firat toroglu

Product & Service Designer

Profile

I am a Design Director at Accenture - The Dock, the global flagship innovation center.

I lead design teams and work alongside strategists, data scientists and developers to help solve some of the most complex problems facing our clients today.

I am specialized in digital and user-experience transformation in cross-industries, including pharmaceutical, industry 4.0, supply chain, telecommunication, finance, digital twins, resources and government services.

Contact

Portfolio
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Experience

Innovation & Design Director / 2021 – Present
Fjord – Accenture The Dock, Dublin

Innovation Leadership: As a Design Director at the global innovation center of Accenture - The Dock, The Dock, I co-lead one of the three portfolio streams at The Dock, helping our clients in crafting their product and service strategies and guiding them through their digital transformations, from value proposition to conceptualization and execution.

Design Leadership: I also co-lead the strategy and vision of the design team, working alongside a diverse group of more than 25 interaction, visual, service, and systems designers in collaboration with specialists in artificial intelligence, analytics, and software development on innovation projects. I build talented design teams and offer upskilling opportunities for designers to help them excel in their work.

Service Design & Systems Thinking Capability Lead / 2020 – 2021
Fjord – Accenture The Dock, Dublin

In addition to innovation project leadership and team management, I led the innovation center's approach on systems and service design and created the first Fjord methodology library for system design that is now used by 7 different Fjord studios worldwide. I also established a global systems design community across various Fjord studios and trained over 150 designers.

Product & Service Design Lead / 2018 – 2021
Fjord – Accenture The Dock, Dublin

I have led design and cross functional innovation teams that deliver end to end design projects from user research to product/service implementation. Some of the showcase work in my portfolio reset and redefined the industry benchmark of digital user experience in Pharmaceutical, Supply Chain, Security & Access Management projects.

Guest Lecturer, Speaker / 2017 – Present
Hyper Island, TUD Dublin, NCAD Dublin, IXDA, IDIFEED

I give lectures to both undergrad and masters students about product, service and systems design.

Senior Product & Service Designer / 2015 – 2018
Fjord Design Agency – Accenture, Istanbul

As part of Fjord's - now, Accenture Song - regional design team, I have led design teams and innovation projects in Turkey and Middle East with some of Accenture's largest key accounts in finance, telecommunication, industry 4.0, resources and entertainment & hospitality industries. I also engaged in new business development, pitching proposals and client facing/stakeholder management as well as designing and facilitating workshops.

Product Manager / 2012 – 2014
Kale Group, Istanbul, Milano

I led the full product life cycle of some of the key products from concept development to launch at Europe's third-largest ceramic producer, Kale Group. I developed and managed relationships with top-class design studios in Italy for product development and design strategy. I also had full P&L and budget management responsibility.

Product Designer / 2008 – 2009
Studio Giovanni Levanti, Milano

In my time in Studio Giovanni Levanti, I was responsible for the project development and user experience design for furniture and lighting element companies. In cooperation with Domus Academy, I prepared the communication development based on client needs. I also worked on user experience design and visualization for Diamantini & Domeniconi and Campeggi.

Education

Politecnico di Milano, Milano
2009 – 2011, Master of Science in Product Service System Design

Domus Academy, Milano
2006 – 2007, Master in Product Design

Bilkent University, Ankara
2001 – 2005, Bachelor of Science in Business Administration

Expertise

Service design, UI/UX, Design strategy, Product strategy, Systems design, Product/service Innovation, Rapid prototyping, Design research, Business design