Profile

My Expertise lies in utilizing state-of-the-art technology to craft impactful user experiences and develop robust innovation strategies.

Successfully leading design and innovation teams partnering closely with strategists, data scientists and developers to help solve complex client problems through hands-on product and service design across multi-industries including pharma, fintech, finance, fashion retail supply chain, digital twins and government services.

My work
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Tools / Tech used
Figma, Sketch, Adobe XD, Adobe Illustrator, Adobe Photoshop, Jira

Reference Available upon Request.

FIRAT
TOROGLU

Design Leader
Product / UX & Service Designer

Expertise

Innovation Leadership: Driving forward-thinking strategies to identify and solve future problems, ensuring impactful solutions aligned with client and market needs.

Design Leadership: Mentoring and guiding multidisciplinary global design teams to deliver exceptional, user-centered products and services.

End-to-End Product & Service Design: Delivering comprehensive design solutions from initial research to prototyping, implementation, and scaling.

Systems Thinking & Human-Centered Design: Implementing systemic approaches that balance user needs with broader organizational and technological goals.

Portfolio & Program Management: Managing strategic portfolios and global projects, ensuring alignment with organizational objectives and measurable outcomes

Cross-Functional Global Collaboration: Building partnerships with global teams, including analytics and technology experts, to deliver integrated, innovative, and scalable solutions.

Capability Development & Mentorship: Developing design methodologies, leading global training initiatives, and fostering the growth of high-performing teams

Business Strategy & Client Engagement: Aligning design with business goals, driving new business opportunities, and managing key client relationships across industries

Experience

Design Director l 2021 – Present
Accenture - The Dock - Global Innovation Center, Dublin

Global Innovation Leadership: Developed and executed forward-thinking innovation strategies that align with emerging industry trends and client needs.

Design Leadership: Mentored and guided multidisciplinary design teams to deliver impactful, user-centered solutions.

Portfolio Leadership: Managed one of three strategic portfolio streams, driving the delivery of AI driven high-value digital transformation initiatives.

People Leadership: Built high-performing teams through recruitment, capability mapping, and tailored development programs.

Global Digital Transformation Projects: Led design teams across transformative initiatives across industries, delivering innovative experiences for global clients.

Collaborative Business Partnering: Partnered with data scientists and developers within cross-functional teams to deliver integrated, technology-driven solutions.

Hands-on craft: Contribute through hands on design, enjoying the opportunity to get my hands dirty and stay active in the creative process.

Key achievements: In my 3 years in the role we launched 2 product services in to the market that are actively used by our clients in marketing and drug discovery.

Systems Thinking Capability Lead (Dual Role) | 2020 – 2021
Accenture - The Dock - Global Innovation Center, Dublin

Leading Systems Thinking / Human-Centered Design Capability: Implemented systems thinking methodologies that expanded the scope and impact of human-centered design practices.

Global Systems Thinking Lead: Directed global systems design initiatives, setting benchmarks and elevating standards across Fjord studios worldwide.

Capability Development / Training Strategy Lead: Created a comprehensive methodology library to standardize and scale systems thinking practices across 7 studios.

Global Systems Design Community Creation: Established and led a thriving global community to drive knowledge exchange and capability building.

Product & Service Design Lead | 2018 – 2021
Accenture - The Dock - Global Innovation Center, Dublin

Team Leadership: Managed cross-functional teams to deliver complex, end-to-end design projects with measurable impact.

Project Design Lead: Directed global design projects, ensuring alignment with strategic goals and delivering exceptional user experiences.

End-to-End Design Projects: Delivered design solutions from user research through prototyping to full implementation.

User Research: Conducted in-depth qualitative and quantitative user research to inform design strategies and drive innovation.

Key Achievements: One of my key projects— AI-driven Identity and Access Management tool—has been acquired by Ping Identity (ForgeRock), a leading access management software company, for integration with their enterprise client solutions. The solution provides **60%** in access requests, revocations, and certifications

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

I give lectures to both undergrad and master's students about product, service and systems design.

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

Regional Design Project Leadership: Led design teams and innovation projects across Turkey and the Middle East for key clients in diverse industries.

Client Relationship Management: Built and nurtured relationships with major accounts, delivering tailored solutions for finance, telecom, and Industry 4.0.

Service Design & Workshops: Designed and facilitated service design workshops to drive client transformation and co-create impactful solutions.

Business Development & Strategy: Spearheaded new business initiatives through proposal pitching, workshop facilitation, and stakeholder alignment.

Key Achievements: Developed a comprehensive <u>smart playbook for the Qatar</u> government in collaboration with Accenture Strategy and Accenture Technology. The initiative involved designing 120 innovative smart city use cases. Key use cases were successfully developed and implemented ahead of the 2022 FIFA World Cup, showcasing advanced solutions to enhance urban efficiency, sustainability, and the overall event experience.

Product Manager | 2012 – 2014
<u>Kale Group</u>, Istanbul, Milano

Product Lifecycle Management: Oversaw the end-to-end lifecycle of flagship products, from concept development to successful market launch.

Strategic Design Partnerships: Collaborated with renowned Italian design studios to align product strategy with design trends.

P&L and Budget Oversight: Managed profit and loss responsibilities, ensuring financial performance and operational efficiency.

Cross-Cultural Collaboration: Bridged teams across Turkey and Italy, fostering strong collaboration for business and design excellence.

Product Designer | 2008 – 2009
<u>Studio Giovanni Levanti</u>, Milano

User Experience Design: Designed and developed user-focused solutions for furniture and lighting companies, prioritizing both form and function.

Client Communication Strategies: Created compelling communication materials in collaboration with Domus Academy to align with client goals.

Visualization & Prototyping: Produced detailed visualizations and prototypes for luxury brands like Diamantini & Domeniconi and Campeggi.

Creative Design Processes: Applied design methodologies to create innovative concepts tailored to client needs.

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

Other Relevant Training

2024 Harvard Business School Online - Innovation Strategy Training

2023 Advanced Figma Training

2022 Data Visualization

2021 Sales and Negotiation