DUTCH DESIGN WEEK 2019

## TURKEY: MORE THAN KEBAB

TOGETHER WITH  
PURE FOOD & PURE TASTE,  
KOOKSCHOOLKUNSTEN AND  
(H)EERLIJK ANDERS  
I HAVE ORGANIZED AND  
CURATED AN EVENT AS  
A PART OF DDW 2019.



JOINED  
THE TEAM OF  
ORGANIZERS

CREATED A **THEME**  
FOR THE EXHIBITION

**CONTACTED**  
DESIGNERS

**CURATED**  
THE EVENT

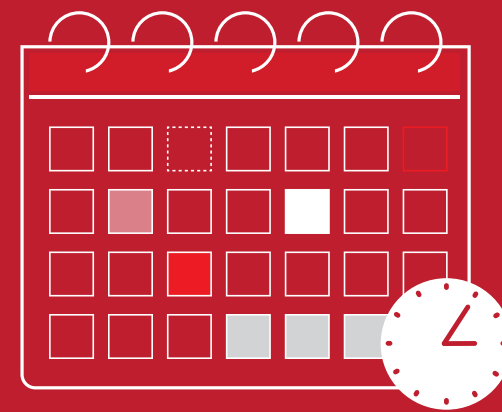
**SET UP**  
A **TIMELINE**

DESIGNED AND PRODUCED  
**MY OWN PRODUCT**

**JULY 2019**

The organization was challenging in many ways. It was an international event with physical products and limited budget. However with strong will, hard work and enthusiasm, it was possible to solve problems, like a designer is supposed to.

WHAT  
I DID



**SEPTEMBER**

DESIGNED  
**THE ARTWORK**  
OF THE EVENT

The artwork made our event tangible and brought a breath of fresh air to everyone involved. It was time to ship the products. Some designers preferred to fly with their work, while others trusted us and our sponsor Tosun Transport. Once unpacked, we set up the space in a flexible way.

**SET UP THE  
EXHIBITION**

**HOSTED**  
FELLOW DESIGNERS

**PLANNED**  
THE **LAYOUT**

ORGANIZED THE  
**LOGISTICS** OF SHIPMENTS

**HOSTED**  
THE **EVENT**

**MANAGED**  
THE **SALES**

**PACKED**  
EVERYTHING

**DELIVERED** THE  
PRODUCTS BACK

**OCTOBER**

The event was like a big marketplace, the audience loved to see original products. We've sold more products than we had expected and returned the remaining work.





THE EXHIBITION AIMED TO EXTEND THE UNDERSTANDING OF TURKISH CULTURE BEYOND KEBAB SHOPS AS WE PRESENTED THE DYNAMISM AND VERSATILITY OF TURKISH DESIGN AT ALL SCALES.

The event featured a series of Turkish designers, from established brands, to developing talent. The works included pieces from the designers' existing repertoire as well as unique prototypes made specifically for this event.

The products ranged from paintings, textiles, ceramics, woodwork, digitally printed models, architectural concept posters to videos. For example: Melike Altınışık, the designer of the Çamlıca TV Tower had her exquisite work on display.





## THE DINING EXPERIENCE BROUGHT THE EXHIBITED TABLEWARE TO LIFE.

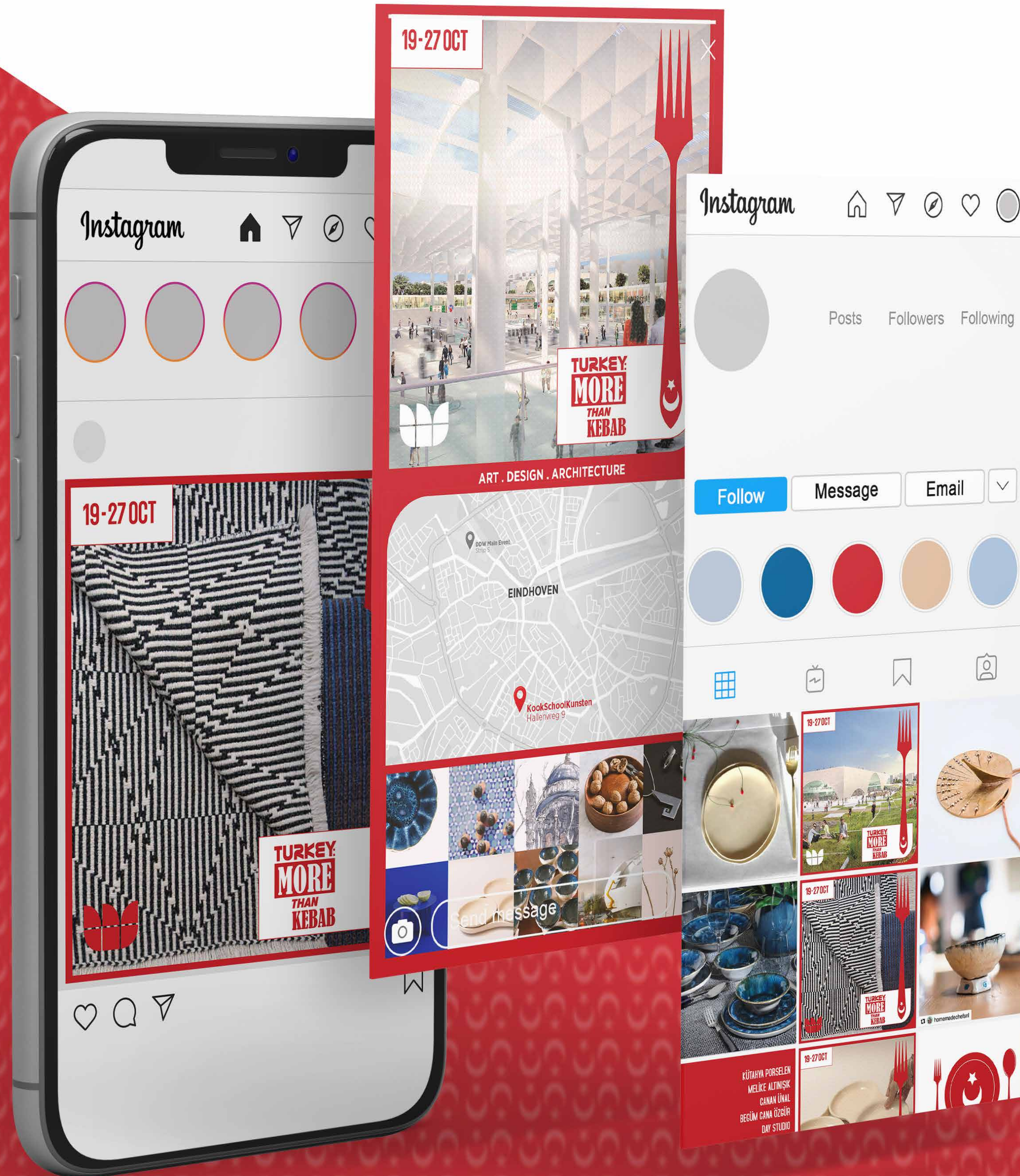
The meals were carefully chosen to bring out the best qualities of the products.

Gülnur Nielsen (Pure Food Pure Taste) has an excellent talent in combining Turkish cuisine with Dutch customs, choosing freshest ingredients, preparing aesthetically pleasing and tasteful food.

I helped her match recipes with the correct tableware from the significant porcelain company Kütahya Porselen, relatively small design studios and new graduates.







**HOW I SPREAD THE WORD  
AND PROMOTED  
THE SUCCESSFUL EXPO!**



A CULINARY RITUAL

# HEADBOWL

A BOWL USUALLY DOES NOT HAVE TWO COMPONENTS. HOWEVER, **THIS IS NOT A USUAL BOWL.**

THIS PRODUCT IS MORE LIKE **A REIMAGINED SKULL,** THAT YOU CAN EAT OUT OF.

**TO BUILD ANTICIPATION,** FACILITATE CONVERSATION, CREATE A PHYSICAL LINK BETWEEN THE TABLE AND THE KITCHEN, ACTING AS **A PORTAL FOR FOOD,** A MYSTICAL RITUAL FOR THE TABLE.



PHOTO CREDIT: HOMEMADECHEFSNL





it's  
all about  
the  
experience!



ANNEKE AND HER FRIENDS WERE SURPRISED AS THEY NEVER HAD THEIR SOUPS SERVED LIKE THIS BEFORE!

A CLING WAS HEARD WHEN THE TWO PIECES OF HEADBOWL CAME TOGETHER!





The headbowls were produced in Eindhoven in 2019 with the help of local craftsmen.

They were exhibited in DDW 2019 and today their journey continues in many countries with multiple functions.

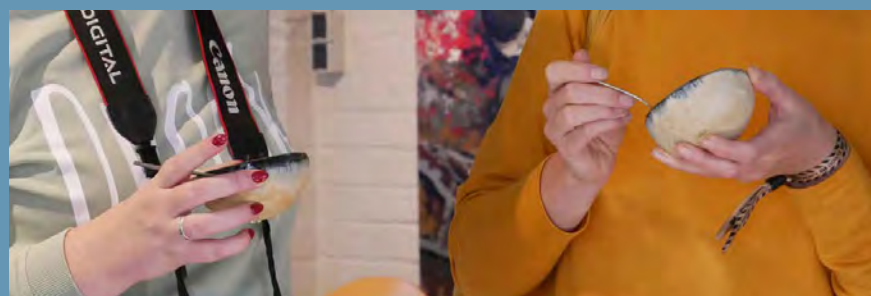


PHOTO CREDIT: PURE FOOD PURE TASTE





PHOTO CREDIT: GÜLNÜR NIELSEN

PACKAGING AND SOCIAL MEDIA POSTS FOR

**PURE FOOD & PURE TASTE**

PURE FOOD PURE TASTE IS A CULINARY COMPANY BUILT AROUND GÜLNÜR NIELSEN'S PASSION OF "PREPARING 'LEKKER' MEDITERRANEAN DISHES WITH INGREDIENTS THAT REMIND HER OF HER CHILDHOOD.

Gülnür wanted to make something as a tribute to her "oma" after she passed away.

The uniquely delicious fig jam made of grandma's dried figs is decorated with a watercolor portrait and sincere graphics.





When the pandemic happened Gülnur decided to host Online Workshop, for which she sent ingredients, such as her unique spice mixes. That created a demand and she wanted to turn them into products, this time with her portrait on them.

The three spice mixes, **"Pure Mediterranean"**, **"Turkije is meer dan alleen kebab"** and **"Gülnur's baharat"** have different flavors, and different uses. I used different colors to emphasize that, picked them carefully to match flavors.

The herbs surrounding her portrait, are also not random either. I have painted the ingredients in each mixture and carefully layered them into collages that express what to expect from product.





My collaboration with Pure Food Pure Taste continued with promotional material of several events she participated and services she offered.

**PURE FOOD & PURE TASTE**

## DONDERDAG

**TURKSE BULGUR**  
+  
**KÖFTE**  
IN TOMATENS AUS  
+  
**TOMATENSALADE**  
MET ITALIAANSE KRUIDEN EN FETA  
=  
**€12,50** p.p.

BETALING VIA TIKKIE OF VOORAF OVERMAKEN  
BESTELLEN? MAILLEN NAAR INFO@PUREFOODANDPURETASTE.NL OF APP NAAR 06-41986438  
BEZORGING IN GELDROEP IS GRATIS, OMGEVING GELDROEP €3,50 BEZORGKOSTEN  
WIE BELLEN AAN, ZETTEN HET VOOR DE DEUR EN ZIJN WEER WEG

**BESTELLEN VOOR 12:00 UUR  
BEZORGING TUSSEN 15:00 EN 17:00**

**KINDERMENU - €7,50**

**GÜLNUR TOUR** voor DURU BULGUR

**02 FEB** WAALWIJK Sahin Supermarkt  
**22 FEB** AMERSFOORT Ahsen Market  
**29 FEB** EINDHOVEN Oztürk Fresh Food Center  
**07 MAR** UTRECHT Molteni Hiss  
**14 MAR** APELDOORN City Supermarkt  
**21 MAR** APELDOORN Ideal Market  
**04 APR** ZWOLLE Edeem Market  
**11 APR** EDE Lale Market  
**13 JUN** ENSCHEDE Selam Market  
**20 JUN** GRONINGEN Nazat Market

Gülnur van Pure Food & Pure Taste zal tussen 11:00 en 15:00 staan met verschillende hapjes van DURU Bulgur.  
*Kom je lekker proeven?*

**PURE FOOD & PURE TASTE**

## VRIJDAG & ZATERDAG

**GEZINSSCHAAL MET 7 SOORTEN MEZZE'S**  
+  
**GRATIS TURKS BROOD**  
=  
**€29,50** per schaal

**TURKSE LEKKERNIJ € 4,00** p.p.  
**HOMEMADE VIJGENCHUTNEY, LEKKER BIJ EEN KAASPLANKJE € 4,00** per potje

BETALING VIA TIKKIE OF VOORAF OVERMAKEN  
BESTELLEN? MAILLEN NAAR INFO@PUREFOODANDPURETASTE.NL OF APP NAAR 06-41986438  
BEZORGING IN GELDROEP IS GRATIS, OMGEVING GELDROEP €3,50 BEZORGKOSTEN  
WIE BELLEN AAN, ZETTEN HET VOOR DE DEUR EN ZIJN WEER WEG

**BESTELLEN VOOR 12:00 UUR  
BEZORGING TUSSEN 15:00 EN 17:00**

Laat u inspireren door alle geuren en smaken van de Turkse keuken

**GÜLNUR TOUR** voor DURU BULGUR

Gülnur van Pure Food & Pure Taste zal **Zaterdag 29 Februari** tussen **11:00 en 15:00** bij **Oztürk Fresh Food Center** staan met verschillende hapjes van DURU Bulgur.  
*Kom je lekker proeven?*

**02 FRESH FOOD CENTER** **PURE FOOD & PURE TASTE** **ALBA FOOD TRADING B.V.**

**PURE FOOD & PURE TASTE**

## QUARANTINE KOOKWORKSHOP

**01 MEI 2020**

**AMUSE HAPJE** komkommer | garnaal  
**VOORGERECHT** mosterdsoepje | rozemarijnolie | makreel | room  
**HOOFDGERECHT** paella 2.0 | chorizo | gamba | toast  
**NAGERECHT** gekaramelliseerde witte chocolade | pistache | sinaasappel

**#blijfthuis**

**PURE FOOD & PURE TASTE**

## QUARANTINE KOOKWORKSHOP

**01 MEI 2020**

- De basistechnieken van het koken.
- En gerecht zelfstandig op smaak brengen.
- Improviseren met ingredienten.
- Leren koken zonder recept.
- Met vertrouwen in de keuken staan.
- Met meer plezier koken.

**€50**

**#blijfthuis**





THE POSH DRIVER

**SIR5W30**

HE DRIVES FOR HOURS,  
HE GOES TO MANY PLACES ,  
BUT HE NEVER REALLY LEAVES HOME.

HIS VIDEOS HAVE THE ADRENALINE OF  
RACING , COMPETING WITH A SENSE  
OF COMFORT.



I have analyzed the name and the context of the Youtube channel "Sir5W30" to decide where to visually position it.

In several sketches tried to combine **contrasting** concepts in *cohesion*.







**"Highlights** and details, you've drawn it quite well! I liked it!"

*"It reminds me of speed. It is modern, neon, colors are not too masculin but unisex!"*



- THE CLIENT





TANGO SHOES AND MORE

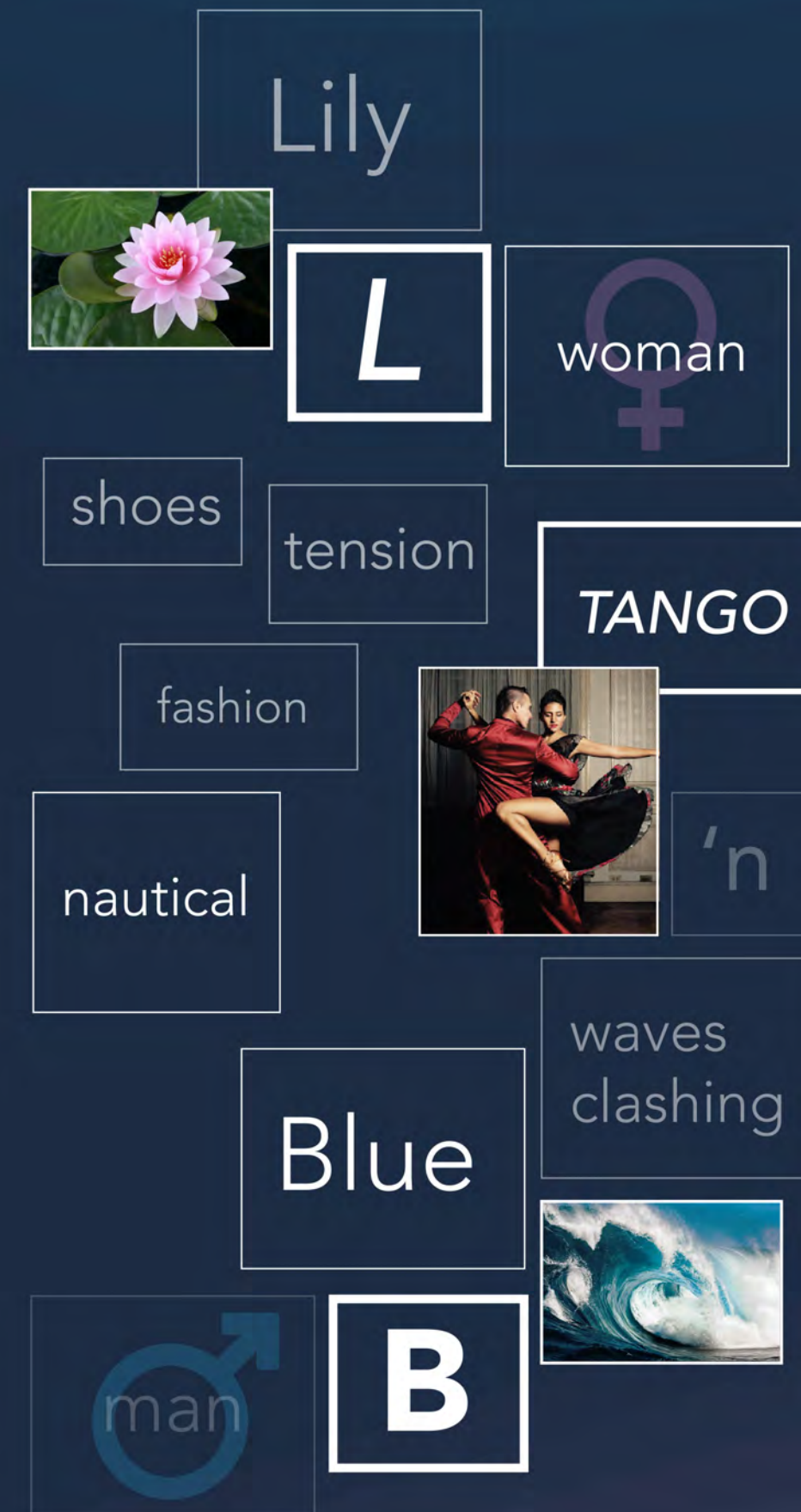
## LILY 'N BLUE

NILÜFER TAŞKAN,  
A TANGO INSTRUCTOR  
STARTED SELLING  
TANGO SHOES ONLINE AND  
INITIATED THE BRAND.

LILY REFERS TO HER NAME,  
BLUE TO THE SEA.



## EMPHATIZE & DEFINE



dancing  
letters

a masculine L  
and feminine B



a simple  
"LILY'N BLUE"

with a wave  
reference



## IDEATE



LILY'N BLUE

LILY'N BLUE



LILY'N BLUE

## PROTOTYPE

LILY 'N BLUE



## ITERATE & FINALIZE

The client likened tango to the dance of swimmers and waves which became the focal point of the design ideas.

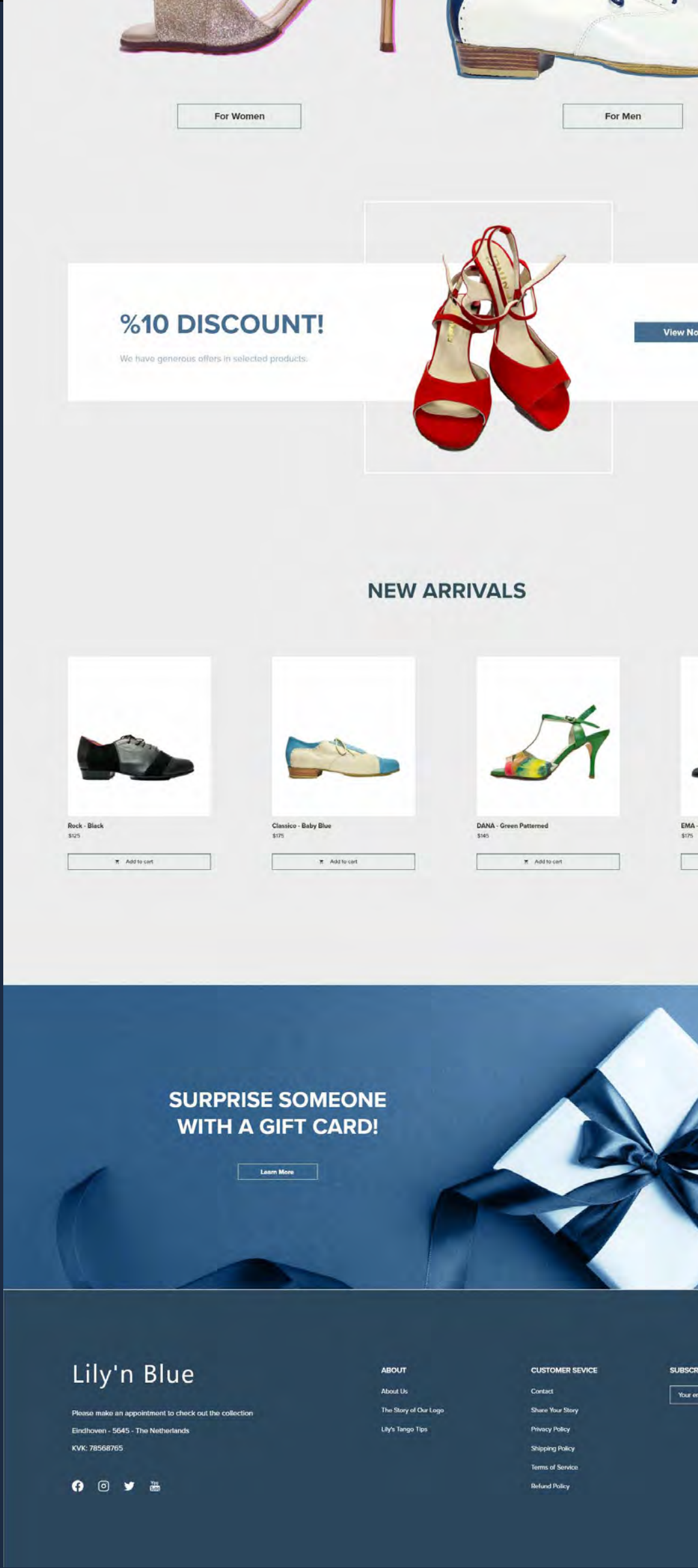
In the final logo, L has strong lines to resemble the male dancer, while B is engaging with it. And together they become an anchor.



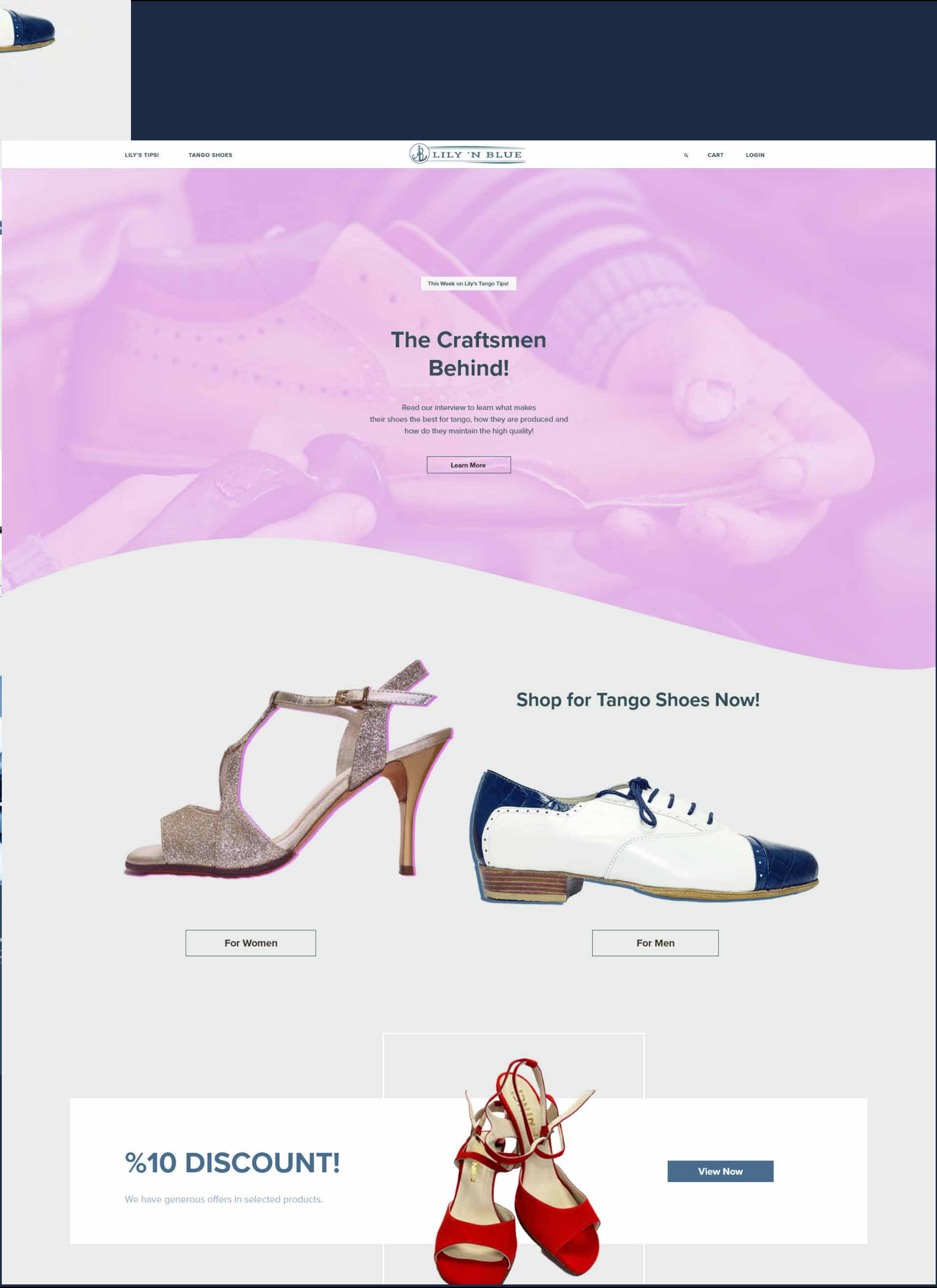
# THE WEBSITE

As brand’s tagline “Tango Shoes and more” indicates, she wanted the brand to be a bit more than an online market for tango shoes.

I advised her a “Lily’s Tango Tips” section, that she’d share periodical engaging content, such as interviews, moves, opinions, news about events. A simple attempt to create a niche community.



Click to view the prototype







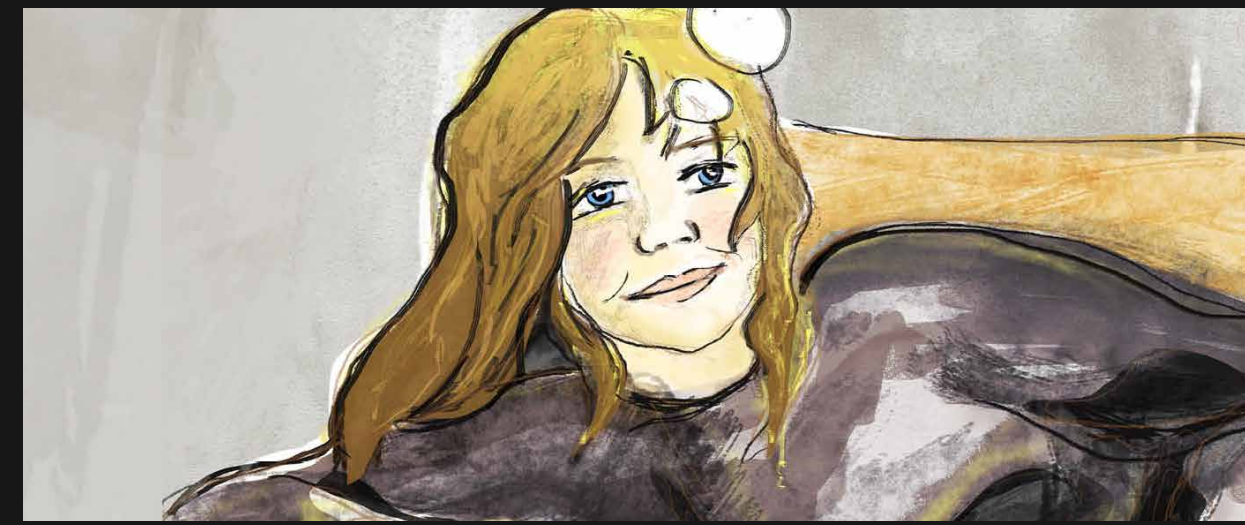
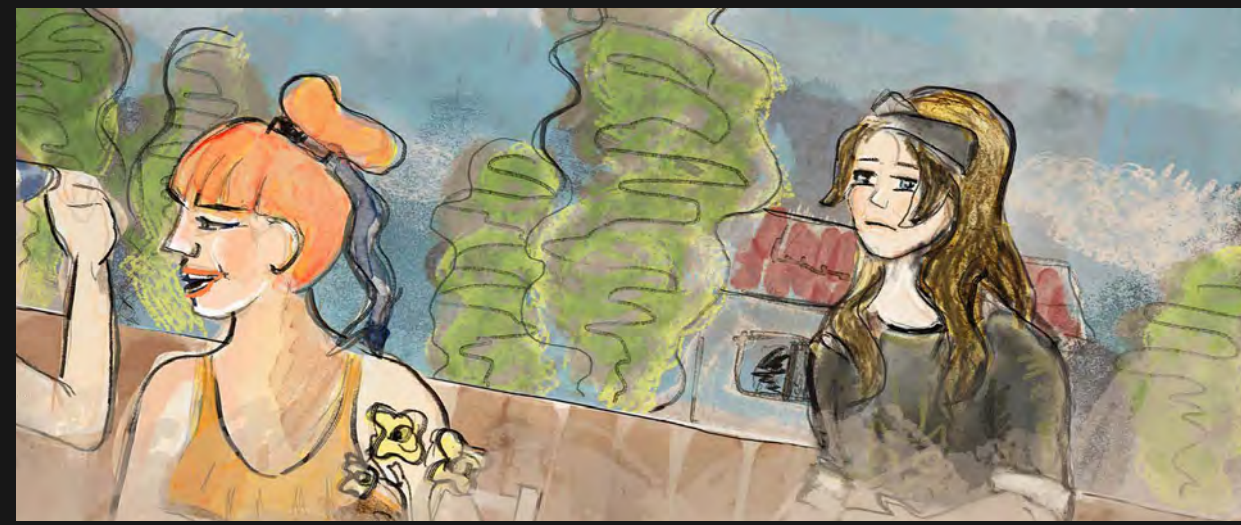
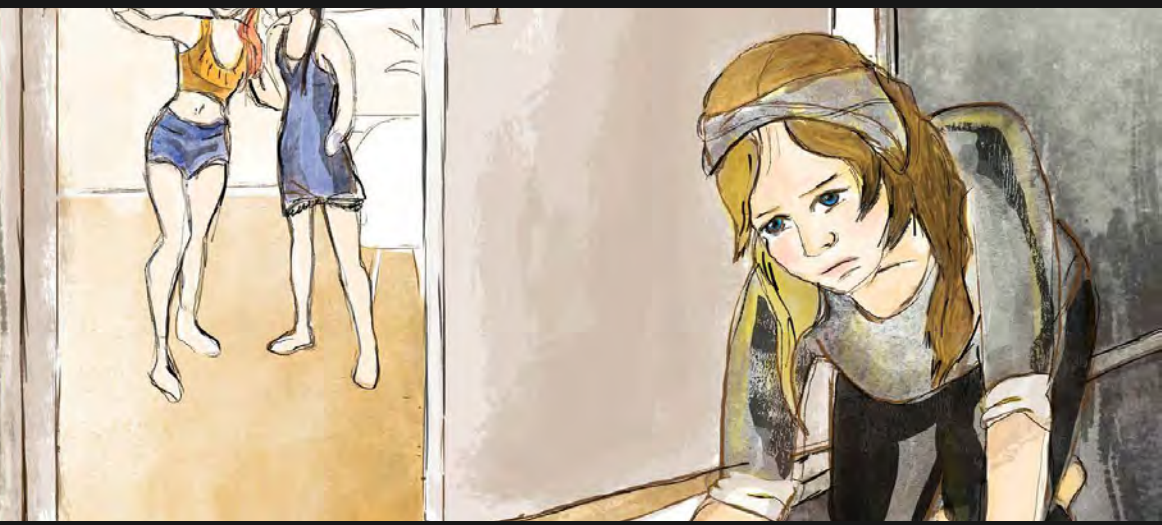
DYSTOPIA FOR CHILDREN

## KARA MASALLAR\*

**\*black tales**

I WROTE AND ILLUSTRATED A  
SERIES OF BOOKS TO HELP  
MY DAUGHTER KARA SURVIVE  
WITHOUT HEARTBREAK  
IN THE NEW WORLD  
OF DIGITAL REVOLUTION





"Kara Kedi" story resembles Cinderella. Kara is the hardworking, house cleaning, cooking, step sister of two, struggling to find herself enough social media followers for a respectable social position. **One day Auntie PR changes that, and after an intensive make up session, Kara becomes the star of an event. She finally gets the personal attention of the most successful CEO of the town.**

When she leaves the party to catch the Uber that was set up earlier, her shoe falls only to inspire the most popular hashtag of the following day: **#mysterygirl**. In the chaos of the social media, **#mysterygirl** attracts all sorts of theories, loses its meaning quickly, and Kara's claim of being the **#mysterygirl** is neither seen nor believed. In the end, the hashtag is just forgotten.







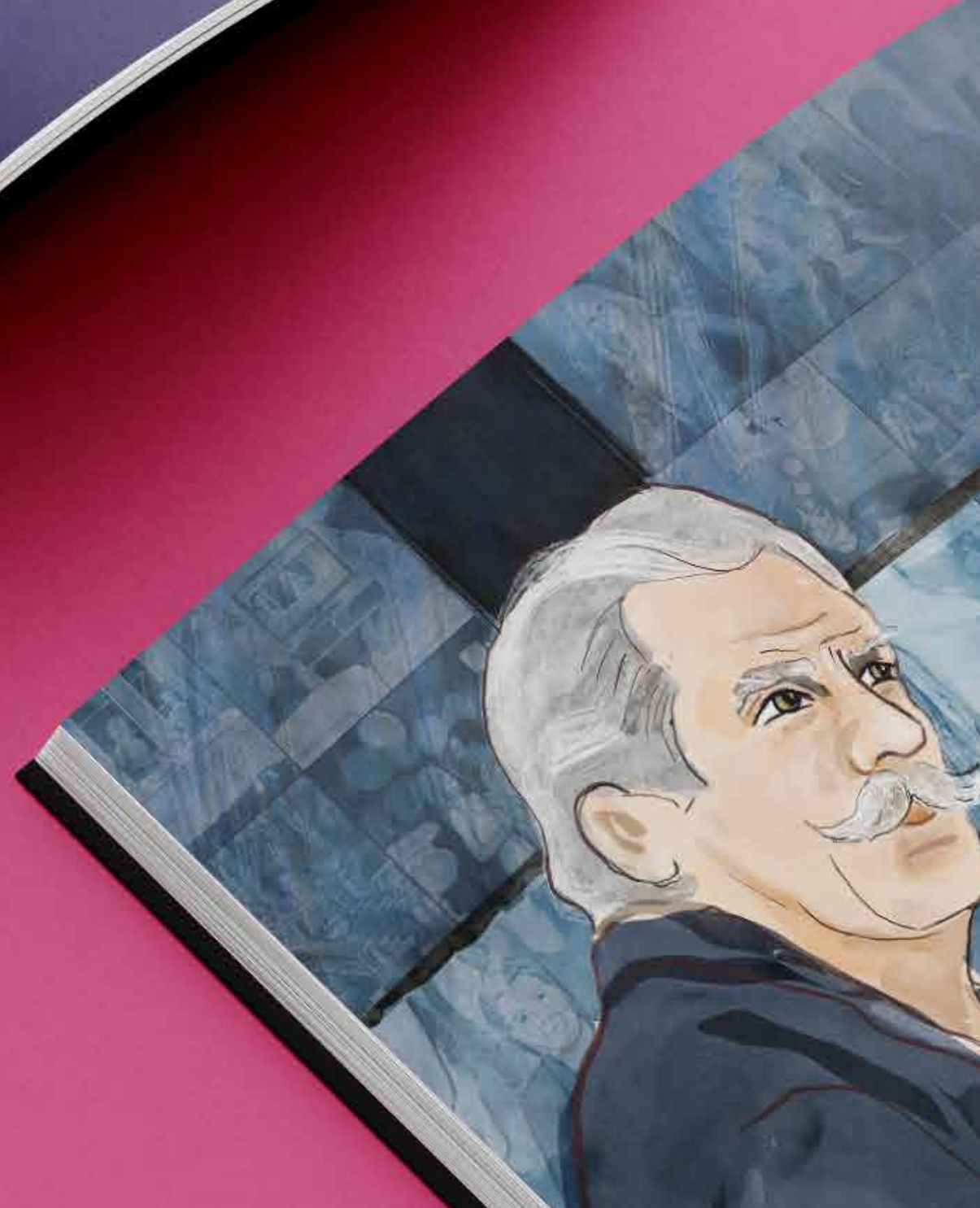
her,  
thing?  
nothing?  
looking back,  
possibly be related,  
because of a dark love.



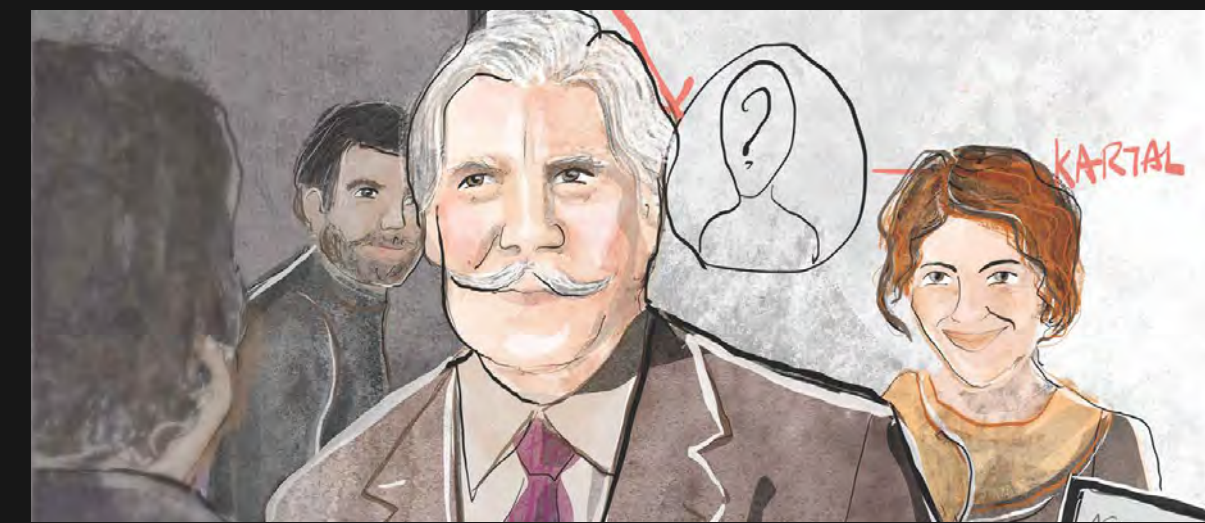
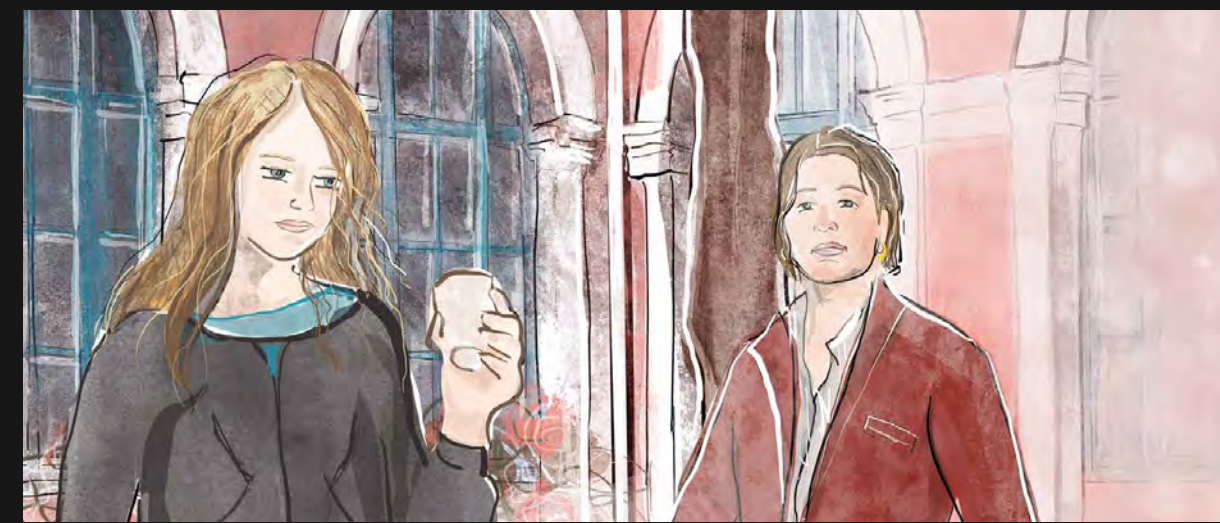
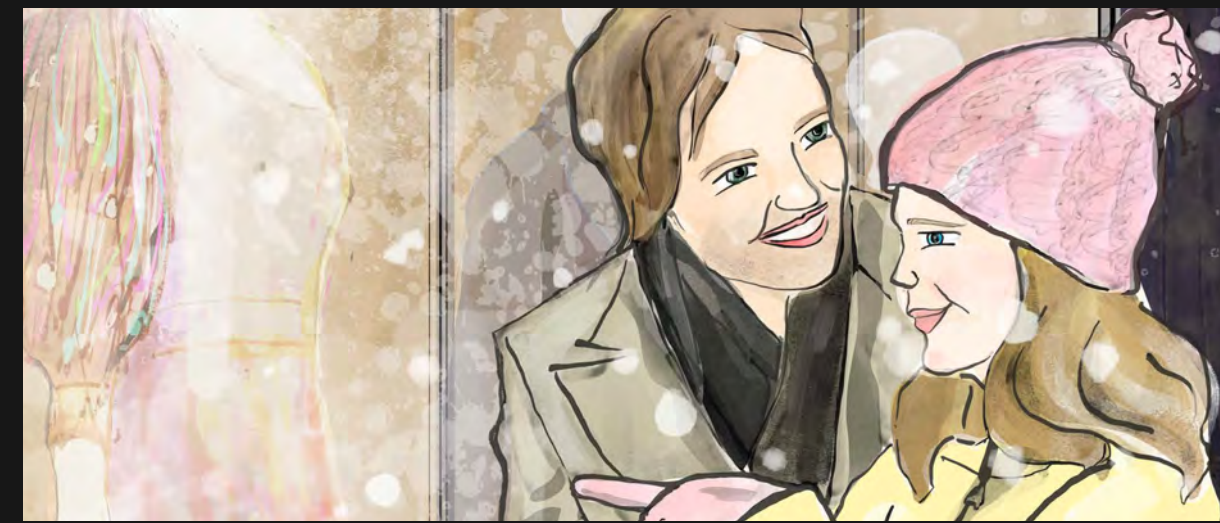
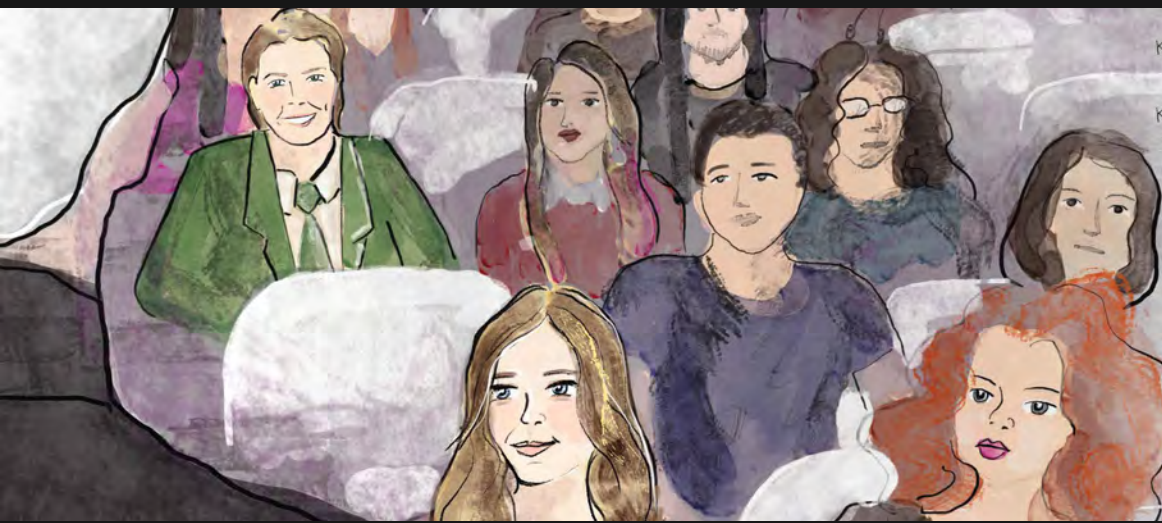
Nurses took them both into separate compartments  
Wires were placed on their heads, virtual reality glasses on their eyes,  
Tubes were tied to their arms.  
The couple was shown different scenarios  
to have their bodily reactions measured.  
How motivated would they be  
if they had to pierce mountains for each other,  
if they had to cross deserts,  
What if they had to fight enemy armies?

And more of daily things;  
How would Kara feel when Kartal sends a rose?  
What would Kartal think if the rose's thorn pricked Kara's hand?  
How happy they'd be when they have to change their baby's diaper.  
How angry would they get when they are cheated on?  
50 sets of data were collected on 50 situations like this:  
The size of their pupils,  
Blood pressure, pulse, neurological signals,  
estrogen, testosterone, neuropeptide and dopamine levels.  
Everything was measured  
To answer a single question  
*Is their love real?*

SEVDA

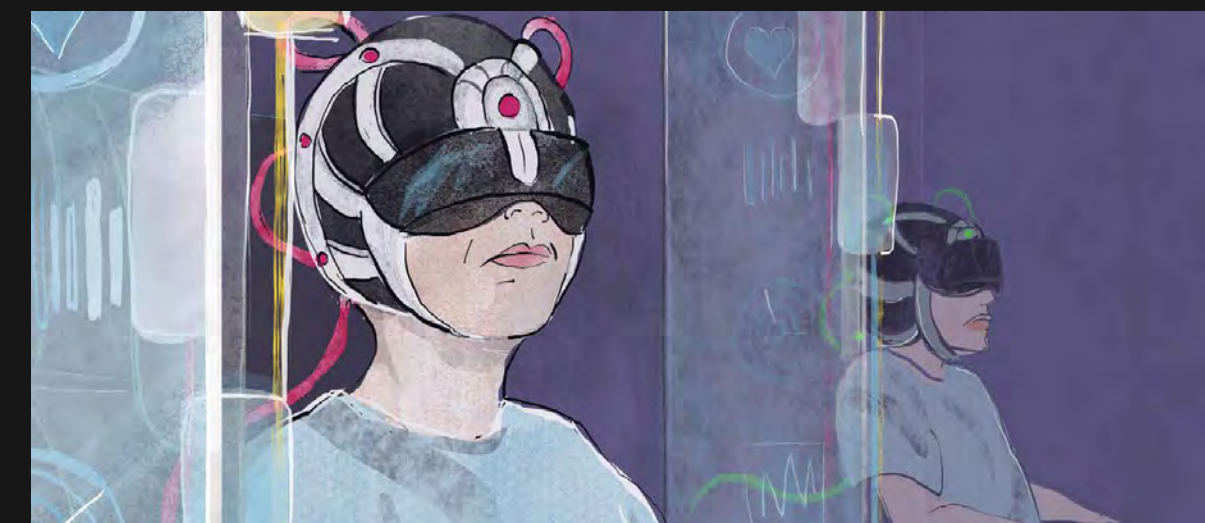






"Kara Sevda" is an impossible love story, with characters inspired by mid-century Turkish movies. Kara meets Kartal, a boy from an upper income class, at her school. They feel quite happy hanging out together, but Kartal's father do not share the same bliss. **Kentmen is afraid of losing his fortune because of his son's unwise decisions, which justifies in his mind, an extensive surveillance system.**

Every step he takes, every move he makes, Kentmen's watching Kartal. When he sees their relationship getting serious, he tries to bribe the poor Kara, to overwhelm her and mob her out of it. **When the couple doesn't give up, he asks for a biological proof of love test** but he fixes the result even before they take it. The couple finds the solution in faking their death and escaping the city, hoping to return one day.





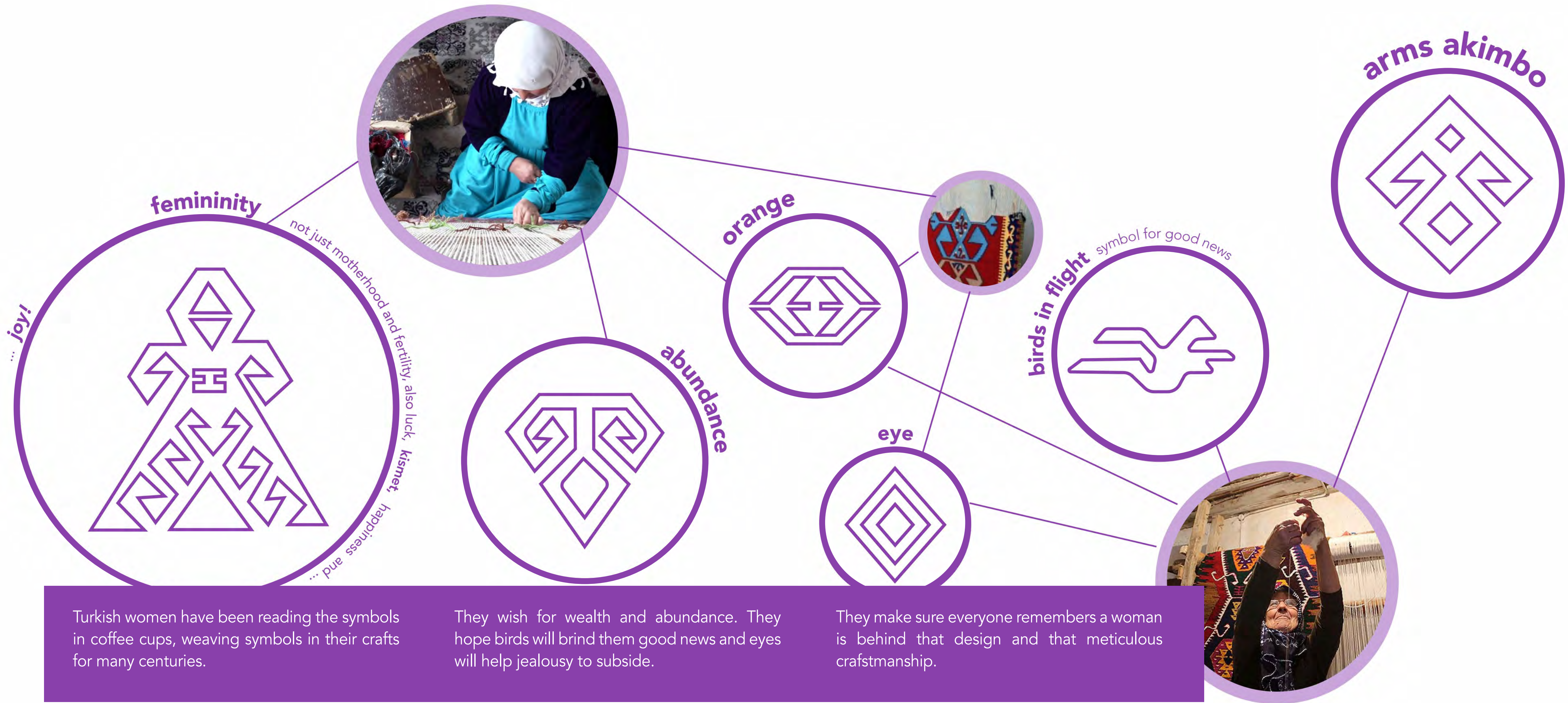


PSCHYEDELIC KİLİM

## VIBRANT PATTERNS

THROUGHOUT THE PORTFOLIO  
I'VE USED MANY PATTERNS.  
MOST OF THEM ARE INSPIRED  
BY THE MOTIFS TRADITIONALLY  
USED IN KİLİMS AND  
THEY MEAN SOMETHING!

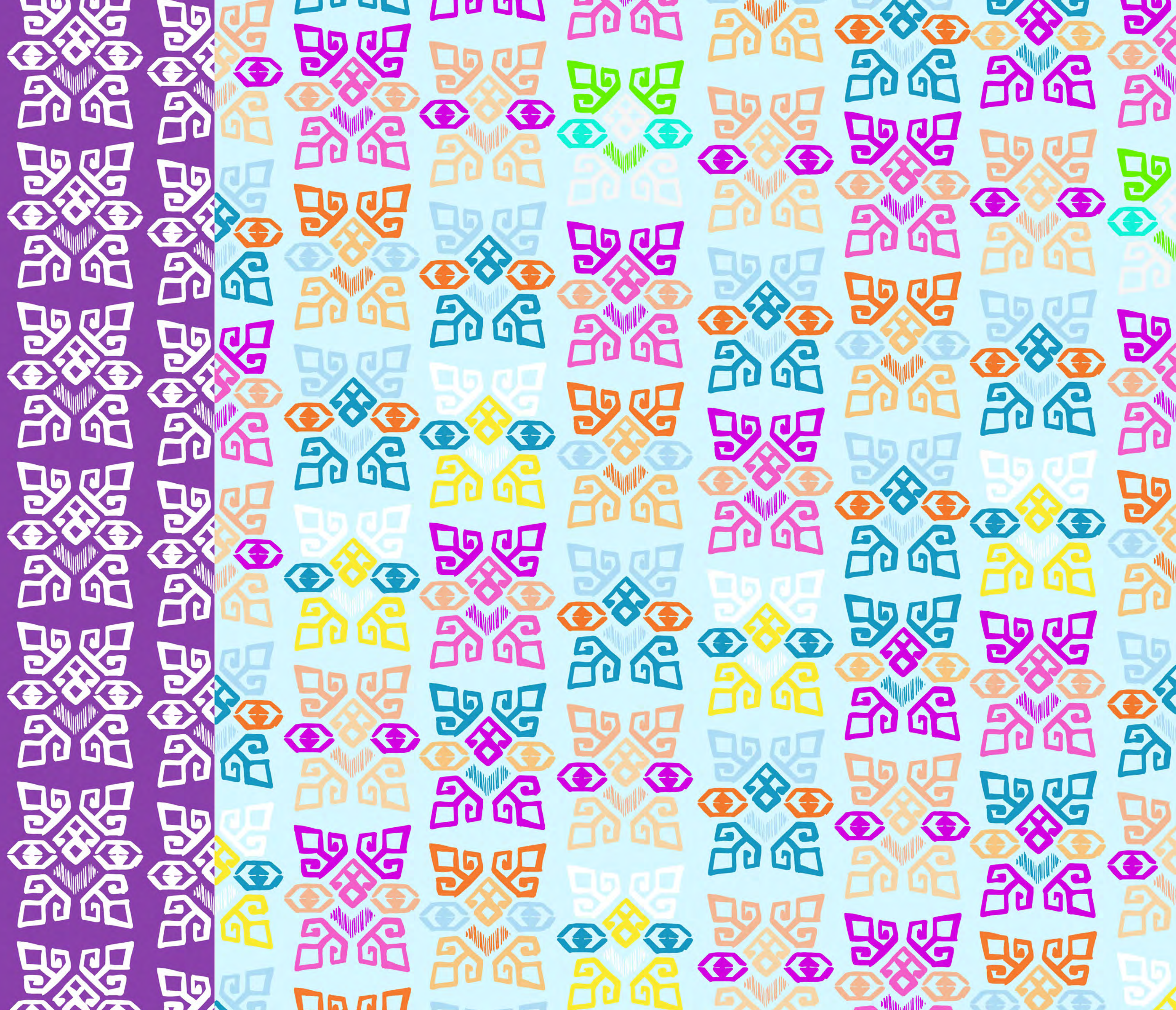








arms akimbo, **orange**, *abundant*



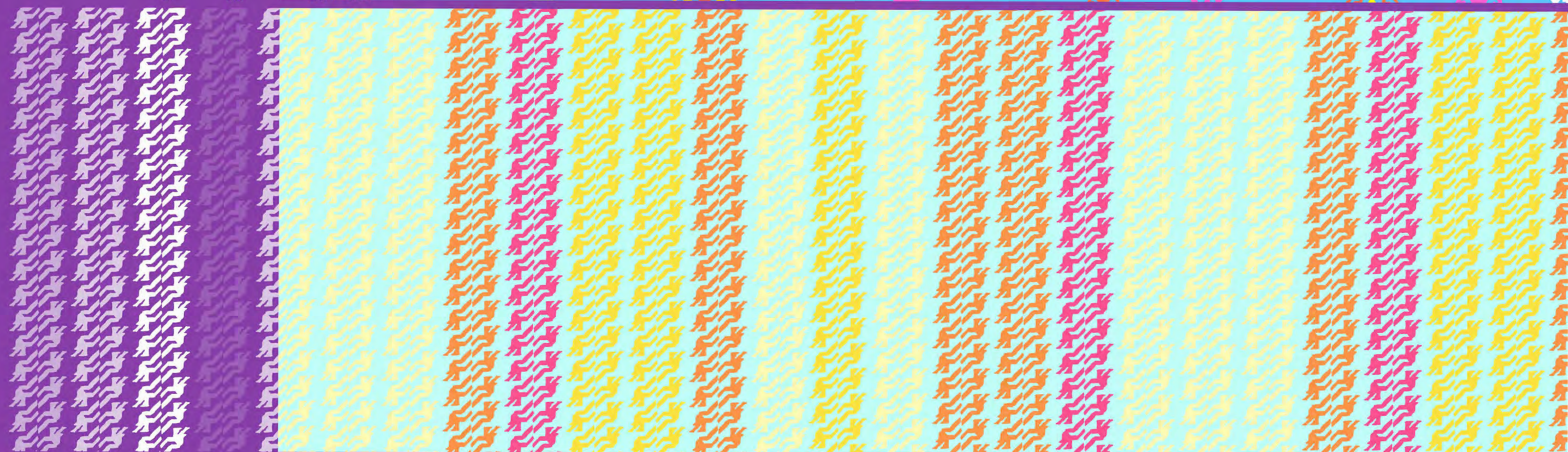




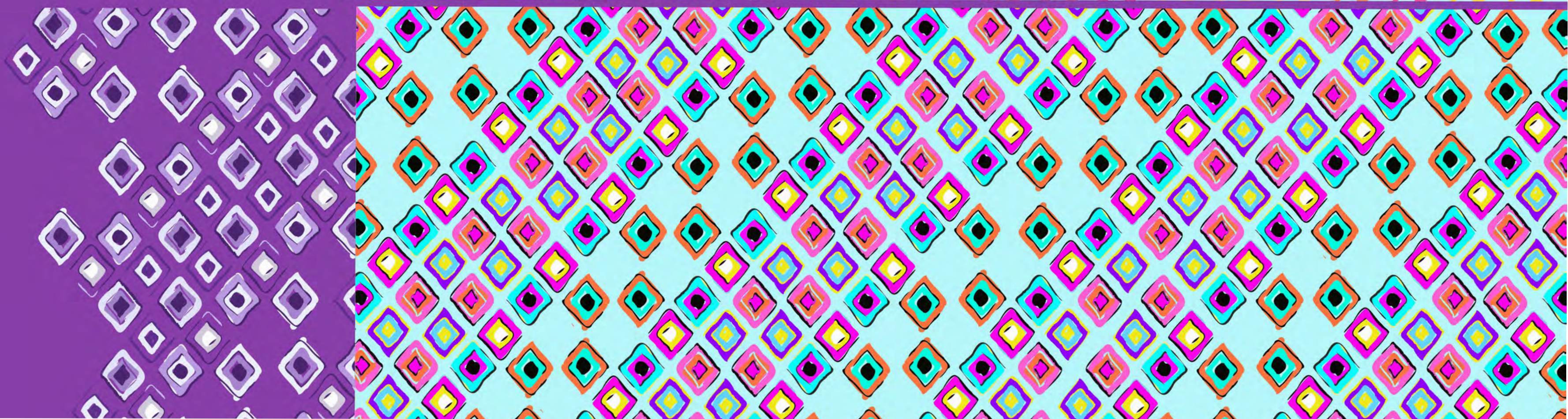
made by women



bird



eye





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