

Contact

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Top Skills

Design Team Coordination

Design Leadership

Director level

Languages

Italian (Elementary)

English (Native or Bilingual)

Certifications

POSTGRADUATE DIPLOMA
IN INNOVATION AND DESIGN
THINKING

Designing and Building AI Products
and Services / MIT xPro

Business Analytics: Decision Making
Using Data

Artificial Intelligence: Implications for
Business Strategy

Serdal Korkut AVCI

Senior Product Design Leader | Innovation Strategist | Keynote
Speaker | Advisory Board & Jury Member in Global Design Awards
Istanbul, Istanbul, Türkiye

Summary

With over 30 years of expertise in product design and development, I recently transitioned from my role as Executive Design Director at Beko to embark on a new chapter as a consultant specializing in product design and the integration of Generative AI into overall design processes.

Throughout my career, I have been at the forefront of design innovation, shaping the aesthetic and user experience of major household appliance brands working closely in cooperation with related R&D and production teams as well as Product Managers. My leadership has driven the seamless integration of creativity, technology, and functionality, aligning design strategies with evolving consumer needs and market dynamics on the path of realization. Evolving collaboration closely with R&D and production teams, ensured that design excellence translates into commercially viable and innovative products.

One of my key initiatives, VUX (Virtual User Experience), demonstrated the potential of AI-driven design foresight, enhancing user interactions and setting new industry benchmarks. With a deep passion for future-oriented design, I am now focusing on advising companies on leveraging AI and cutting-edge methodologies to optimize their product development, user experience, and market adaptation strategies.

Beyond my corporate experience, I continue to engage with design schools and industry professionals worldwide, fostering the next generation of designers and staying ahead of technological advancements.

As I step into this new phase, I am eager to collaborate with businesses, startups, and organizations seeking to integrate

Generative AI and advanced design methodologies to drive innovation and create products that redefine modern living.

Experience

Özyeğin University

Visiting Instructor / OZU _ IDE / Gen AI as a Design Discussion Partner
February 2026 - Present (9 months)

Istanbul, Türkiye

Consultant for Generative AI Integration in Industrial Design Education
Özyeğin University | 2026

Leading the development and implementation of a pilot program that integrates generative AI into all stages of the industrial design process across undergraduate studios.

Focused on building a new educational mindset that positions AI as a "design discussion partner", supporting critical thinking, ethical awareness, and creative exploration.

Self-employed

Senior Product Design Advisor & Strategic Consultant
March 2025 - Present (1 year 8 months)

Istanbul, Türkiye

As a Product Design Consultant with over 30 years of global experience, I help businesses navigate evolving markets through strategic, user-centered design. My expertise spans design management, international product development, and the integration of Generative AI across the entire design process—from early ideation to production. I work with teams to accelerate product cycles, enhance brand relevance, and deliver meaningful user experiences through seamless UX/UI solutions. With deep knowledge of consumer electronics, small household appliances, manufacturing, and cross-cultural market dynamics, I support successful product differentiation and agile market entry. My focus is on helping organizations adapt to change, embed future-ready design practices, team preparation and unlock innovation by combining creative vision with technical insight. I thrive on fostering collaborative, high-performing teams and guiding companies toward design solutions that are not only competitive but also sustainable and forward-looking.

Beko Corporate

Executive Director-Industrial Design

September 2022 - March 2025 (2 years 7 months)

Istanbul, Türkiye

Arcelik Group

Director of Industrial Design

July 2015 - March 2025 (9 years 9 months)

Istanbul, Istanbul, Türkiye

- As a member of board that sets corporate strategy for brand communication, make sure that product design strategy and corporate strategies are aligned to include all 12 company brands internationally
- Lead and presented the design of 3 main brands' major household appliances family (Including 9 major appliances like ovens, hobs, washing machines, refrigerators etc.) within 8 years
- Lead and presented the four main brands complete small domestic appliances family design development and implementation projects within 8 years
- Created and lead the new concept project development 'VUX', defining a virtual user interface for appliances. During all phases of the project, managed the teams, found and collaborated with proper startup resources and played a major role during the acquisition of the selected software design and development startup company
- Lead the team by sharing key concepts, strategies and guide brand positioning studies provided by the marketing team. For example: Created unique UX/UI definition VUX (Virtual User Experience) first time worldwide based on projected technologies (<https://youtu.be/C6ADpx8POcc>)
- Design study collaborations with major design schools / departments of the universities in Turkey, Germany, Netherlands and China / Shanghai
- The company sales grew 240% between 2011 and 2017 thanks to the new strategies and new products added the portfolio of the company
- Through the product design projects lead, design team was awarded with over 130 product design awards since 2011 in major international design award competitions including Red Dot/ IF Design/ Good Design and German Design Council
- Provide guidance to the relevant departments of the company via organized workshops regarding the strategy for designing mid & long term future for human experiences at home by new products and/or related services under the evolving digital era

Arçelik A.Ş.

INDUSTRIAL DESIGN MANAGER

May 2009 - July 2015 (6 years 3 months)

Arcelik AS

Mechanical Design Manager / R&D - Arçelik Electronic AS (Beko / Grundig)

February 2007 - May 2009 (2 years 4 months)

- . Managed the responsible technical group of people of 24 on new and current product projects
- . Re-organization of the design team to meet specific market requirements (speed and accuracy)
- . Coordinating the new product cabinet and infrastructure development project plans with all requirements like resources, budgets , domestic market and international market laboratory tests, production equipment requirements , new production lines or improvements depending on estimated production numbers, marketing requirements and needs , running prototypes, laboratory requirements.
- . Coordination of the new product projects and current product development projects requested from both sales & marketing and defined within the PDD, among the related parties and departments in production facility, marketing, purchasing, and industrial design.
- . Coordinating new product aesthetics and cabinet roadmap studies with coordinating the product management group , marketing both domestic and export , and international sales team , R& D team capabilities , in-house industrial design department , international industrial design companies and related management team .
- . Focused on cost innovative solutions in LCD TV mechanical infrastructure design and implementation and provided from 20% to 60% savings in different product ranges...
- . Through realization of specific ID design from surfaces to real parts with new plastic tooling technology and new specific material, initiated first applications in production, and one series of this product set awarded with "Engineering Design and Innovation Award" by CES(Consumer Electronics Show) in Las Vegas in Jan 2008.
- . Applied for 2 new application and design patents in LCD TV design.

DILA Design

Managing Director

January 2005 - February 2007 (2 years 2 months)

Running Product Engineering Design & CAD/CAM/CAE software trade FZE company in UAE .

- . Designed a concept model for promotion company
- . Telemarketing study on manufacturing and production companies in UAE on their needs for CAD CAE and CAM software solutions regarding engineering and design departments
- . Required software presentations and demonstrations due to requested features of software solutions.

ARCELİK AS

9 years 6 months

Product Development Manager / Washing Machine

January 2000 - January 2005 (5 years 1 month)

- . Managed the responsible technical group of people of 83 on new and current product projects
- . Managed PDD annual budget defining annual requirements depending on product development and improvement processes and department personnel needs and salaries.
- . Coordinated new product development project plans with all requirements like resources, budgets , domestic market and international market laboratory tests , production equipment requirements , new production lines or improvements depending on estimated production numbers, marketing requirements and needs , running prototypes, laboratory requirements,etc.
- . Coordinated new product projects and current product development projects requested from both sales & marketing and defined within the PDD, among the related parties and departments in production facility, marketing, purchasing, and industrial design.
- . Managed new product roadmap studies with coordinating the product management group , marketing both domestic and export , and international sales teams , R& D team capabilities , in-house industrial design department , international industrial design companies and management team .
- . Coordinated new product launching processes within PDD perspective and provided technical support as new products start in assembly lines in respective phases like first trial production , first 100, first 1000 and serial production .
- . Defined new project and personnel management tools and methods for project management and follow-up regarding the specific needs in order to improve productivity and efficiency
- . Advised the design group on CAD methodology and part modeling both for plastic and sheet metal parts

- . Worked with various domestic and international mold / toolmakers on plastic parts' moulds design and production line manufacturers.
- . Took five specific application world and domestic patents on washing machines design applications

Product Development Manager / Dishwasher

August 1995 - December 1999 (4 years 5 months)

- . Managed the responsible technical group of people of 25
- . The first completely domestic design and production of Dishwasher in Turkey , "Turkuaz" project.
(The structural base of the current dishwasher production which is around 1,8 million annually today is still the same as Turkuaz project design .
New features and control systems as well as new aesthetic plastic parts implemented to improve customer perception and improve product performance .)
- . Managed PDD annual budget defining annual requirements depending on product development and improvement processes and department personnel needs and salaries.
- . Coordinated new product development project plans with all requirements like resources, budgets , domestic market and international market laboratory tests , production equipment requirements , new production lines or improvements depending on estimated production numbers, marketing requirements and needs, running prototypes, laboratory requirements, etc.
- . Coordinated new product projects and current product development projects requested from both sales & marketing and defined within the PDD, among the related parties and departments in production facility, marketing, purchasing, and industrial design.
- . Coordinated the new product roadmap studies among product development , product management group , marketing both domestic and export , and international sales teams , R& D team capabilities , industrial design department , international industrial design companies and management team .
- . Took seven specific application world and domestic patents on washing machines design applications

Informatik Computer Systems & SW-HW turnkey Solutions Ltd

MCAE Software Application and Implementation Engineer

May 1989 - April 1990 (1 year)

Worked as application specialist for CAD software solutions like CADKEY and IDEAS

- . Trained TUVASAS (Turkish Trailer Manufacturing A.S.) for CADKEY software and related design solutions .
- . Supported various manufacturing companies on their CAD software implementation and technical problems for utilization .
- . Implemented and installed IDEAS CAD/CAE system in METU (Middle East Technical University) CAD CAM department .
- . Technical and detailed design coordination of tool manufacturing for the plastic parts outsourced to international companies for tool production ..

Education

University of Cambridge / Judge Business School Executive Education

Executive Education Program , Business Analytics: Decision Making Using Data! · (February 2022 - May 2022)

Tuck Executive Education at Dartmouth

POSTGRADUATE DIPLOMA IN INNOVATION AND DESIGN

THINKING, Innovation and Design Thinking · (December 2020 - September 2021)

EMERITUS

POSTGRADUATE DIPLOMA IN DIGITAL BUSINESS, DIGITAL BUSINESS · (2019 - 2020)

Harvard Business School Executive Education

Disruptive Strategy with Clayton Christensen · (2017 - 2017)

Morgan State University

M.A., Economics · (1992 - 1993)